

# 10 Reasons why your organisation should

## leverage Employee Advocacy

1. **Authenticity:** employees' voice brings credibility.
2. **Scale:** (virtually) no limit to the number of employees who can participate.
3. **Cost:** head-hour cost for running program for 1000 employees is little different to running program for 10.
4. **Low-risk:** content is moderated prior to being made available to share, plus multiple administrators can review/approve.
5. **Self-driving:** participants can upload suggested content into the moderated environment, so as momentum grows, requirement for moderators/admin to provide content reduces.
6. **Simplicity:** sharing takes participants just minutes a week
7. **Flexibility:** sharing can be originated on any platform, desktop or mobile
8. **Employee Engagement (1):** immersing employees in a constant stream of positive messaging is great for morale.
9. **Employee Engagement (2):** Employee Advocacy gives all employees to influence at the 'front line' with customers, however 'back office' their regular role may be.
10. **Employee Engagement (3):** Employee Advocacy participation can run with its own Reward and Recognition program, or within a larger program.



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