



Capgemini encourages thought leaders to share content

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Parker Ward
Head of Digital and Content
Capgemini

Providing a platform for content sharing

With almost a thousand employees worldwide in technology and business transformation, Capgemini’s Expert Connect thought leadership program has the essential ingredient for employee advocacy: knowledgeable people with insights to share. The challenge was to provide an easily manageable way to harness that knowledge – and to encourage employees to share thought leadership without the need to learn complex tools or deal with separate logins.

“We know that having employees active on social is beneficial for our brand and the sales funnel,” says Parker Ward, Capgemini’s Head of Digital and Content. “But some employees aren’t native to social and need some help to get started.”

Capgemini initially launched its employee advocacy program with a solution built in-house, but it didn’t offer the ease of use that would encourage adoption. “Even making small customizations became too difficult,” says Ward.

Challenge

- Simplify management of employee advocacy program
- Enhance marketing and sales funnels through socially active employees
- Understand insights into audience engagement and content preferences

Solution

- Improve adoption of employee advocacy and provide easy access to relevant content, using LinkedIn Elevate

Results

- Elevate users share **3x more frequently** than before, resulting in:
 - **2x more** Company Page followers
 - **2x more** Company Page views
 - **2x more** profile views and connection requests

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“And email became the tool for sending content, which wasn’t great.” The tool also required a separate sign-in for employees, hindering their use of the tool along with managers’ ability to track interactions.

Familiar features and fresh content drive adoption

LinkedIn Elevate offered Capgemini the range of user features and analytics its social media managers needed. “Elevate integrates with LinkedIn, so we knew employees would be willing to try it,” Ward says. “The mobile app is also a huge plus – it’s important to our users.” Elevate does not require a separate login from LinkedIn, removing another barrier to adoption.

By subscribing to RSS feeds, the social media team keeps a steady stream of relevant content in the Elevate feed, making it easy for employees to choose stories they want to share with their connections. “We now have fresh content on a regular basis,” says Ward. “We see employees engaging with their connections daily, especially through the mobile app.”

Content sharing now part of daily routine

Capgemini employees are now sharing content 3x more than they did before using Elevate. As a result, employees are influencing 2X more Company Page followers and 2X more Company Page views. Employees are also receiving 2x more profile views and connections requests. “Elevate is definitely helping our employees engage more easily with their connections,” Ward says.

“Elevate has become part of employees’ daily routine,” says Ward. “It’s also giving us the analytics we need to map every piece of content and audience type that’s engaging with us – valuable knowledge that can help improve what employees share in the future.”

Tips for launching a successful employee advocacy program

- “Don’t let the employee advocacy program turn into a sales channel,” Ward says. If you ask employees to spend all of their social time promoting the brand, their connections won’t view them as trusted resources. “Remember that employees have a digital life outside of work.”
- “Have a clear idea of what you’re trying to achieve before you select a solution,” advises Ward. In Capgemini’s case, user-friendly features were a deciding factor.
- Track social interactions not only by topic area, but by type of content shared, such as videos and webinars, Ward says. Such breakdowns can provide insights on content your audiences want the most.

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