



## Pearson uses Elevate to drive its reputation – and that of its employees

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**Anna Bowen**  
Director of Employee Communications  
Pearson

### Building a Reputation on Relationships

Pearson, the world’s education company, is a business built on relationships and reputation versus traditional brand advertising. In order to increase brand awareness, Pearson are engaging a small group of employees across different markets to share Pearson-relevant content with their social networks. “To build a brand from the inside out, we know that equipping employees to act as brand advocates is important. Social media is one way to help employees share their stories and we needed a way to quickly and easily scale the social media efforts that were already taking place,” says Anna Bowen, Director of Employee Communications.

### Challenge

- Drive brand reputation in market by telling the real Pearson story
- Scale corporate social media activities
- Reach talent in employee networks

### Solution

- Empower employees to ‘un-mute’, build their professional brands and shape Pearson’s by sharing quality content via Elevate

### Results

- **7x** employee shares
- **3.7x** as many engagements
- **2.5x** as many company page views
- **2x** as many company followers and **1.7x** as many job views

Pearson chose Elevate to roll out cross-functionally to employees, initially in marketing and corporate affairs as well as those on customer-facing teams or with a desire to be more active on social media. "Elevate had the functionality we were looking for, and was super intuitive. The tool itself is very easy for employees to immediately understand how to use," says Bowen.

## Training on the Importance of Social

While Elevate was very intuitive, the understanding of the importance of sharing on social media varied widely within the company. Bowen knew it was important to help employees understand the value - both to them as individuals and the company - of building their personal brand online. Sharing content curated by the company to their social networks also helped employees to build their professional networks. She explains that "Because Elevate is really intuitive we spent less time training people on the tool, and instead centered everything around building your personal brand with Elevate as the enabler."

Pearson wasn't alone in developing these trainings. The Elevate Customer Success consultants provided materials and conducted sessions on what makes for good sharing on social media, the importance of a good LinkedIn profile, and why someone should care about their personal and professional brands.

## Measuring Results

Since implementing Elevate, employees are sharing 7x more than before. Their sharing has directly influenced 2.5x as many company page views and 2x company followers. Pearson also saw 1.7x more job views than before.

One of the reasons this program has been so successful is the motivation that Elevate provides to employees through meaningful metrics, such as profile views, that keeps employees coming back in and sharing. Additionally, Pearson regularly shared tips and tricks, and refined their content strategy. "This year, one of the things we're exploring is how to use digital content to catch the eye of potential candidates through our current employees," explains Bowen.

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