

Employee Advocacy Benchmark Report 2025

Key Insights & Findings

<p>32%</p> <p>of respondents have not received formal training or a social media policy.</p>	<p>72% are using a technology platform to manage, scale and track employee advocacy.</p> <p>nearly 3/4</p>	<p>23%</p> <p>of respondents are generating a cost-per-click of under \$1 from employee shares.</p>	<p>The majority of respondents are planning to get senior leadership involved in 2025.</p> <p>73%</p>
<p>24%</p> <p>say their main employee advocacy objective is to enhance brand awareness and visibility.</p>	<p>Half of respondents feature employee-generated content in their program.</p> <p>50%</p>	<p>34%</p> <p>of respondents say the biggest benefit of their program is increased employee engagement.</p>	<p>Nearly all of respondents say that posting on social media has benefitted their careers.</p> <p>96%</p>