30 DAY

DAY

SOCIAL CLUB

Togethr

A professional branding and influence system designed specifically for employees on social media

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"There are some courses companies should encourage their employees to do. 30 Day Social Club is one of these."

Giles Palmer, founder Brandwatch

Many employees don't achieve a high level of success on Linkedin

reducing the impact for talent acquisition and brand awareness

What's holding them back?

Ask and you'll find many reasons:

- not enough time
- get imposter syndrome
- don't know what to say
- tried and it didn't work
- not sure the point
- it's not my role
- too complicated…

There are just some of the most common.

Common myths about being successful on Linkedin

1

You need to spend years learning how to be an expert writer

2

You need to write and post every day

3

You need high levels of motivation and discipline

4

You need to be a business leader or in sales

What have they tried?

- Followed the endless mass of expert tips from creators on Linkedin
- Downloaded a self-paced writing or personal branding course
- Attended a Linkedin writing workshop
- Used employee advocacy app serving content to share that's not relevant to them

The problem
These methods are:
Too complicated. Too slow. Aimed at wrong person. No feedback. No accountability.
It becomes very difficult to see if you're making any progress at all.

Then your motivation falls and you stop.

Motivation comes from feeling a sense of progress

In **30 Day Social Club** we break down the process of growing your influence on Linkedin into simple steps so you can do one thing at a time.

Our course is designed so you get enough wins every day so you feel it's worthwhile to keep going even if you can't see immediate results.

We focus on removing complexity at every turn so your team can get started straight away and begin learning.

We've broken down the journey towards becoming a pro into simple daily steps – each step takes around 15 mins a day.

Our focus is on layering skills and knowledge – starting with broad strokes and adding detail over time.

This makes it very fast as they're doing a simple thing every day and it's only taking a small amount of time.

The sense of progress really makes it fun.

That's the key to enjoying it – **you need to feel a sense of progress.**

Step-by-step coaching

30 DAY
SOCIAL
CLUB

DAY 1

Fear of posting

Don't know what to write

Can't find the time

Imposter syndrome

No relationship with customers

No value added for brand

DAY 30

Confident posts

Fast growing network

Visible

Consistent habit

Customer engagement

Brand ambassador

"The 30 Day Social Club was so energising, it made me really excited to post."

Kirsty, Operations Director, BT

POST OFFICE

PA

BIG ISSUE

HSBC

vestd

crowdfunder

ICAEW CHARTERED ACCOUNTANTS

Launch

ecosphere+

RIVER ISLAND

BT

30 daily lessons and actions

Each day students receive short video lessons, supporting materials and an exercise in the workbook or action to take online.
To complete
at their own pace.

5 LIVE online workshops

The opportunity to connect with fellow students for live group coaching, discussions and homework assignments.

Deep dives

We include a set of supporting materials where we do deep dives into key topics where you can get more clarity, inspiration and examples including AI GPTs.

Accountability partners

Accountability is one of the greatest motivators in building a habit. Share the experience with others on the same journey.

Level 0: Why

Set targets and understand why you are doing this.

- Learn what you can achieve as an employee on social.

- Understand how to make time work for you.

- Develop the right mindset

Day 1:	Set a target
Day 2:	Start with YOU

Level 1: Get Started

Begin to find and understand your audience - who is posting and where. Begin to let them know you exist through regular commenting. Start to work out what you can write about and create your first post.

- Overcome your barriers to getting started.
- Understand the one thing that will make the biggest difference to your success.
- How to talk about your company without frightening off readers.

Day 3:	Turn lurking into a science
Day 4:	It all starts with a company comment
Day 5:	Learn to curate your feed
Day 6:	Let others know you're here
Day 7:	How well do you really know your brand or organisation?
Day 8:	Reposting but better
Day 9:	Everyone's an expert

interests

brand

expertise
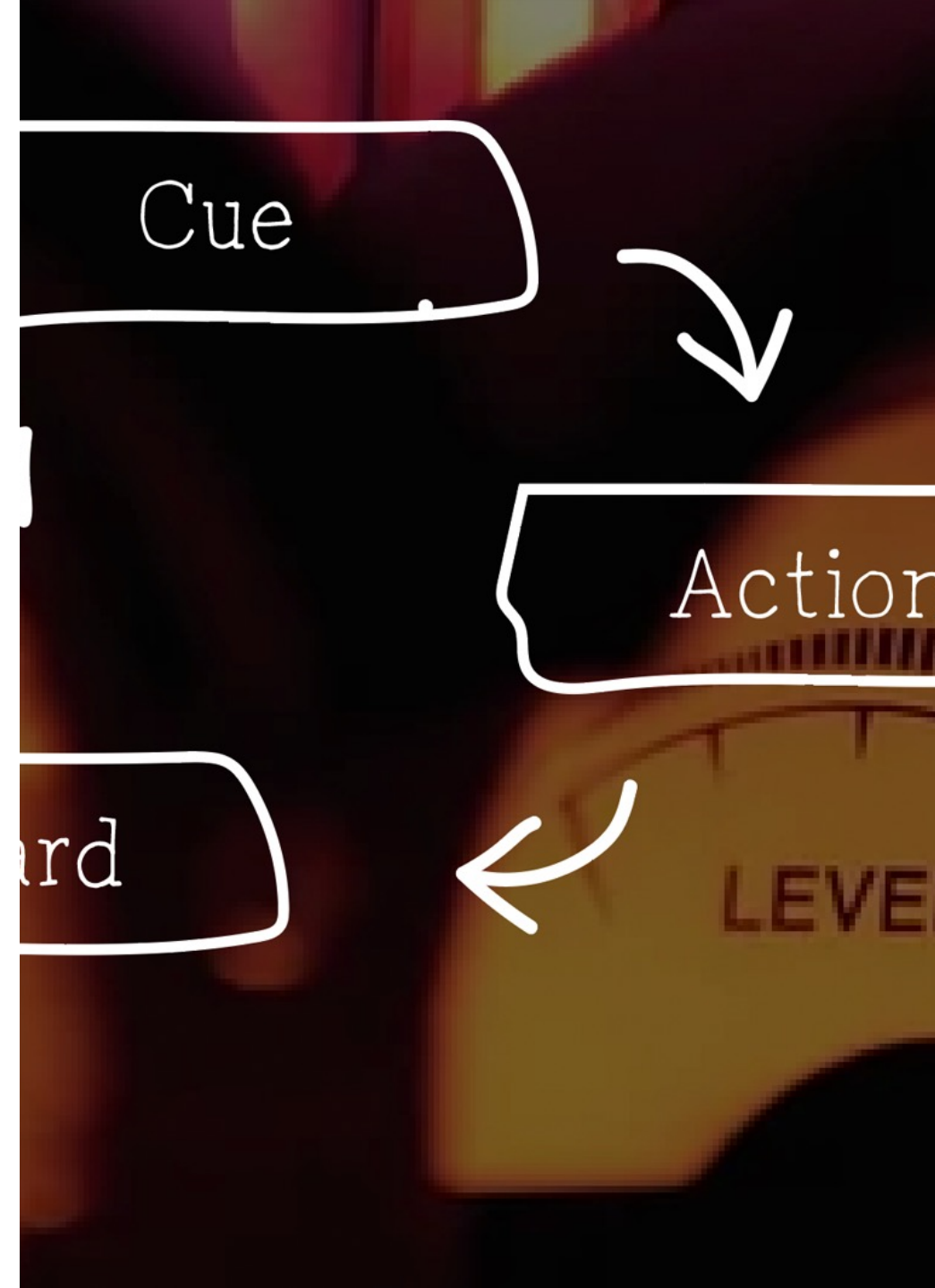
Level 2: Gain Visibility

Add a solid system to your commenting and increase their sophistication. Get a clear idea on what you could be writing about. Publish at least one post. Give your profile an upgrade.

- Understand the 3 areas to consider when finding what to write about
- Learn who you should be talking to relevant to your role and expertise.
- Learn 3 common blockers and how to overcome them.
- See the importance of getting your profile right.

Day 10:	Transform an event post
Day 11:	Build an internal comment target list
Day 12:	Identify 3 themes you could write about
Day 13:	Build an external comment target list
Day 14:	Introduce yourself properly
Day 15:	Put your audience at the centre of your profile
Day 16:	Start making 'highlight' comments

Level 3: Build A Professional Network

Start getting organised with your ideas. Develop a system for generating loads and make sure you don't lose them. Get to grips with great hooks. Start to actively build your professional network. Publish at least 2 posts.

- Learn how to activate your community and massively increase engagement on your content.

- Focus on the right connections to grow your visibility quickly.

- Why just chasing follower numbers is the wrong approach.

Day 17:	Learn how to store ideas so you can find them again
Day 18:	Use tags to organise ideas
Day 19:	Ideas generator
Day 20:	Become a scroll stopper
Day 21:	Who to connect with and how?
Day 22:	Make your profile a feature
Day 23:	Add more influence to your comment target list

Level 4: Bring the brand story to life

Now you start stepping it up using templates to create posts more quickly. Get the best out of them by better understanding the algorithm and adding some polish with your own signature. All the time while watching to see what's working. Publish at least 2 posts.

- Discover how our system makes creating content child's play.
- Learn how to turn connections into brand opportunities relevant to you.
- Focus internally on the brand and colleagues to better connect externally.

Why? For the organisation:
Employee Advocacy delivers proven ROI

24x
engagement

10x
reach

2x
clicks

70%
saving

People 24x more likely to engage with employee shared content compared to content shared by a brand (Source: MSL Group)

Employee shared content can achieve 10x reach compared to brand content (Source: Linkedin)

Employee shared content is twice as likely to be clicked on than a brand (Source: Google)

Projected savings as TOGETHR clients scale up ongoing c. 71-95% monthly saving (£13,380-£88,900/month)*

Why? For the employee: Employee Advocacy delivers confidence, visibility and extends knowledge and professional network

"I feel more confident at work, able to communicate better in meetings. I've grown my visibility."

Marc, Programme Director, HSBC

"It pushed me outside my comfort zone. It really opened up what was possible."

Vaishali, Insights Manager, Post Office

"It provided a new perspective on social media and provided a way of thinking about communicating your niche and point of view."

Keith, Platform Delivery Manager, Crowdfunder

"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, Mobile Core Operations Director, BT

how to run a HAPPY employee advocacy pilot

1. Start with the Whys
2. Define Guardrails
3. Define segments
4. Internal conversation & recruit
5. Run pilot with step-by-step coaching
6. Acknowledge activity
7. Gather testimonials and results
8. Repeat 1-7 to test and learn
9. Scale

REPEAT

Togethr

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