

Insights on Employee Advocacy for Employer Branding

Organizations are investing in digital platforms and training programs that empower employees to be authentic brand ambassadors. This trend not only strengthens the company's reputation but also fosters a sense of belonging and pride among employees, resulting in higher retention and attraction of talent.

RAÚL VELÁZQUEZ ARTEAGA, GLOBAL EMPLOYER BRANDING LEAD @ THOMSON REUTERS



As part of the company's culture, employee advocacy is critical for brand growth, trust, and morale. Leaders in the industry should understand the importance of employee advocacy and make room for it in their companies.

ALEX HER, HEAD OF GLOBAL EMPLOYER BRAND @ GODADDY

Employee advocacy transcends mere amplification of voices; it is fundamentally about embedding those voices into the heart of the company culture. When employees are genuinely aligned with and engaged in the company's values, they naturally become its most authentic ambassadors, fostering a culture where advocacy and organizational success are intertwined.

ODAI MARIE, HEAD OF SOCIAL MEDIA MARKETING @ NEOM



Employee advocacy is only growing in importance both from a marketing perspective for our business, but for the clients we work for. It now forms a key part of building the brand, driving reputation and employee attraction and retention.

LAURA DI SIMONE, DIRECTOR, HEAD OF SOCIAL @ FREUDS

Employees are a company's biggest asset. If a company can tap into its employees to share their stories for them, the brand will exponentially benefit from increased awareness, trust, and engagement.

LAUREN EBNER, SOCIAL MEDIA & EMPLOYEE ADVOCACY LEAD @ WELLS FARGO

