

# Insights on Employee Advocacy for Talent Acquisition

Employee Advocacy has been a strong trend in corporate communications for several years now, especially when it comes to the talent acquisition and retention aspect. From my observations and experience, it has become easier and easier to convince senior management to implement the programme in the organisation.

**ALINA MARKIEWICZ, EMPLOYER BRANDING BUSINESS PARTNER @ MOBICA**



Employee advocacy is more important than ever before. Companies are realizing that the best way to find talent like the teammates that they have is by working with them to connect with similar talent. Employee advocacy is no longer a "nice to have" and is a "must-have".

**ANANDA BOARDMAN, DIRECTOR, CORPORATE COMMUNICATIONS & PR @ RAILPROS**

We're moving beyond counting likes and shares to really understanding how these interactions drive brand loyalty, influence perceptions, and support recruitment and sales goals. The result? A robust, dynamic brand presence that's powered by our most credible assets: our people.

**DANI SAYAG, HEAD OF SOCIAL MEDIA & COMMUNITY @ PENTERA**



Employee advocacy now plays a significant role in attracting top talent to companies that prioritize robust and measurable employee advocacy programs.

**SEBESTIAN ONG, CROSS BUSINESS UNITS REGIONAL SOCIAL MEDIA MANAGER @ BOSCH**

To ensure effective employee advocacy, HR, Talent Acquisition, and Employee Branding teams play a crucial role. They should guide employees, provide advice, and equip them with the necessary tools and resources.

**KINGA MAJ, EMPLOYER BRANDING & TALENT ACQUISITION PARTNER @ PROCTER & GAMBLE**

