


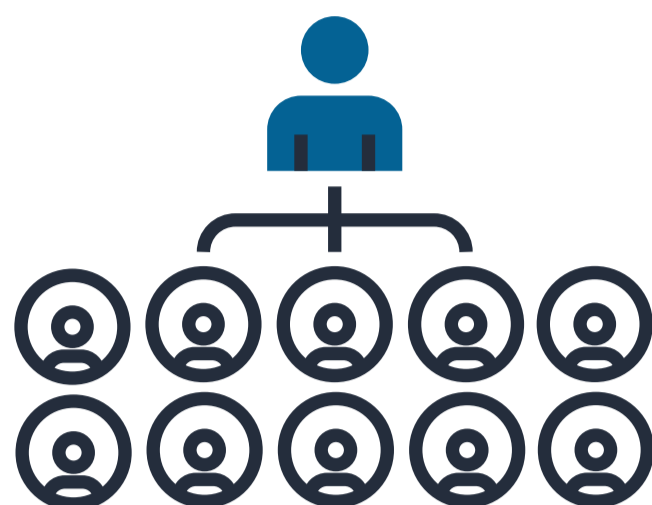

ACTIVATE YOUR EMPLOYEES ON SOCIAL MEDIA


12 Reasons to Pursue Social Media Marketing Through Employee Advocacy

+ DRIVING BRAND AWARENESS:

1 **2X** HIGHER CTR  Even when sharing the same content, on average employees see a **2x higher click-through rate** than their company sees.¹

2 On average, a company's employees have **10x as many connections** as the company has followers.¹

 **Connections** VS **Followers** 



3 While only 3% of employees share content about their company, those shares are responsible for driving a **30% increase in the total engagement** a company sees.¹



4 **SHARE + SHARE**

Company Page View

Every two employee shares on LinkedIn result in a Company Page view.

Every six shares on LinkedIn result in a Company Page follower.¹

 **6**

+ ACCELERATING SALES GROWTH:


5  **57%**

Socially engaged companies are **57% more likely to increase sales leads**.¹

6  **45%**

Salespeople who regularly share content are **45% more likely to exceed quota**.¹



7  **27%**


of high-growth firms with employee engagement on social media reported a **shortened sales journey**.²

8  **64%**

Nearly **64%** of employees in a formal program credit employee advocacy with **attracting and developing new business**.²




9 **Almost 45%** of employees in a formal program credit **new revenue streams** to employee advocacy.²




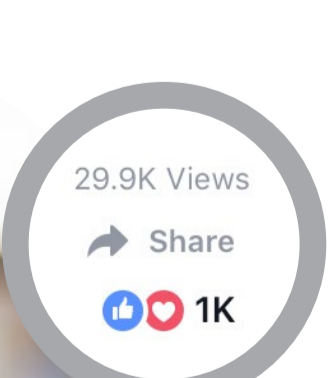
+ EXISTING ACTIVITY ON SOCIAL MEDIA:

10 **80%** of CEOs from the world's top companies are now engaged online and via social media.³



11  **50%**

of employees are already **posting about their company**.⁴

12  

6X

According to LinkedIn data, sharing content regularly can **increase employee profile views by 6x**.¹

If your organization has been on the fence about employee advocacy, these stats show it is time to get your program started. LinkedIn Elevate is the smarter employee advocacy solution that leverages LinkedIn data to maximize program success. [Learn more about LinkedIn Elevate.](#)

Sources:
 1. <https://business.linkedin.com/elevate/strategy-guides/official-guide-to-employee-advocacy-m>
 2. <https://hingemarketing.com/library/article/understanding-employee-advocacy-on-social-media>
 3. <https://www.webershandwick.com/news/article/80-of-ceos-from-the-worlds-top-companies-take-to-social-media>
 4. <http://www.webershandwick.com/news/article/employee-activists-spark-a-new-social-movement-in-the-digital-age>