10 step guide to setting up and running an
Employee Advocacy Program

1. **Review** current Social and Marketing activity, and define key role for Employee Advocacy.

2. **Identify** potential 'foundation' participants. Note, though familiarity with social tools and existence of networks is important, so too is their level of engagement with the organisation and its Vision/Mission (if defined).

3. **Review/refine** the organisation's Social Media Policy and work with HR where necessary to open it up to allow/encourage employee engagement in social.

4. **Allocate** moderator/admin roles – specifically in the areas of content sourcing, content approval, participant engagement and reporting.

5. **Introduce,** log-in and train participants on the platform, and the Social Media Policy.

6. **Upload** content into the sharing environment and invite participants to share (and repeat).

7. **Review** sharing behaviour/performance – by content, by individual, by network etc. (and repeat).

8. **Engage** participants in leaderboard, in what's working, on more advanced techniques incl. unloading their own content etc. (and repeat).

9. **Reward** strong/positive participant behaviours (and repeat).

10. **Report** metrics back into the business (and repeat).

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