



ANZ Bank Uses Employee Advocacy to Create Stronger Engagement with Customers and Prospects

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Stella Walsh
Senior Manager, Social and Digital Communications
Australia and New Zealand Banking Group

Transforming social media culture

Australia and New Zealand Banking Group (ANZ) serves 9 million customers in the Asia-Pacific region, including individuals, small businesses, and corporations. With 50,000 employees worldwide, ANZ and its social media team saw an opportunity to strengthen relationships between employees and customers while at the same time helping employees build their social media skills and reputations as thought leaders. However, social sharing was not well-defined as a skill set at ANZ, nor were there tools for easily sharing content and tracking impact.

“There needed to be a strong transformation of the social media culture across the whole organization,” explains Stella Walsh, Senior Manager of Social and Digital Communications at ANZ. “We had to break down barriers to employee advocacy.”

Challenge

- Strengthen relationships with bank customers
- Help employees build their professional brands and showcase knowledge
- Gain insights on the impact of employee advocacy

Solution

- Provide employees with an easy-to-use content sharing platform, via LinkedIn Elevate

Results

- Employees are sharing **6x more frequently** than before, resulting in:
 - **4x more** Company Page followers
 - **4x faster** employee connection growth
 - **Over 2%** engagement rate on employee-shared content

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Joe Watkins
Social Media Marketing Leader
Australia and New Zealand Banking Group

Tangible evidence of employee advocacy's impact

To increase comfort levels around social sharing, the bank needed a platform that was easy to use and built into tools that were already part of employees' workdays. ANZ decided to run pilots of two platforms, and ultimately chose Elevate. Elevate was the easiest to use and included data that no other solutions could offer, such as demographic information of those who were engaging with employee-shared content.

“Elevate made the impact of employee advocacy more tangible,” she says. “We could see how engagement with employee-shared content translated into benefits for our brand and for recruitment.”

The new employee advocacy program also helped ANZ's private bank advisors showcase the bank's thought leadership. “We wanted our advisors to be viewed as credible experts, and nurture relationships with clients and other contacts,” says Joe Watkins, Social Media Marketing Leader for ANZ's wealth division. “Employees could quickly see that social sharing was good for their professional brands, as they were on average growing their connections across LinkedIn 4x faster than before using Elevate”

Stronger engagement with content

Since ANZ began using Elevate, employees are sharing 6x more than they were before. Their content sharing has influenced 4x more Company Page followers. In addition, employee-shared content via Elevate sees an engagement rate of 2.3%, on average.

“Through analytics from Elevate and Adobe, we have been able to see how content sharing has driven incremental traffic to our content platforms,” says Watkins. “We can also see how it's generating more applications for jobs. The more employees we can bring on to Elevate, the more powerful we can be in delivering messages that help our customers.”

Tips for launching a successful employee advocacy program

- Ask employees about their individual goals for sharing content - since they may be different from the organization's goals. “Understand what your employees need in order to engage with the groups they're trying to reach,” Walsh says. This research will help guide decisions about content.
- Foster friendly competition to encourage employees to share more - and to add a bit of fun to the process. ANZ shares Elevate leaderboard data with employees so they can see the top sharers, and consider upping their sharing themselves.
- Create mini case studies about the benefits of advocacy to convince hesitant employees and groups to sign on. For example, Walsh compiles success stories about and shares them with groups that are new to social sharing.

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