



## 6 ways to inspire employees to become brand advocates

Want to get people talking about your company? Don't forget that your strongest brand advocates are sitting right in your office. Your employees likely have online networks of hundreds or even thousands with whom they can share your brand's message. If you want them to share high-quality content on an ongoing basis, it's your job to make the process as seamless as possible.

Here are 6 simple ways to make brand advocacy easy, fun, and rewarding for your employees.

### 1. develop a strong company culture

The happier your employees are, the more likely they are to share their work experiences on social media. Boost company morale by planning events, offering perks, and soliciting employee feedback.

**Top takeaway: Boosting company culture doesn't have to be expensive.**

As Executive Coach Jeff Boss wrote for [Entrepreneur](#), the four things employees want most from a job cost nothing: opportunities to grow their careers, the ability to be heard and provide input, knowledge that they're working towards a true purpose, and an environment that facilitates teamwork and togetherness.

### 2. make it simple to share great content

Provide employees with the tools they need to share content quickly and easily on social media. This includes shortened hyperlinks, suggested social captions, high-quality images, and guidelines for how they can talk about the company's products and services.

**Top takeaway: Set up an employee advocacy site.**

Through this platform, employees can easily share approved content with a single click. Make sure your advocacy site is integrated with the rest of your content creation and publishing tools to make the process as efficient as possible.

### 3. gamify the experience

Everyone loves a good competition. Consider sweetening the pot for employees by running leaderboards, distributing badges, and handing out awards for advocates who hit certain benchmarks.

**Top takeaway: Ask your employees for feedback.**

Not sure how you want to gamify your advocacy program? Poll your employees. Maybe they'd prefer to use leaderboards over badges, or perhaps there are certain office awards they'd like to receive. They're the ones who will be doing the legwork, so it's important to consider what they might appreciate as a reward.

### 4. recognize top performers

Rewarding employees with flashy prizes and bonuses can promote unhealthy advocacy. That's why it's important to honor employees with recognition, like small office celebrations or shout-outs at monthly meetings.

**Top takeaway: Make sure recognition comes from the top down.**

It's especially powerful for leadership to reward employees because recognition from C-suite executives can boost employees' careers and, in turn, encourage others to join the advocacy program.



## 5. show them how they're making an impact

If employee advocates are driving sales, let them know their hard work is paying off. Your sales team in particular might be happy to see how employee advocacy can directly impact their bottom line.

### **Top takeaway: Identify your key metrics.**

You can't launch a sustainable program (and prove its impact to your employees) without a solid plan for measuring success. Key metrics might include engagement rates on shared content, the percentage of employees sharing content, and the number of employees that have completed your program.

## 6. offer to help them build their personal brands

By actively sharing company messages on their platforms, employee advocates can grow their personal brands, develop important social media skills, and receive well-deserved recognition from higher-ups within the company.

### **Top takeaway: Get leadership on board from the start.**

Employees will be more inclined to participate in the advocacy program if they know they can receive recognition from the C-suite. That's why it's important for social media professionals to get buy-in from leadership at the very beginning of the process.