

Expert Advice on Managing an Employee Advocacy Program

Employee advocacy needs to be nurtured and refreshed to keep program engagement high. Surveying users for program and content effectiveness can help toward this goal as well as promoting the program to new employees.

TANYA FIGUEROA, SR. SPECIALIST, DIGITAL BRAND MARKETING & ENGAGEMENT @ EPSON



Technological advancements have facilitated the seamless integration of advocacy programs into daily workflows, making it easier for employees to share content and insights. Moreover, organizations are investing in comprehensive training and incentives to empower their workforce as brand ambassadors.

VALENTIN EDER, SOCIAL MEDIA SPECIALIST @ ALTEN

An employee advocacy tool with pre-approved content is invaluable in a seller's media toolkit.

JENNIFER CORBRIDGE, SENIOR SOCIAL MEDIA MANAGER @ ORACLE



My goal with EAP: give company's support so our people would be comfortable with social media and being vocal. We build their confidence AND we give them framework and content for social.

OLGA ANDRIENKO, VP OF BRAND MARKETING @ SEMRUSH

Every colleague is a potential thought leader. As a company, it is our role to give them the tools, space, and knowledge to tell our stories, to activate their own voices, and to mobilize them towards a common goal.

OPHELIE JANUS, GLOBAL HEAD OF THOUGHT LEADERSHIP @ SIEMENS

