



Visa empowers employees to be social professionals with LinkedIn Elevate

“At the end of the day, we want our employees to be our best advocates. There’s no better way to do so than by empowering them to share content.”



Lucas Mast
VP of Corporate Social Media
Visa

Creating Social Professionals

As a leading technology company, Visa is in a highly competitive space for consumer mindshare. They needed a way to cut through the noise and authentically communicate their brand to their audience. “We realized that we have amazing employees who are not only proud to be at Visa, but who also love learning about various industries. We wanted a way to easily provide them with interesting content to help them be social professionals, and in turn help the company by sharing this content with their networks,” says Lucas Mast, VP of Corporate Social Media.

Visa chose LinkedIn Elevate, and a customer success consultant helped them identify leaders within teams who were already active on social to start using the tool. In order to keep employees engaged on the platform, Visa shared interesting content across both company and non-company related topics.

Challenge

- Reach and engage audiences
- Increase employee social sharing
- Drive brand awareness

Solution

- Empower employees to be social professionals with LinkedIn Elevate

Results

- Visa U.S.-based employees using Elevate are sharing **5x more frequently**, resulting in:
 - **Over 1%** CTR on employee-shared content
 - **4x more** company page followers
 - **3x more** company page views
 - **30% increase** in Content Marketing Score (CMS)

"We balanced sharing Visa content with content that would just help our employees become thought leaders. As a company, we are looking to make them not only better employees but also better professional individuals as well," explains Mast.

Enhancing the Visa Brand

Sharing content has made Visa employees better social professionals and more visible to their networks. "When employees share content, their network is reminded that they're a Visa employee. We've seen it really spark interest in Visa as a brand and potential employer, with more awareness for Visa on LinkedIn and greater support for job postings," says Mast. Elevate has also allowed the company to shine a light on new and interesting things that are being done in local markets at Visa around the globe.

Since launching Elevate, participating U.S. employees at Visa are sharing 5x more frequently than before, which has resulted in them driving 3x more company page views and 4x more company page followers. After seeing this success, Visa is rolling out Elevate to the entire organization.

"Elevate has provided a megaphone for Visa," Mast says. "It's helped position us as engaged with our employees and as thought leaders within the industry."

Says Lucas, "People consume information in many different ways, and it's important to reach them in the way they want to be reached. With employees as busy as they are, if you can deliver approved company content in a way that's interesting and engaging, you're giving people an easy opportunity to share it in safe way."

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