



## AccorHotels Engages a Sophisticated Business Audience with LinkedIn Elevate

*“We think that the Elevate platform is very user-friendly and easy to use. All the employees appreciate the simplicity, especially with the mobile app. We tell our employees to just take 5 minutes in the morning to share to their social networks; it’s easy to motivate them.”*



**Emmanuel Guinot**

Brand and Social Content Director, AccorHotels

### A Global Enterprise with an Executive Customer Base

AccorHotels is a world-leading travel and lifestyle group, with holdings in every segment from luxury to economy accommodations. In addition to their hotel offerings, they are one of the only hospitality groups in the world with holdings in the private rental business.

As a global business with over 250,000 on staff, AccorHotels needed to make sure their employees were equipped to express the organization’s strategies, vision, and values. “Messaging is more impactful when the individual is speaking, versus the brand,” says Emmanuel Guinot, Brand and Social Content Director for AccorHotels. “We wanted to make that human voice a differentiator for our organization.”

AccorHotels’ employees were uniquely positioned to speak to the brand’s elite audience of executives, business travelers, and commuters. To unlock the potential of social sharing throughout the organization, AccorHotels needed a platform that was easy for all employees to use, and could help reach their target audience.

### Challenge

- Humanize brand with employees’ voices
- Reach a new audience
- Communicate brand values internally & externally

### Solution

Use LinkedIn Elevate as a central platform to share content with employees and their connections

### Results

Employees are sharing by **7X more** than before, resulting in:

- **6X more** Company Page views
- **4X more** Company Page followers
- **2%** engagement rate on employee-shared content
- **2.2M** in annualized earned media value

*“You have to prove the value to management, but it’s not difficult. In the dashboard, we can see that in one month we have generated positive ROI.”*

## Reaching a Professional Audience on LinkedIn

LinkedIn Elevate was AccorHotels’ top platform choice. “We thought the platform was very user-friendly, very easy to use,” Guinot says. “We knew our employees would appreciate that simplicity, especially with the mobile app.”

The level of integration with LinkedIn that Elevate provides was another deciding factor. “Our goal is to have a global presence on LinkedIn, so we wanted to activate all of the channels and tools available on the platform,” Guinot says. “Our target audience uses LinkedIn extensively. But we also appreciated that you can share to multiple social media channels at once.”

Guinot was able to get leadership buy-in by demonstrating the potential ROI of the platform. The number of employees active on LinkedIn and the average connections per employee clearly showed the potential. “We felt it would be a more efficient channel than other forms of advertising, like television or print ads,” says Guinot.

## Launching a Global Program

To get the program off to a quick and successful start, AccorHotels used Elevate’s Social Stars program to identify their employees most active on LinkedIn. The 200 top employees became the pilot group. As they began to use the platform, AccorHotels recruited more employees through internal communications to key departments within the

organization. Finally, the company sent a global email to the entire organization. This tiered rollout helped the program sustainably grow.

To keep the queue stocked with quality content, Guinot and his team encourage employees to not only share, but create content as well. “We encourage them to publish articles on Pulse, then share these articles through Elevate,” he says.

Guinot and his team keep enthusiasm up with monthly reminders. These reminder emails share the impressive results employees are achieving: “We watch the way people are using the platform, and we can see how much content has been shared and what kind of reach we have, including re-shares. We can show it’s much more efficient than just sharing on the company page.”

AccorHotels’ Elevate pilot generated positive ROI in its first month. With the ability to prove the real business impact of the platform, upper management was fully bought in for continuing the program. “We have seen a lot of our leadership saying, ‘make sure that you’re using Elevate, it’s part of our success,’” Guinot says. “Everyone now has the ‘Elevate reflex.’ As soon as they have news to share, they share it on our classical media channels, and now they never forget to share on Elevate too!

With help from the Elevate platform and account team, AccorHotels has built a sustainable employee advocacy program that gets results. The program’s initial success has sparked ever-increasing levels of participation, which has helped drive even more impressive outcomes. By putting their employees at the center of brand communication, AccorHotels has boosted its visibility and its reputation for good hospitality.

## Quick Employee Advocacy Tips from AccorHotels

- Start with a smaller team and expand strategically
- Make sure you have an abundance of relevant content for employees to share
- Encourage employees to become content creators, too

Visit [business.linkedin.com/elevate](https://business.linkedin.com/elevate) to learn how others have successfully launched an employee advocacy program.