

# Turning Employees into Brand Advocates

**4 Steps to an Effective  
Employee Engagement Program**



# Engaged employees are the lifeblood of every successful business.

They speak positively about your company to each other, to potential employees, and to your customers. They want to be part of your organisation and they're motivated to see it succeed.

In a digital marketplace, engaged employees can be an even bigger asset. Leveraging the power of their personal social networks, you can magnify your brand presence and enhance your reputation as an employer of choice.

Our research found that, on average, your employees have a network that is 10 times larger than your company's follower base. As a result, jobs shared by employees yield 30% more job applications<sup>1</sup>. There's also a 37% lower initial attrition rate<sup>2</sup> for hires impacted by employees<sup>3</sup>.

While every company would like to think their employees are engaged, the reality is quite different. Only 13% of global employees are engaged<sup>4</sup>.

So what can you do to engage your employees in an authentic and meaningful way? Read on to learn how to create an employee engagement program that will turn your employees into advocates and amplify your employer brand.

---

<sup>1</sup> Calculated by comparing the number of applications per job for jobs shared by non-recruiter employees vs jobs not shared

<sup>2</sup> Initial attrition rate is calculated as employees leaving the company within 6 months of joining

<sup>3</sup> Hires impacted is Measured as Profile views, connections, inmails sent by the new hire 12 to 1 months prior to starting the job

<sup>4</sup> Gallup State of the Workforce Study 2015

## 4 steps to an effective employee engagement program

A good way to ensure the success of your employee engagement program is to follow these 4 steps:

# Build

How your employee engagement program will work.

# Educate

How your employees can play their part.

# Engage

How your employees can get involved and stay engaged.

# Measure

How you can improve and reinforce your program



On average, your employees have a network that is 10 times larger than your company's follower base

# 1.

Build a  
foundation for  
your employee  
engagement  
program



**The first step to a successful employee engagement program is a well thought-out strategy that includes the following elements:**

### **Define a social media policy**

Many companies start by defining a social media policy. This is where you spell out what is ok for your employees to share on social media and what is not. Giving guidelines to your employees will help them feel more comfortable actively promoting your company.

### **Nominate employee champions**

You may want to nominate employee champions to help get people on board with the program. Do you know employees who are already very active on social media and sharing news about your company? If so, that's a great place to start. You can position this as a leadership opportunity and get those employees involved first.

### **Create a content distribution plan**

Having a plan is critical to the success of your outreach. Know how and when you are going to share content with your employees and your followers, and make sure this plan is regularly updated.

### **Incorporate into your onboarding process**

Get the ball rolling early with new employees so that sharing content is seen as a natural part of their role. You can add things to your onboarding process like asking people to update their LinkedIn profiles, and giving them a tip sheet for sharing company content.

### **Build an incentive and recognition program**

An incentive or recognition program can be the push employees need to get them started. For example, each month the employee who has shared the most photos or garnered the most likes/comments gets a prize. It doesn't have to be expensive, but a little recognition can go a long way.



90% of business leaders see a direct connection between employee engagement and business success<sup>5</sup>

<sup>5</sup> Psychometrics Engagement Study 2015

# 2.

Educate your employees about your employer brand and how to best represent it



**Like any workplace initiative, your employees need to be taken on the journey so they can buy in and understand what's expected of them. Here's how you can do it:**

### **Train your employees on how to use social media to promote your brand**

Employees need to feel comfortable and secure that what they're sharing and doing is ok. Whether through a formal course, or informal lunch 'n' learn, train your employees on guidelines and recommendations for using social media as well as preferred channels and content types.

### **Promote your employer brand internally**

If you're going to ask your employees to be advocates for your brand, they better know what it is! Share your value proposition and values with them. You could create a culture deck, talk about it at your company meeting, or pass it out as part of a fun showbag. Whatever you do, you need to get your employees excited about it.

### **Help employees build out their profiles**

Ask your employees to associate themselves with your company on LinkedIn and other platforms. You could even provide them with a few sentences that represent your brand that they could add to their summary or job description sections. This gives them an easy way to display their pride and your values.

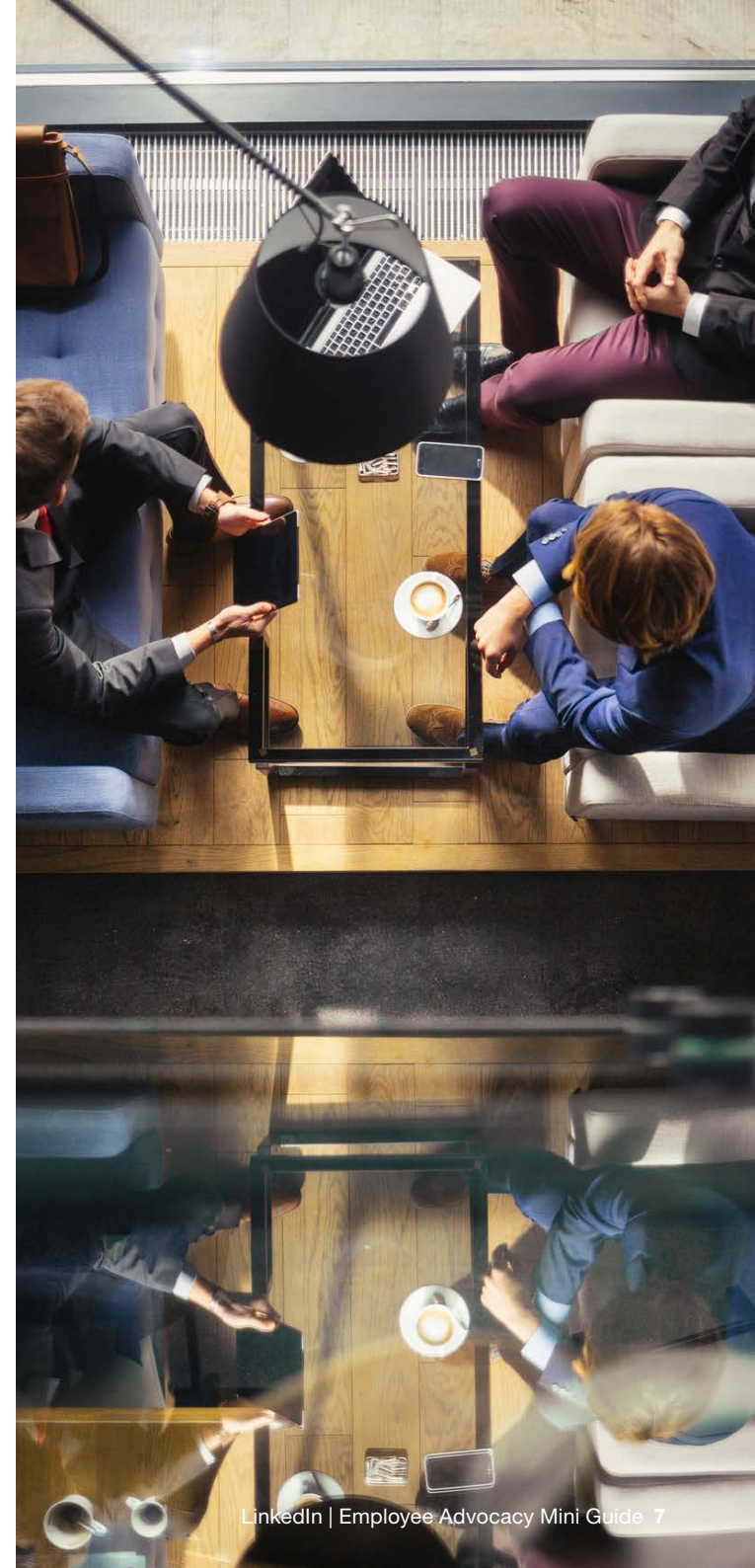
### **Tell them what's in it for them**

Being more engaged on social media and sharing content builds credibility for individuals. It also helps them grow their networks and establish themselves as a trusted adviser and leader.



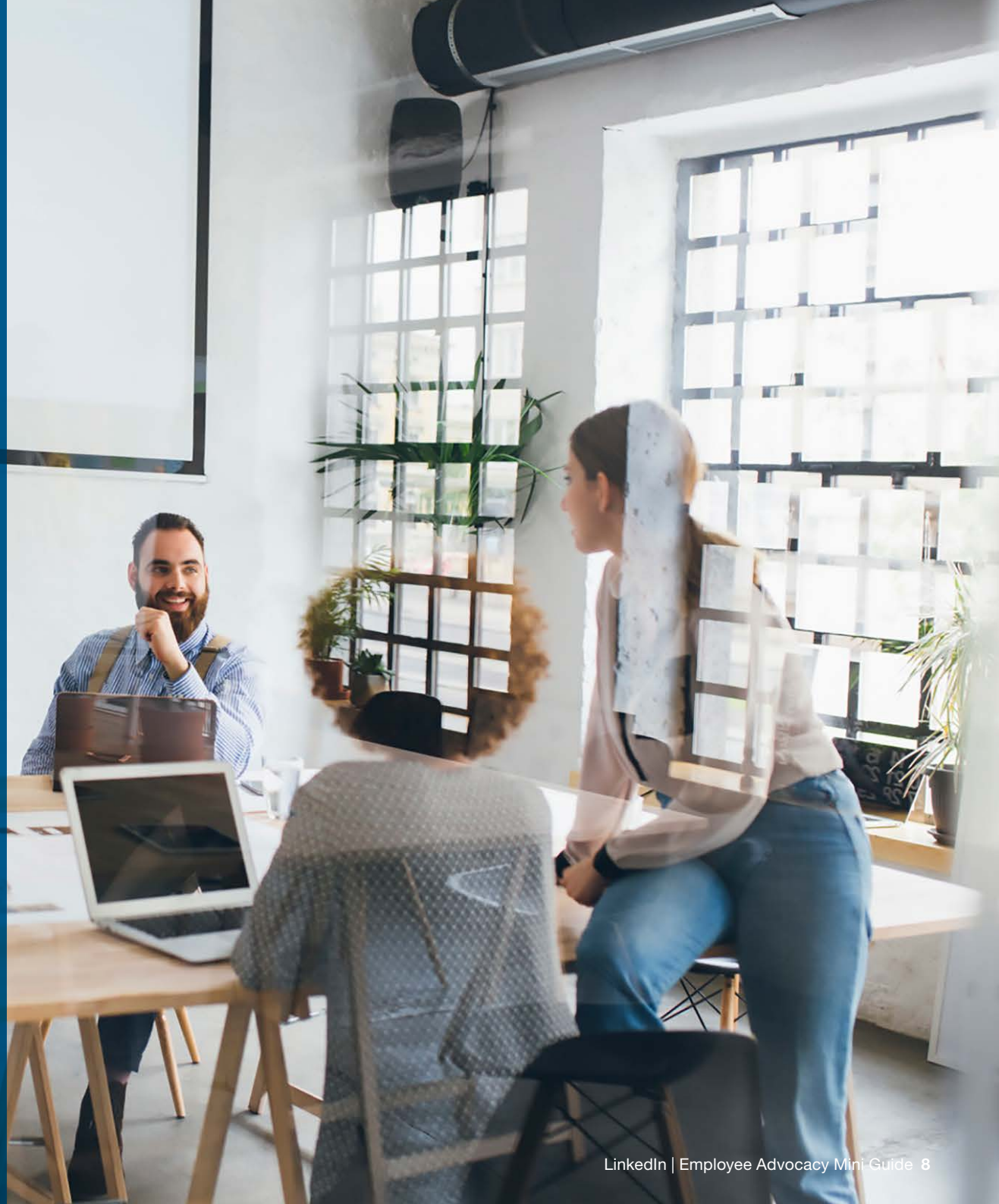
#### **Bonus tip**

Ask your employees to follow your company on LinkedIn. That action spreads through his or her network as an update, motivating others to follow as well.



# 3.

Activate your employees and make it easy for them to get involved and stay engaged





**Now that you've put in place a program, and educated your employees about it, the critical next step is to put the program in action. To do this you need to:**

**Make it easy for employees to share content**

Give people pre-written social media messages with links that are easy to copy and paste to share across social media platforms. Make these messages accessible by putting content in multiple places: your internal site, a newsletter, a social media advocacy tool like LinkedIn Elevate, etc.

**Encourage employees to create content**

You can start by creating a company hashtag, like #LinkedInLife, that gives people a simple way to surface pictures. If possible, find subject matter experts who can publish about the work they do, what life is like at your company, or what innovations are happening in the industry.

**Get more employees involved in your referral program**

A referral program that rewards employees for helping attract new recruits is a great way to activate your employees. If you already have a referral program, make sure you actively promote it to new and existing employees. If you don't already have one, make that part of your new employee engagement program.



**Bonus tip**

LinkedIn Referrals is a tool that matches an employee's connections to open jobs and makes it extremely easy for that employee to refer people. It also integrates with tons of different applicant tracking systems



Content has  
2x higher  
engagement  
when shared  
by employees

# 4.

Continually  
measure,  
improve, and  
reinforce your  
engagement  
program



**For your employee engagement program to have maximum impact, you need to ensure you're continually monitoring it, improving it and reinforcing it with your employees. Some of the ways to do this are:**

### **Identify key metrics to measure success**

Start by choosing key success metrics that you want to track. You may want to look at things like the number of employees participating, the reach of your messaging, employee satisfaction and retention, and the percentage of hires from referrals.

### **Evaluate what is working, iterate, and improve**

Once your metrics are in place, you can evaluate what's working, make tweaks, and improve over time. Take this opportunity to try new things and treat your program as a 'test and learn', especially while it's in the initial stages. Feedback from your employees can play an important role in this.

### **Maintain ongoing training for employees**

Keep your program top of mind with employees. Since employees come and go, or become more or less active in social media, you'll want to make sure interested employees can always get the information they need to be more involved.



# Benefits you can measure

**What can you hope to achieve from a successful employee engagement program? Some of the measurable benefits you should see are:**

- More followers for your company on LinkedIn
- More views on your social media posts
- Higher response rates on your campaigns from customers in your network
- More views of your company profile on LinkedIn
- More traffic to your company website and careers page
- More job applications, particularly from your employees' personal networks
- Lower initial attrition rates with new hires
- Lower turnover with your existing employees
- Higher Net Promoter Scores

Ultimately, these benefits will help you amplify your employer brand and strengthen your position as an employer of choice.

Companies with high numbers of employees sharing quality content are

# 58%

more likely to attract talent

Members connected to your employees are

# 27%

more likely to respond to an inMail<sup>6</sup>

<sup>6</sup> Looking at response rate for inmails sent via Recruiter members who had a connection within the company vs those that did not

# Additional Resources

Building a strong employer brand on LinkedIn starts with building a strong employer brand, period. Neither happens overnight. But if you invest in increasing your reach, engagement, job interest and new hire staying power, you'll be well on your way.

For more tips on how to define, promote and measure your employer brand, download our [Employer Brand Playbook](#).

# About LinkedIn Talent Solutions

Attract, recruit, and empower the best people for your business with LinkedIn. Get access to quality candidates – active and passive, external and internal – on the world's largest professional network of 450M+ candidates.

[Visit our website](#)



Read our blog



Check out our SlideShare



Follow us on Twitter



See our videos on YouTube



Connect with us on LinkedIn

