

**Togethr**

how to run a  
**HAPPY**  
employee  
advocacy pilot

# The HAPPY employee advocacy *framework*

This document sets out a clear and straight-forward methodology for running an employee advocacy pilot.

Building a successful an employee advocacy programme is often described as a complex and difficult task.

And while there are many moving parts to coordinate in order to grow a programme which delivers results...

**At its heart is a simple framework.**

With a simple underlying philosophy.

Happy employees make happy advocates.

*Old-fashioned  
human connection,  
happiness, joy and  
passion fuel the  
Employee  
Advocacy machine.*

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- 1 Start with the Whys Page 9
- 2 Set guard rails Page 19
- 3 Start small and segment Page 26
- 4 Start an internal conversation on employee advocacy Page 31
- 5 Support their success through coaching and prompts Page 37
- 6 Acknowledge their activity Page 46
- 7 Gather testimonials Page 51
- 8 Repeat 4-7 to grow organically Page 58
- 9 Scale & measure with technology Page 63

# Happy employees make happy advocates

Companies like yours make large investments in tech to connect employees to customers.

**But often existing company culture gets in the way of success:**

**Silos, complex processes, old style working and comms practices.**

Employee Advocacy requires a culture where you can let go of some control and empower your employees to share their views and expertise on social media.

People are at the heart of this culture.

Old-fashioned human connection, happiness, joy and passion fuel the Employee Advocacy machine.

## The important of joy

Alex Liu talks about the importance of joy in creating great culture. He says joy comes from harmony, impact and acknowledgement.

**Harmony:** in winning teams, everyone knows their role. They've mastered it. They fit together with other roles on the team. It feels good when everyone clicks.

**Impact:** harmony leads to impact which can be something simple or a big result... either way it enhances the joy of the moment.

**Acknowledgement:** having your contribution noticed is a key to joy - not just from your manager, but from the rest of your team. It's important to cheer each other on.

## What motivates?

Daniel Pink says encouraging individual satisfaction through autonomy, mastery, and purpose is a great motivator.

**Autonomy:** giving employees the choices and support to work autonomously leads to higher job satisfaction and better job performance.

**Mastery:** feeling a sense of progress drives us forward. Giving employees space, support and feedback to continually improve is highly motivational.

**Purpose:** Having purpose at work is one of the highest motivators there is. Connecting to a cause larger than yourself, not just measurement-by-numbers.

**Employee Advocacy** is *where employees actively share professionally on social media.*

It is delivered by **individuals**, but it's a **team** activity.

If employees understand their role and how they can use their expertise to contribute to a shared goal or purpose within your organisation, they will succeed - and so will your brand.

It's vital employees bring themselves, their expertise and their interests to their social media presence.

But they're also part of a network, part of something everyone in your organisation is working towards.

## **This is why we called our employee advocacy company Togethr.**

*This is the start of a journey where  
your employees work together to  
achieve a shared purpose, growing  
your business with culture,  
happiness and joy as key driving  
factors...*

We've used this research to build a ground breaking framework which moves the dial on Employee Advocacy.

We could have used an acronym and called it our HIAAMP framework... But you can see why we didn't. Instead, we've called it:

### **How to run a HAPPY Employee Advocacy pilot.**

The central focus of this framework is on sharing as part of a community, on employees understanding their own value and skill base, on seeing their combined impact as they learn from and acknowledge others.





## First: the WHYS

Why is your organisation doing it?

Why will your employees do it?

**Introduce new ways of working such as employee advocacy and you are almost certain to meet a level of push back along the way.**

You will need to overcome people's egos, bias, doubts and fears to make progress.

To respond effectively, you need to be clear on the WHYs...

- Why is your organisation doing it?
- Why will your employees do it?

TIME.

Spend time on this bit.

Getting it right will make all the difference.

Address management fears/concerns head on

If you don't you'll have trouble down the line.

# Actions you can take to explore your organisation WHYs

## Externally

- Follow employee advocacy experts on LinkedIn
- Follow hashtags #employeeadvocacy
- Research online for statistics
- Find case studies
- Look for reports on marketing trends

## Internally

- Gather senior leadership views
- Revisit your brand purpose & values
- Hold a team vision workshop
- Talk to existing employees using social
- Survey wider employee views

# Experts and hashtags you should follow on LinkedIn

*Here's a few to get you started...*

## Employee Advocacy experts (there's many more!)

Andrew Seel <https://www.linkedin.com/in/andrewseel/>

Danielle Guzman <https://www.linkedin.com/in/guzmandanielle/>

Kerry-Ann Stimpson <https://www.linkedin.com/in/kerryastimpson/>

Yvonne Boateng <https://www.linkedin.com/in/yvonneemployeeadvocacy>

Tom Augenthaler <https://www.linkedin.com/in/taugenthaler/>

Bill Sherman <https://www.linkedin.com/in/bill-sherman-274a02/>

Tim Williams <https://www.linkedin.com/in/williamstim1979/>

Neal Schaffer <https://www.linkedin.com/in/nealschaffer/>

David Perry <https://www.linkedin.com/in/socialdave/>

Michelle J Raymond <https://www.linkedin.com/in/michelle-raymond-goodtradingco/>

Ashley Faus <https://www.linkedin.com/in/ashleyfaus>

Sarah Goodall <https://www.linkedin.com/in/sarahgoodall/>

## Hashtags

#employeeadvocacy

#socialselling

#influencermarketing

#employeeinfluencer

#internalmarketing



# Research online for Employee Advocacy statistics

*Here's 9 to get you started...*

In 2023 90% of all B2B social media marketing strategies will incorporate employee advocacy (Gartner)

According to Edelman Trust Barometer people trust employees and experts within a company more than the brand.

92% of consumers trust recommendations from people over branded content. (Nielsen)

Sales representatives using social media as part of their sales techniques also outsell 78% of their peers (Linkedin)

Collectively, employees have an audience 10 times larger than that of their company's brand (Forbes)

Content shared by employees receive 8 times more engagement than content shared by brand channels. (MLS Group)

Companies with socially engaged employees are 58% more likely to attract top talent and 20% more likely to retain them (Linkedin)

Modern B2B buyers are spending more time using social media to research vendors and solutions and rely more on peer recommendations. (Demandbase)

33% of recruiters observe a decrease in the time required to fill a position, 49% of them an increase in the quality of candidates and 43% an increase in the number of applications. (Linkedin).

# Research other employee advocacy programmes

*Here's a few to get you started...*

## B2B

Mercer  
Ericsson  
SAP  
Refine Labs  
Verint  
Hubspot  
WSP  
Rabobank  
Salesforce  
Adobe

## B2C

John Lewis & Partners  
Post Office (UK)  
Marks & Spencer  
Ikea  
Starbucks  
Zappos  
Reebok  
Mastercard  
Vodafone  
Waitrose

## Start reading & listening

*Here's a few places to get you started...*

### **Happy Employee Advocacy Podcast with Andrew Seel**

(launching this summer: sign up here for notifications so you don't miss it)

### **The Internal Marketing Podcast with Kerry-Ann Stimpson**

<https://the-internal-marketing-podcast.simplecast.com>

### **Good for Business Show podcast with Michelle J Raymond**

<https://podcasters.spotify.com/pod/show/good-for-business-show>

### **Leveraging Thought Leadership podcast with Bill Sherman & Peter Winick**

<https://thoughtleadershipleverage.com/thought-leadership-podcasts/>

### **Joy at Work podcast with Alex Liu**

<https://www.kearney.com/why-us/joyatwork/podcast>

# WHY should your organisation choose employee advocacy?

## Make sure your brand is part of the future...

### **It's where your customers make decisions**

These days B2B buyers actively use social media to research solutions and increasingly rely on peer recommendations. (source: Demandbase)

### **Increases trust in your brand**

According to Edelman Trust Barometer people trust employees and experts within a company more than the brand.

### **Differentiate your brand**

People buy from people and with increasing use of AI in marketing a human touch is going to be even more important to differentiate your brand.

### **It's more cost-effective**

Your team working together to share personal stories around their expertise is an extremely cost-effective approach to content creation. Done well the message is much more effective than your brand spending hundreds of thousands on creating and broadcasting massive pieces of content.

### **Don't get left behind**

According to Gartner in 2023 90% of all B2B social media marketing strategies will incorporate employee advocacy.



# WHY would your employees do it?

Be clear on what's in it for them

For example, sharing on social professionally can...

- build their visibility at work
- build their professional network
- build their authority
- build their knowledge of industry trends

WHY.

“You have all given me so much more confidence in using this form of social media. I think I am even losing some of my ‘Imposter Syndrome’ in thinking that I could not add any value to a platform such as LinkedIn.”

*Cathryn, Post Office*

“I feel more confident at work, I’m able to communicate better in meetings. I’ve grown my visibility.”

*Marc, Global Banking Group*

# Actions checklist for WHYs

- Conduct an external discovery exercise
  - gather stats, case studies, viewpoints, expertise, ideas, threats and more
- Conduct an internal discovery exercise
  - gather brand values, purpose, talking points, viewpoints (leadership and team members), benefits, objections, fears and more
- Keep up to date on latest news and techniques for employee advocacy
  - start to become the internal expert on employee advocacy)
- Pull insight together to propose an answer to the two WHY questions



## Set guard rails

Participants need to be clear on what they can and cannot say.

Leadership needs reassurance on the risk.

One of the biggest barriers for employees sharing their own views on social media is a fear of getting it wrong.

So they don't post.

Or they share 'safe' brand posts.

Clear guard rails around any no-go areas give employees confidence to open up, share opinions and put their personal touch to posts on social media.

FEAR.

Fear is also one of the biggest blockers to *companies* starting an Employee Advocacy programme.

Fear of employees saying the wrong thing, being off-brand or revealing something confidential.

**This is the point in the process to knock that fear on the head.**

## Brands trust their employees to talk to customers in person. The fear on social is that a mistake could go viral.

There is always a risk - but when managed properly the benefits far outweigh the risks. Refer back to the WHYs.

Being over-controlling with the content employees can share makes it less authentic, less trusted and less likely to generate the engagement you want.

Remember your employees are already on social media. Don't miss the opportunity to partner with them so you both can grow.

### AUTONOMY.

Giving employees the choices and support to be work autonomously leads to higher job satisfaction and better job performance.

**It doesn't mean they can do what they want.** Use guard rails to give clear boundaries within which they can make decisions.

## If you previously told employees they couldn't share on social media you need to factor this in.

You will need to do some internal education to explain the new thinking.

Explain that the position has changed and why. For example, how it will help humanise the brand, grow brand awareness and help attract great talent.

Explain how you will help them be successful too. Refer back to the WHYs. Show how you will provide training and support.

### LEGACY.

In the recent past most companies put in place, often quite stringent, guidelines for employees - preventing social media activity.

This often included banning use of social media on work computers or phones or in work time. **Check this won't be an issue for you.**

# DOs & DON'Ts when creating guard rails

## DO

- Teach employees to be safe
- Keep them short
- Make them practical and inspiring
- Say what employees CAN do rather than what they CAN'T
- Encourage autonomy
- Involve legal & compliance teams early
- Set up a crisis management system in case a mistake is made

## DON'T

- Make them too inflexible
- Ignore leadership concerns
- Have long, wordy guidelines - if you need them to be longer (eg because you're regulated) - have a summary at the start.

# Guard rails protect the company and the employee and set clear expectations

Starting points for your guard rails...

- Be transparent about who you are
- Only share public information
- Be professional - act with respect & humility
- Have fun but use your common sense
- Let subject matter experts respond to negative posts
- When in doubt, don't post



# Actions checklist for guard rails

- Review existing and legacy guidelines. Did you previously tell employees they couldn't share on social media?
- How can you support employee autonomy? Tell them what they CAN do.
- How will you help employees if they receive challenging comments?
- Have you checked with legal & compliance?
- Are they short & easy to read? Get feedback from an employee group.
- Check they're able to use social media on work computers /phones

# 3

## **Start small**

As few as 5 employees can  
kickstart change.

**As we've discussed, fear is a big reason for employee advocacy programmes not taking off. Companies often see all the risks but none of the benefits.**

Reduce the risk by starting with a small group in a pilot to test and learn.

This gives you a safer environment and enables you to build your case with the leadership.

You can gather results specifically from your company and discover what works for you, create a positive narrative internally, bring sceptics onboard and be ready to scale up.

PILOT.

5 to 50

employees can kickstart this change depending on the size of your organisation.

Ideally choose employees with some experience sharing on social media.

Choose 2-3 teams/ groups/ stores/ branches.

## The customer buying journey, especially in B2B, is getting more and more complex.

How employee voices become part of this journey is also complex.

Every employee in your organisation is different with a different role and expertise.

When it comes to sharing on social media they will all be starting from a different point in terms of confidence, skills and what they want to say.

### CONVERSATIONS.

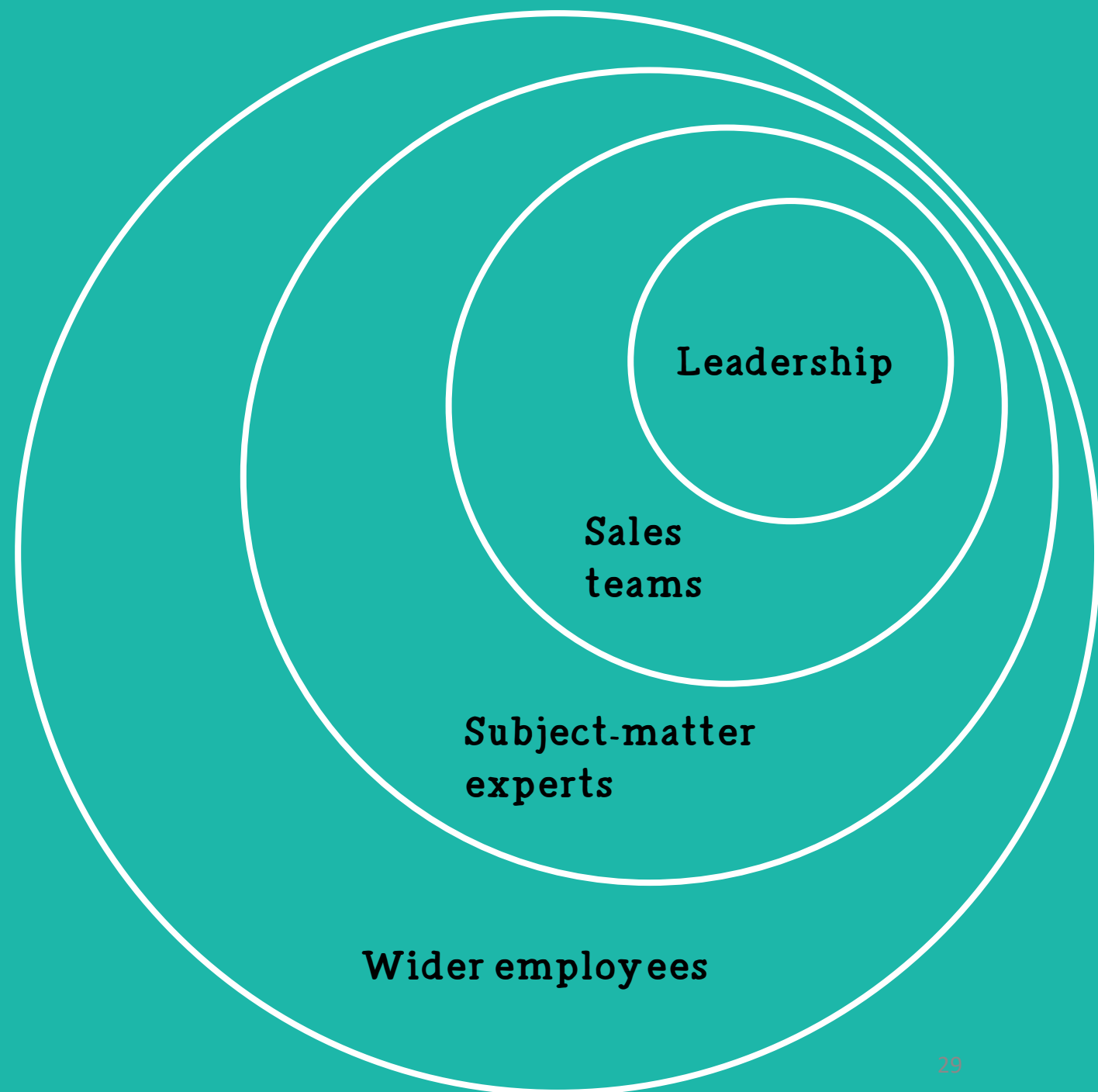
Launching to everyone in your company with a one-size fits all approach won't work.

Work with different employee groups. Map the conversations you want to have as a brand onto their roles and expertise.

**Break your company into different groups based on their goals and the conversations they are able to have. Keep it simple.**

Every group will have different reasons for being involved.

For example, sales will want to generate leads. A subject matter expert might want to help a customer solve a problem.



## Actions checklist for pilot group

- Decide an achievable target number for your pilot. Don't wait to get everyone on board at this stage. Get started.
- Identify internal personas: different groups by roles, goals, experience, expertise etc.
- Map brand conversations. Explore what different personas could talk about - where can they best support the business - how can they work together to achieve your goals.
- Identify suitable groups who are best placed to succeed in the pilot.

# 4

## **Start an employee advocacy conversation internally**

Focus on ‘what’s in it for them’ to get employees on board.

## Growing an employee advocacy programme is not about mandating that everyone needs to be doing it, or including it in employee appraisals.

That's a sure-fire way to demotivate everyone and for your programme to quickly fizzle out.

But as you reach out you may find some resistance to getting involved.

An expectation that this should be done by the marketing team. Or barriers will be put up: We don't have the time. It's just for show-offs. Do we get paid extra? I wouldn't know what to write. And more.

### COMFORT.

Sharing professionally on social media is definitely not something that everyone will be comfortable with or wants to do. That will include some from the leadership team.

That's ok.



## Start a internal conversation about sharing professionally on social media.

Find volunteers for your pilot by using your internal marketing to gently introduce the programme to employees - building awareness and showing the benefits.

But don't simply 'sell' the programme to colleagues to get them to join up. Grow their excitement and knowledge in the subject by providing immediate value and support.

### INCLUSIVE.

The conversation should be welcoming. It needs to feel like it's inclusive, that everyone has the opportunity to take part if they wish.

Remember not everyone wants or is able to join this conversation in same way.

# Think through what will capture the interest of employees and be of value to them. Address this in your internal marketing content.

Decide on your message themes, eg

- the barriers employees might face
- benefits to employee of sharing
- examples of successful sharing
- tips on growing your personal brand
- messages from leadership

Identify the best routes to reach the groups you identified in the previous step, eg newsletter, learning lunch, internal blog etc.

How can employees join conversation?

What is the best content format?

- Articles
- Learning videos
- Interviews
- Presentations

Set out content plan to create and deliver content regularly.

Listen out for feedback. Is anyone reading or engaging with your posts/articles. What do they say at team meetings or learning lunch?

## Use a mix of internal channels to reach audiences. Not everyone listens in the same way.

Some ideas which might resonate:

- A series of 'how to' articles on your internal blog
- Video interviews with existing advocates on your internal newsletter
- Tips about how to use LinkedIn on your internal forum or chat
- Learning lunches to show what employees could write about
- Speaking at team meetings or at an internal company event to highlight the opportunities

### BARRIERS.

You could talk about the barriers employees might face, for example:

- Overcoming imposter syndrome on social media.
- I don't have the time for social media at work - how to find it.
- How to increase engagement on your LinkedIn posts.
- How growing my influence on social grew my visibility at work.

# Actions checklist for internal conversations

- Set out core themes you want to talk about
- Clarify the different internal audiences and ways to reach them
- Generate content ideas
- Create an internal content calendar (or contribute to existing)
- Create content
- Distribute and/or present (as appropriate)
- Ensure there's someone to contact in your team: Invite and respond to feedback quickly
- Repeat ongoing

# 5

## **Support them to be successful**

Using coaching and weekly prompts to help them craft their message, overcome barriers and learn how to build a consistent habit

**Success on social media comes from having a clear idea of what you're saying; Who you're saying it too; And saying it on a consistent basis.**

But these are some of the biggest challenges for employees. They are often unclear what they should be saying or who they are saying it to.

And maintaining a regular posting habit when you're already busy is incredibly difficult.

HELP.

Check list for employees when posting. With every post and comment they should ask:

1. Who am I talking to?
2. How can this help them?

**Starting to share on social media professionally can also be a daunting experience for many. And it can quickly become dispiriting if results doesn't happen fast.**

The solution for many brands is to give employees content to share. It's on brand and it's compliant.

This is ok to a certain point. But it's important that you don't get a situation where everyone is sharing the same thing and there's nothing personal or authentic about it.

Aim to have a mix of content and if providing brand content encourage employees to add their angle or viewpoint before sharing.

## CONNECTION.

Remember your team are the ones having the conversation with customers on social.

There needs to be a connection between your brand message and the employee. So when they post it feels authentic that they should say it.

# What does successful content look like?

## Content that DOESN'T resonate

- We're an amazing company
- Look at our fantastic product
- We've just won an award
- Here's a special offer
- I've just been to an event
- Here's our TV advert
- Look at us again - we're amazing!

## Content that DOES resonate

- I've just been to an event - here's some learnings
- How we listened to our customers to create our new product
- Behind the scenes delivering our service
- Why our new TV ad resonates with me
- How to be more successful at [your challenge]



## One of the most importance success factors building a personal brand is consistency.

While building a consistent habit is one of the hardest things to achieve.

1. Invite your pilot group to join a coaching programme which supports them through the pilot build the skills and confidence and maintain the habit.
2. Provide regular prompts and ideas ongoing. Make them relevant to each persona/group.

### EASY.

Employees need ongoing support and guidance. Many will start off enthusiastically but excitement wanes and everyday work pressures can get in the way. You need to make it easy for them.

# 1. Coaching programme for pilot

At this stage for a pilot it's quickest and most cost-effective to buy off-the-shelf courses delivered by experienced coaches such as **Togethr's 30 Day Social Club** social media training - designed specifically for employee advocates.

Launching with a smaller group means you're able to provide more intensive support.

Practical 'action-learning' courses are great where employees put learnings into action straight away and start getting feedback from the audience and coaches.

## LEARNING.

People learn in different ways - so have a few ways to provide knowledge:

- Group coaching course
- Recorded e-learning course
- Podcast series
- Blogs /social posts with tips
- Private Instagram
- Exec 121 coaching & support

## 2. Provide prompts

One of the most important factors in forming sustainable habits is having a prompt or trigger to initiate the habit each time.

Help your pilot group by reminding them to share regularly and sending them suggestions and ideas that are relevant to their group or persona.

You could use tech like the **Togethr platform** to do this or you could use an email newsletter.

### PERSPECTIVE.

It's ok to ask employees to share brand content but it's important it's relevant for the individual to share and they add their perspective.

- Find out what they're passionate about - inside and outside the brand
- Help them understand the value of their expertise

**Your pilot coaching should be practical in nature giving employees the opportunity to try out ideas in a safe and supportive environment. It can be delivered in stages.**

Your coaching should cover:

- Goal setting
- Creating a writing mindset
- Our shared purpose
- What to write about as an employee
- Who's your audience?
- Developing ideas
- Create hooks that stop scrolling
- Using templates to speed up writing
- Responding to comments
- Ensuring you're compliant
- The importance of commenting
- How to find and store ideas
- How conversations are the goal
- How to grow followers
- Watching for signals
- Overcoming your barriers
- How build a consistent habit
- How AI can help

# Actions checklist for coaching & prompts

- Organise a coaching programme for pilot participants
- Give them the option of signing up
- Use the coaching to give guidance, workshop ideas and provide feedback on progress for at least the first 4 weeks of the pilot
- Create a weekly email newsletter or use tech platform to provide prompts - a mix of brand content and suggestions on content they could create.

# 6

## Acknowledge

Let participants know you've seen them.

**Feedback is one of the greatest motivators. It's so important for employees to feel they are making progress and beginning to master the activity.**

This is particularly important here as building a successful personal brand on social can take time.

Often people are excited when a programme starts, but soon lose interest and stop sharing.

## RECOGNITION.

Employees in recognition-focussed organisations are five times more likely to feel valued, six times more likely to invest in the company, seven times more likely to stay and 11 times more likely to feel completely satisfied - Gallup 2016

## It's not all about rewards.

People are motivated by different things.

Rewards like gift cards can definitely can help.

But often better are simple things such as the brand social channels and/or senior leadership engaging with their posts, providing meaningful supportive comments and where appropriate asking to reuse the post. This can work wonders.

Highlighting successful activity in company meetings/newsletters can also help.

### MOTIVATORS.

Some behaviour motivators:

- Their own progress - seeing how they're changing
- Progress compared with colleagues
- Combined achievements of all participants



# Types of reward

## Gamification

- Personal leaderboard
- Team leaderboard
- Badges
- Points
- Levels

## Gifts

- Gift cards
- High value professional experiences (eg special conference)
- More time/121 support for creating content etc

## Recognition

- Brand social channel liking/comment on post
- Leadership liking/commenting on post
- Manager giving personal feedback
- Sharing examples with wider company
- Spotlight by Leadership

## FRAMEWORK.

Simple framework example.

Earn rewards for:

- Posting consistently (not too often!)
- Generating engagement
- Quality of post
- Notable post (eg creative/newsworthy)
- Improvement over time
- Contribution to combined effort

# Actions checklist for acknowledgement

- Set up monitoring so you can see the posts participants are sharing (or use employee advocacy tech such as Togethr).
- Devise a simple framework for giving rewards.
- Communicate gift incentives if relevant
- Deliver on monthly basis

# 7

## Gather testimonials

Gather feedback, testimonials and results from pilot participants and build an internal success story

## This phase is key for the future success of your programme.

You are likely looking to scale up. You will need to both recruit further employees and bring leadership onboard.

Achieve this by gathering data, testimonials, post examples and feedback from programme participants.

Colleagues are most likely to trust the views of other colleagues so authentic testimonials from peers need to form part of building your future recruitment funnel.

This will help build your internal narrative to build your case for future investment and scaling.

### FEEDBACK.

*“I feel more confident at work, able to communicate better in meetings. I’ve grown my visibility.” - Marc*

*“It pushed me outside my comfort zone. It really opened up what was possible.” - Vaishali*

*“It provided a new perspective on social media and provided a way of thinking about communicating your niche and point of view.” - Keith*

*“The proof is in the pudding: I’ve been able to raise my profile and it’s really made a difference to me at work.” - Kirsty*

# What should you measure in your pilot?

The main objective of the pilot phase is to get employees involved in the programme and for participants to build the confidence to start posting consistently. Improving the outcomes, for example, engagement will come after that.

Create two hypothesis and attach targets to them:

## Hypothesis 1

If employees are shown clear benefits, they will sign up to the programme.

*Measure: #sign ups*

## Hypothesis 2

If given the skills, support and help to overcome barriers, employees will post and comment regularly.

*Measure: #posts/employee/week*

FOCUS.

Be careful not to overfocus on quant measurement in the early days.

This can kill off your programme.

# Gather testimonials and feedback

## 1. Run simple before and after surveys on your programme to:

- Assess the change in participant skills, confidence and habits.
- Gather their experience of the coaching & prompts and their views of building influence within the organisation.

## 2. Capture great examples of content participants have shared on social.

## 3. Conduct short interviews with participants to capture testimonials.

Good questions to ask include:

- What have you been able to achieve since being on {programme}?
- What's the main reason you would recommend {programme}?
- What about {programme} surprised you the most?
- What would you tell someone who's considering joining {programme}?
- What was one unexpected benefit you experienced from after {programme}?
- What's one story of success that wouldn't have been possible without {programme}?

## What should you present to leadership?

To take your programme to the next stage and scale up you will need support from the top. It's important to learn to speak the language of the C-suite.

One of the challenges of employee advocacy is understanding what success looks like, particularly in the early days.

It's not enough to talk in terms of digital or marketing outcomes. You need to translate these into the context of more everyday activities and value to the organisation. You have to show tangibly how it's benefiting people and the organisation.

### STORYTELLING.

Remember most organisations are largely risk-averse.

You need to become a storyteller:

Humanise employee advocacy by bringing data to life with relatable stories, examples and testimonials. Listen empathically to concerns and different perspectives.

Go back to your company WHYs from Stage 1. Speak in every day language and show how the programme is aligned directly with the company mission.

## How to get decision-makers on board with employee advocacy.

With new initiatives like employee advocacy, decision-makers often struggle because they simply cannot visualise what a successful employee advocacy programme might look like.

You're not showing them what would be seen by the public - so they fill this gap with objections and fears.

To tackle this you must bring your vision to life...

### TWO BOARDS.

Present two boards side by side

- On the first imagine and visualise a set of posts your team of advocates will share over a typical month (they'll be a lot)
- On the second put a week's posts taken from a competitor brand's social media pages.
- Estimate the value

Trust me, they'll really get it.  
They'll support you.

The conversation will no longer be around 'why would anyone do this'. It will be around 'how can we achieve this?'



# Actions checklist for testimonials

- Ask for testimonials and feedback
  - Conduct a short before/after feedback survey
  - Interview participants on video
- Source examples of best practice and quality content shared.
- Capture the number of shares and levels of engagement achieved
- Translate this into the language of the C-suite  
(Remember the WHYs)



## Repeat

Repeat steps 4-7 to continue growing organically

**The best teacher is experience. This is one of the great benefits of running a pilot. It's a controlled way of testing ideas, learning and evolving.**

You started small. Now start to grow slowly. Look at the results you achieved in your first version. Were your hypotheses correct? What insight can you draw from the data, posts shared and feedback/ testimonials you received?

## LEARNINGS.

For example, while it's important to get engagement on your posts from colleagues - it's a great way to boost a post at the start - you need to make sure employees are generating external impact too.

**Build an internal recruitment funnel using a combination of educational articles, programme testimonials and examples of best practice posted within your internal marketing.**

Repeat steps 4-7 to keep encouraging more employees to sign up.

Make sure the programme and idea of building professional influence is very visible and supported within the company.

**SHARE.**

Relentlessly share the success story of the programme across the business.

It's not a one-off thing.

# What improvements can you make to your programme?

## Why did employees not sign up?

- Are you clear on your WHYs?
- Are the benefits to employees strong enough?
- Did you manage to start and maintain the conversation about employee advocacy?
- Did you reach out to the right people?
- Did you find a senior sponsor to endorse it?

## Why did employees not share?

- Are the benefits to employees strong enough?
- What barriers are holding employees back?
- Why did some participate and others fall off?
- Did the coaching meet employee expectations?
- Are employees sharing content of sufficient quality?

**Become like a conductor with an orchestra: continually working with advocates to guide, shape and unify their content.**



## **Scale up significantly**

Manage and maintain programmes at scale using tech to support you.

**There will quickly come a point when it's hard to manage and you will need to address the internal demand for data and results to justify the bigger investment.**

If you haven't already, this is the point to bring in employee advocacy tech like **Togethr** to make it easier to manage.

#### ADVANTAGES.

Benefits of tech include:

- It makes it easier to provide ongoing prompts and support.
- You can extend learning well beyond the coaching course.
- You can provide more personalised feedback at scale.
- You can capture data and measure the combined results.



# How Togethr can help...



Pilot delivery



Employee coaching



Tech platform

how to run a  
**HAPPY**  
employee  
advocacy pilot

- 1 Start with the Whys
- 2 Set guard rails
- 3 Start small and segment
- 4 Start an internal conversation on employee advocacy
- 5 Support their success through coaching and prompts
- 6 Acknowledge their activity
- 7 Gather testimonials
- 8 Repeat 4-7 to grow organically
- 9 Scale & measure with technology

# Togethr

togethr.io