

*How to run a successful employee advocacy program and what can you expect from such a program*

**Patrick De Pauw**  
**CEO Social Seeder**  
[patrick@socialseeder.com](mailto:patrick@socialseeder.com)



# Yesterday

Top-down driven communication

## Employee

Loyal to the employer,  
job was to pay the  
bills.



## Company

Little involvement in  
the personal life of the  
employee.

# Today

Active mutual engagement

## Employee

Became self-aware, critical, wants to be involved.

## Company

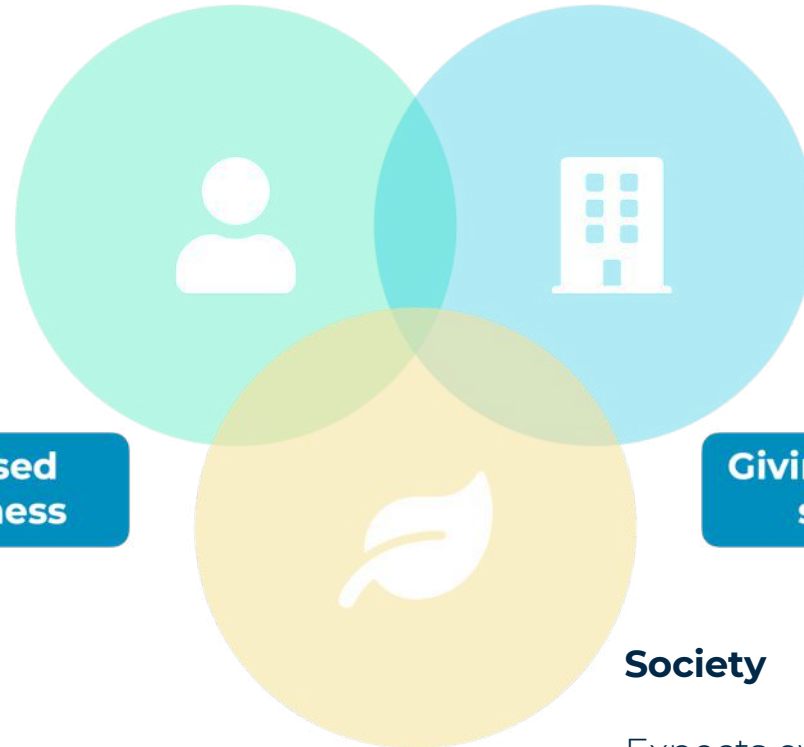
Needs to attract and keep talent, can no longer hide.

Increased awareness

Giving back to society

## Society

Expects everyone to pitch in and take their responsibilities.



It's real

# The War For Talent

Since the beginning of COVID-19 employees were kept/stayed **in their current role 157 days longer.**

They now want to move and if their employer is not flexible they leave, the **Great Resignation.**

Challenge is to **keep and attract** talent.



You need to

## Stand out

By being **Relevant**.

And **Authenticity creates Relevancy**.

Make your message honest and make sure that it's your own authentic message.



**92%** of people  
trust suggestions from family & friends

But ...

In companies **without active employee engagement**

Only **1%** of the workforce **actively shares** company content.



What if ...

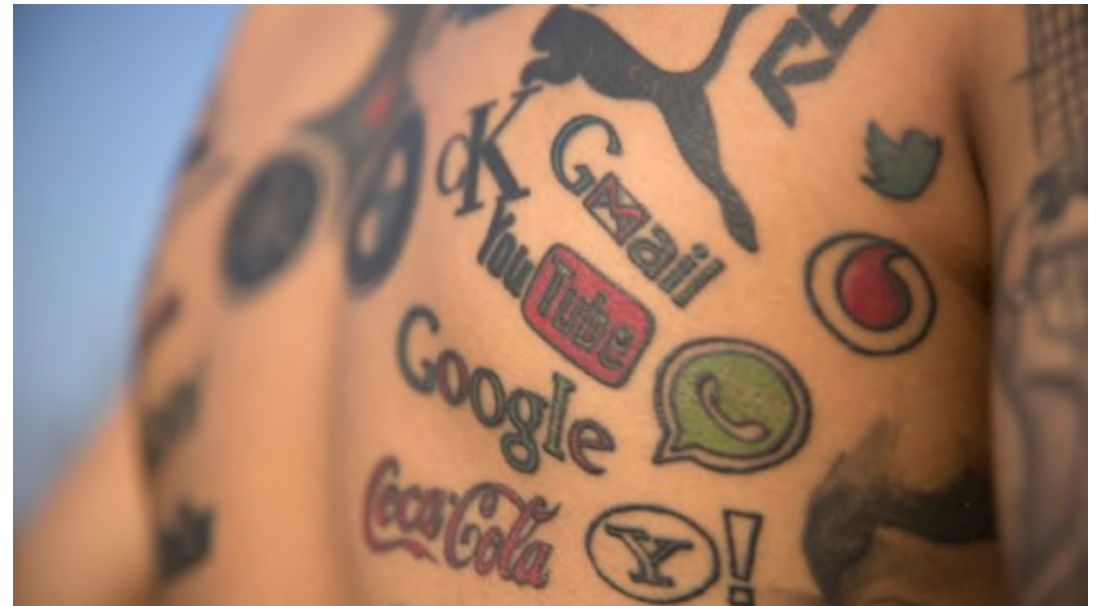
**25%+** of your workforce  
**shared your story ?**

*“We believe that a company’s story is best told by those who know the company best, **the employees**”*

Patrick De Pauw, Social Seeder

# The Why

- To recruit the right talents
- To keep the talents on board
- To engage their workforce
- To communicate about themselves as an interesting employer
- To communicate about their brand's values and believes
- To promoting their CSR campaigns
- To encourage their workforce to become their salesforce



# How ?

1. Define your strategy, goals and KPI's.
2. Launch a program over all departments



# AMBASSADOR PROGRAM CANVAS

Designed for

Designed by

Date

## 8 PROGRAM NAME

Choose a compelling name that resonates with your workforce

## 2 GOALS

Why is this program important for your organisation and what do you want to accomplish with it? What are the challenges you want to overcome?

## 4 RECRUIT

Who are your most valuable ambassadors? Who are the people you certainly want to participate in the program? How will you try to attract employees to subscribe? Which segments do you define amongst your potential ambassadors?

## 5 ACTIVATE

Do you currently have content that is tailored to be shared with your ambassadors? Do you have a storytelling strategy? How often do you think you'll be able to send messages to your audience?

## 3 WHY

Why is this program important for your ambassadors to subscribe to? What will be the benefit for the ambassadors?

## 7 HARVEST

What metrics will you look into to define the success of your program? What defines success for you? Which KPIs do you want to achieve with the program?

## 6 ENGAGE

What kind of relationship do you want to build with your ambassadors? How will you ask for feedback from your ambassadors to improve the program? Are you planning to celebrate your ambassadors or give them something in return?

## 9 STAKEHOLDERS

Who are the internal stakeholders and which departments will be actively involved in this program?

## 10 AGENCIES/PARTNERS

Which marketing and communication agencies do you currently work with?

## 11 PLATFORM ADMINS

Who will be the admin(s) in the platform?

## 1 ATTENDEES

Who participated in the creation of this canvas?

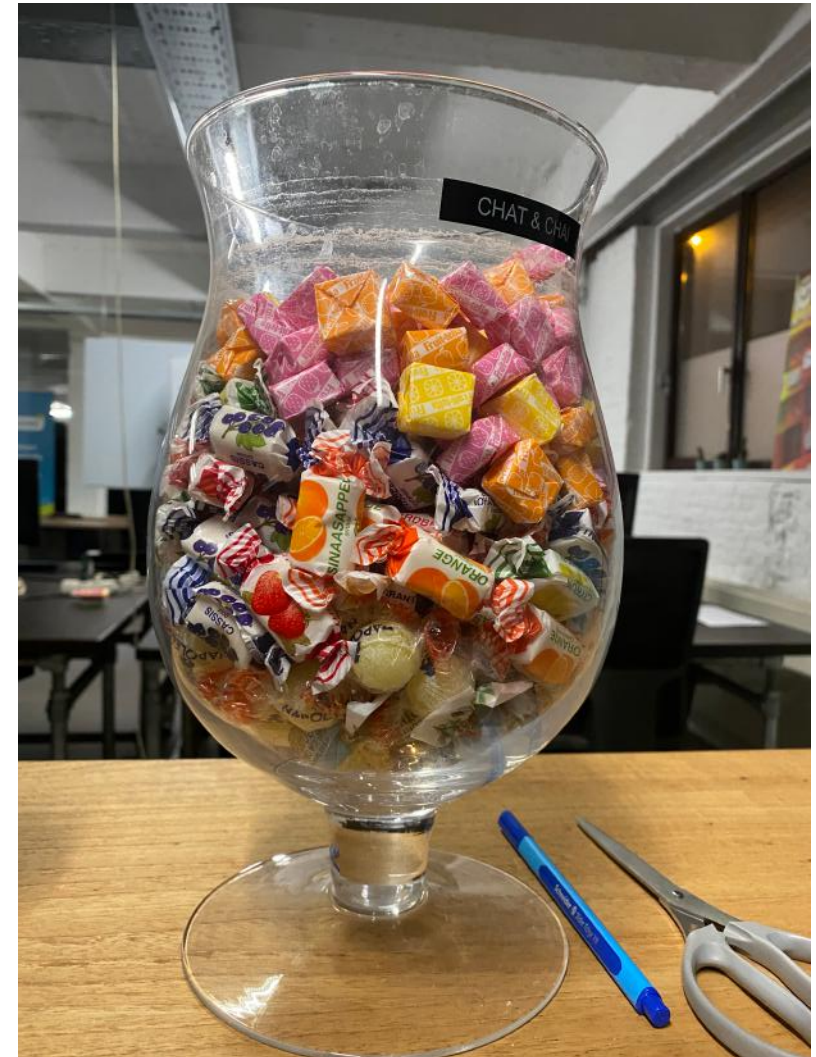
## The right way

- **Start with your power ambassadors**
- **Involve management (it's strategic)**
- **Define project owner !**
- **Do you have a content plan?**
- **Keep the Frequency**
- **Incorporate CSR campaigns**
- **Measure impact**
- **Create common goals**
- **Give the program a name**



## The wrong way

- **Ambassadors are no free publicity**
- **Is Gamification king?**
- **Burn ambassadors (frequency/content)**
- **Exclude people**
- **Exclude CSR campaigns**
- **Not Measuring impact**
- **Don't think ambassadors are all the same**



# What can you expect, If you do it right

- **Minimum 25% ambassadors**
- **35% active sharing**
- **+10 visitors per ambassador sharing**
- **A strategic long term impact**
  - **Sales**
  - **Brand**
  - **Recrutement**
- **Most efficient recruiting program**






# Recruitment

- Part of the content plan
- Segmented approach
- Authentic images
- Correct timing
- 2500 visits
- 250 interests
- 25 hirings

f DELEN OP FACEBOOK



**Atlas Copco zoekt meer dan 200 nieuwe collega's**

Atlas Copco is op zoek naar meer dan 200 nieuwe medewerkers in onder meer Wilrijk, Overijse en Hoeselt.

[ONTDEK](#)

Use case

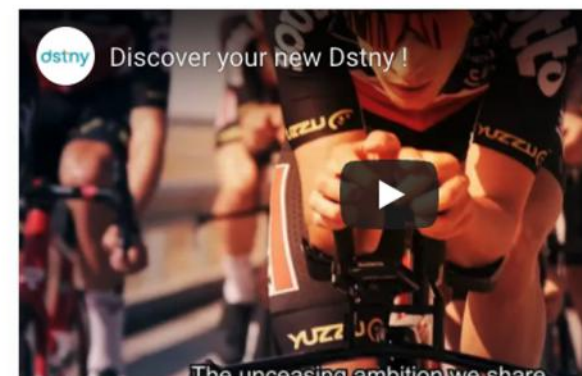
# Brand identity

- 38 ambassadors
- 26 visits per share
- 1220 visits

SHARE THIS MESSAGE ON



 SHARING ON FACEBOOK



**Discover your new Dstny !**

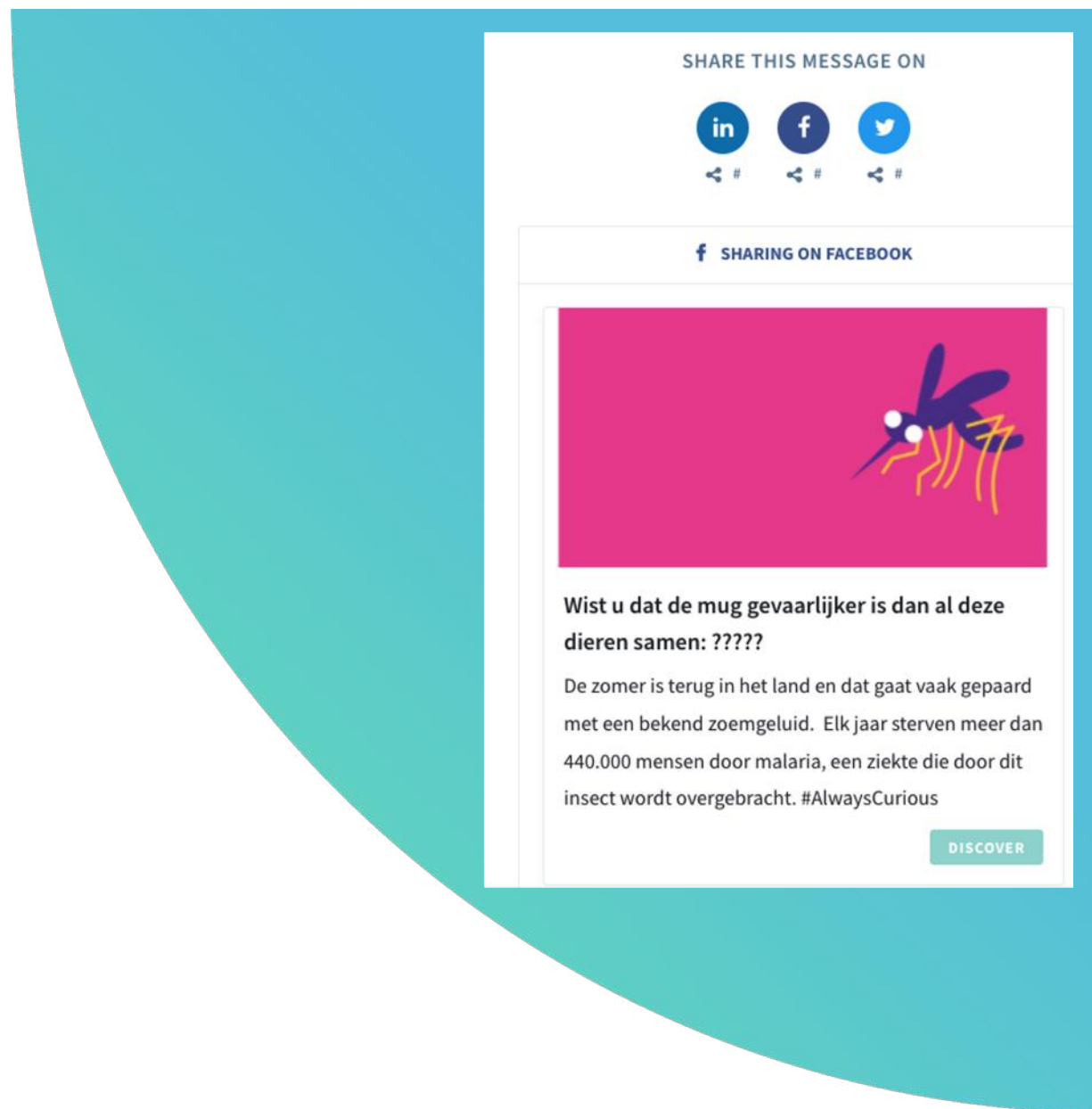
and find out more about our next steps as co-title sponsor of the Belgian UCI WorldTour cycling team Lotto-Dstny.

DISCOVER

Use case

## The wrong way

- Stock-pictures
- Copy
- Low internal relevancy
- Low external relevancy
- 1.2 visits per share



**Thank you**

**BEGIN.**