

HOW TO GET EMPLOYEES TO POST ON SOCIAL MEDIA

Do:

1. Provide the Tools

- Create a clear social media policy
- Establish social media guidelines
- Provide training

2. Highlight the Benefits

Employees need to know what's in it for them, e.g. reaching KPIs (sales, marketing, recruitment), career opportunities, visibility.

3. Make It Easy

Make sharing content as effortless as possible to reduce friction & save time. DSMN8 makes it easy!

4. Regularly Supply Valuable Content

Establish a regular cadence for sharing these 3 types of content:

- Company content
- Educational content
- Industry news / third-party

5. Tailor Content & Captions

Provide pre-written social media captions for employees, considering their varying roles and seniority.

6. Communicate

Create a space for employees to ask questions, get advice, and share feedback on your content.

7. Leverage Leadership Influence

Get your leadership team and department heads involved to set a good example!

Don't:

1. Force It

The biggest mistake is making it mandatory. Employees will resent having to participate, and the content won't be authentic!

2. Be Too Exclusive

Prioritize those who will benefit the most, e.g. sales, marketing, recruitment. But don't write off everyone else. Every employee's voice has value!

3. Only Ask Once

Send regular invite reminders and updates, and don't forget to invite new hires.

4. Ask Employees To Use Their Personal Accounts

Stick to professional platforms like LinkedIn. Most employees won't want to share on their personal social media accounts. This reduces risk for you too, as the content on these profiles will be professional.

5. Tell Them To ONLY Share Company Content

A social media profile filled with company content won't look authentic, and doesn't help employees build their personal brand. Plus, it makes employees feel like they're being used as a marketing channel.

6. Be Needlessly Strict

If you work in a regulated industry like pharmaceuticals, employees need to be aware of what they can and can't post. But, make sure to allow them to add their own insights to the content being shared.