



NVIDIA Expands Reach of Their Content with LinkedIn Elevate

“With Elevate, our employees can showcase the hard work from teams across all of our businesses at NVIDIA. And our sales team frequently tells us how useful Elevate is – they can stay up to date on product news without spending time searching for the best way to share the information, helping them to more easily demonstrate expertise.”



John Della Bona
Social Media Program Manager, NVIDIA Lead for Elevate
NVIDIA

Improving breadth of content

Since its founding in 1993, NVIDIA has sparked the growth of the PC gaming market, redefined modern computer graphics, and revolutionized parallel computing. Now it’s a leader in AI computing.

To encourage employees to share stories about NVIDIA, the company’s social media team distributed content via email. Using email, “we couldn’t effectively measure the impact we were having,” says LaSandra Brill, Head of Digital Planning and Analytics. “We needed a solution that was easy and intuitive for our employees to use and provided data at the user level.”

Brill and John Della Bona, Program Manager for Social Media, wanted to build a program that would be easy for users to adopt and would enable advanced analytics to measure the impact of employee content sharing. They selected LinkedIn Elevate for its ability to curate content across the company and achieve deep insights on the results of content sharing.

Challenge

- Expand and simplify our employee advocacy program to increase sharing
- Easily curate content across several industry and company topic areas
- Track and measure the impact at the individual and program level

Solution

- Deploy LinkedIn Elevate to simplify sharing, streamline content curation, and receive advanced, user-level reporting

Results

- Employees are sharing **6x more frequently**, resulting in:
 - **3x more** NVIDIA company page views and followers
 - **2x more** applications to NVIDIA jobs via LinkedIn
 - **1.6%** engagement rate on employee-shared content
 - **\$1.2M** annualized earned media value (projected) and **65M** reach

“Our employees are our greatest brand advocates and LinkedIn Elevate empowers them to share our company’s stories while demonstrating expertise. We hoped to onboard 1,000 users in the first six months, but exceeded that in four months as users realized how easy it was to use and the impact they were having by sharing.”



LaSandra Brill
Head of Digital Planning and Analytics
NVIDIA

Curated and approved content inspires confidence in social sharing

Elevate brought together the content-sharing features and analytics that NVIDIA needed. “Elevate streamlines the content-vetting process and it’s user-friendly,” Della Bona says. “We can add content to Elevate that’s inclusive of all of our business units, with a strong selection of stories from which people can pick and choose.” With a healthy supply of vetted content, NVIDIA employees can be confident about what they are sharing.

The ability to tag content by different topic areas helps users and the digital team. “Our users can subscribe to the topics that are interesting and relevant to them and their connections, which helps when you have content spanning video games and robotics to self-driving cars,” Brill says. “It’s also helpful from a metrics standpoint – we can track content categories as well as content types like text versus video, to see what is resonating with our employees and their connections.”

Easier sharing platform drives adoption of employee advocacy

Since NVIDIA began using Elevate, employees are sharing 6x as often as they did before. “With Elevate, we’re giving employees the power to showcase all the hard work from teams across all of our businesses at NVIDIA - from deep learning and VR, to gaming, data center, and more,” Della Bona says. “And our sales team frequently tells us how useful Elevate is - they can stay up to date on product news without spending time searching for the best way to share the information, helping them to more easily demonstrate expertise.”

Increased content sharing has influenced 3x more company page followers and 2x more company page views and job applications for NVIDIA. It’s also influenced 3x more views of employee profiles.

“We hoped to onboard 1,000 users in the first six months, but we exceeded that in four months,” says Brill. “The analytics that are shared at the user level reduce the burden on our team to look this data up and increases the overall shares as users can immediately see their impact.”

With a dedicated customer success consultant from LinkedIn, Brill and Della Bona get feedback on ways to optimize content sharing. “LinkedIn helps us stay on top of our program goals – we know what kind of content performs well, and thus how we can get more employees engaged and increase our impact,” Della Bona says. “The ongoing check-ins from LinkedIn play a key part in the success of our program.”

Tips for launching a successful employee advocacy program

- Integrate your employee advocacy program with your marketing organization to raise awareness of important news that can be pushed out to employees in a timely manner. “We reached out to marketing managers from each business unit and educated them on the Elevate platform,” says Della Bona. “So when new products come out, the idea of asking employees to share the news is already top of mind.”
- Likewise, enlist the help of internal communications teams in reminding employees to share content. For example, an intranet post about NVIDIA’s presence at the Consumer Electronics Show explained how Elevate users could find and share CES-related content with their networks.
- To build support for employee advocacy, keep company leadership up to date on the program’s reach and success. NVIDIA does this by sending leaders a quarterly email with stats on user growth, content sharing, and audience demographics.

Visit business.linkedin.com/elevate to discover how LinkedIn Elevate can drive results for your business.