

THE PERFECT EMPLOYEE ADVOCACY TRAINING PLAN



SOCIAL MEDIA TRAINING

Survey employees first to understand how they use social media, then tailor training to them. Get everyone on the same page!

Things to include: Image sizes, character limits, media types on each platform, terminology, best practices.



OPTIMIZE SOCIAL PROFILES

Make sure your employees know how to get the most from their social profiles.

- Start with this [guide to optimizing your LinkedIn profile](#).
- Provide brand assets like logo, font, color scheme.
- Consider making header & profile picture templates on Canva.



SOCIAL MEDIA POLICY

It's incredibly important to have a social media policy for employees to follow.

- Make it clear and simple
- Update it periodically - social media changes frequently!
- Grab this [free social media policy template](#) to get started.



SOCIAL MEDIA ETIQUETTE

- Remind employees that they're representing the company online.
- Language & tone-of-voice are both important. Keep it positive!
- Tell them how to connect with people online respectfully: no-one likes a spammer.
- Get the free printable [social media guidelines](#) doc for ideas.



CONTENT CREATION!

- Find [examples](#) and encourage your employees to follow them for inspiration.
- Get your marketing team to give tips and examples of their best-performing posts.
- Teach them your brand voice.
- Consider enrolling employees in a content creation course. Hubspot have some great free ones!