

How Hitachi Vantara enables employee advocacy with LinkedIn Elevate

HITACHI
Inspire the Next

Location: Santa Clara, California | No. of Employees: 5,000 | Industry: Technology Company



“When you start working with employees and teaching them how to build their professional brand and why it’s important, Elevate is the exclamation point in their ‘Aha!’ moment.”

Sandy Adam

Senior Social Media Manager, Hitachi Vantara



Challenge

- Organizations of all sizes are seeking out advocacy programs that empower employees to share relevant content online on behalf of their brand.
- Although these programs are proven to work, many employees fail to recognize the personal brand-building advantages an employee advocacy program offers, in addition to the marketing benefit for a brand.
- At California-based technology company Hitachi Vantara, Senior Social Media Manager Sandy Adam wanted to teach employees how they could advance their own goals by sharing content on social channels like LinkedIn.



Solution

- To feature employee voices and attract top talent to Hitachi Vantara, Sandy developed an employee advocacy program that relies on LinkedIn Elevate to share the company’s message and narrative with the right people at the right times.
- “While I was training people on how to sell, I needed them to understand why they needed content,” she says. “Elevate is the tool for content.”



Results

- Sandy reports that employees have embraced the advocacy program and use Elevate on their desktops and mobile phones to share content whether at work or on-the-go.
- In April of 2019, Hitachi Vantara employees shared 157 broadcasts, which racked up more than 14,000 total engagements.

14K

organic engagements driven by 157
broadcasts on LinkedIn Elevate in April 2019.

+5M

people reached in one month by Hitachi
Vantara employees’ Elevate posts.

Empowering advocacy through Elevate

- LinkedIn Elevate exists to make it easy for people at your company to find and share relevant and valuable content with their networks.
- Elevate measures metrics like reach, engagement, and likes, comments, and shares, delivering insights to teams like Sandy's in real-time.

Finding the right mix

Sandy says she's a believer in the 80/20 rule: 80% of content shared by a company and its advocates should cover higher-level industry topics (made easy to find within Elevate), while the remaining 20% should cover more of a brand-centric and promotional slant. She says this has worked well for her team and recommends it for others.

Developing internal influence

- Hitachi Vantara's Chief Technology Officer approached Sandy after hearing about the success of the newly revamped employee advocacy program saying, "I'd like to be a little more socially active and be seen as an evangelist for the company. Can you help me?" This matters, because an organization's leaders can be among its most valuable and visible marketing assets, and Elevate provides an easy place to curate content for frictionless advocacy.
- If you're ready to pilot your own employee advocacy program, Sandy says three to four months should get yours up and running smoothly. From there, she recommends you "begin to scale by making sure you stay visible in your organization and you're always talking about your program."



"LinkedIn tells us who our social rockstars are already. Get them in the program, get their feedback on how they like it, give them great content on a regular basis, and then grow your program."

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