



# ANSYS Builds Trusted Communications Channel Through Employee Advocacy

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**Sandy Adam**  
Global Social Media Marketing Manager  
ANSYS

## Content sharing beyond sales teams

“We like to say that if you’ve ever driven a car or flown on a plane, you’ve been touched by our product,” says Sandy Adam, Global Social Media Marketing Manager for engineering simulation software provider ANSYS. The primary audience for ANSYS solutions is engineers developing complex products, with the help of simulation tools. ANSYS had been providing product-specific content to salespeople to raise awareness of the brand. However, Adam wanted a broad range of employees – not just sales teams – to share content with their social networks. That meant offering a broader range of content that addressed topics beyond ANSYS products.

“People have different roles – it might not make sense for an accountant to push out content about fluid dynamics,” Adam says. “All employees need interesting articles to share with their audiences so they can build their professional brands online.”

## Challenge

- Help employees build their professional brands
- Reach target audiences, such as engineers
- Provide a broader range of content to share

## Solution

- Offer employee advocacy within a familiar platform, using LinkedIn Elevate

## Results

- Employees are sharing **2x more frequently** than before, resulting in:
  - **2x more** Company Page followers
  - **2x faster** employee connection growth
  - **10% increase** in Social Selling Index scores (SSI)

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## Ease of use key to broad employee advocacy success

For the most part, Adam says, ANSYS employees were not experienced social sharers. She sought an employee advocacy solution that made it easy to onboard new users, and offered a wide range of content for different departments.

LinkedIn Elevate eliminated much of the friction involved in employee advocacy – challenges that the other solutions she considered did not solve. “Some of the products we looked at required separate logins, had only a desktop solution, or didn’t offer a good experience on mobile,” Adam says, whereas Elevate was integrated with LinkedIn and offered an easy-to-use mobile app. “LinkedIn is a familiar environment that most employees are comfortable using, so they’re more likely to adopt employee advocacy through the LinkedIn Elevate product.” Employees can also share to their Twitter and Facebook networks through Elevate.

Access to detailed data about employee engagement was also a huge plus. “Elevate allows me to send meaningful reports to management about employees’ sharing activity,” Adam says. “We can also see if we’re reaching our engineering target audience, and if we’re not, we can quickly change our content strategy to get more technical articles out there.”

## Employees as a trusted channel

Since ANSYS began using Elevate, employees are sharing content 4x more than before, and their content sharing has influenced 2x more Company Page views. It has also influenced 2x faster employee connection growth and a 10% increase in users’ Social Selling Index scores (SSI) on LinkedIn.

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### Tips for launching a successful employee advocacy program

- Ask a top executive to sponsor employee advocacy. “Just having the name associated with your program will lend credibility across the company,” Adam says.
- Where possible, schedule in-person meetings to talk to employees about the value of advocacy. “We tried webinars, but they weren’t as successful,” Adam says. Face-to-events are likely to generate more Q&A interactions with employees.
- Check in with employees after launch to find out if employee advocacy is meeting their goals. “Get feedback early and often about what they like and don’t like about both the platform and the content,” Adam suggests.

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