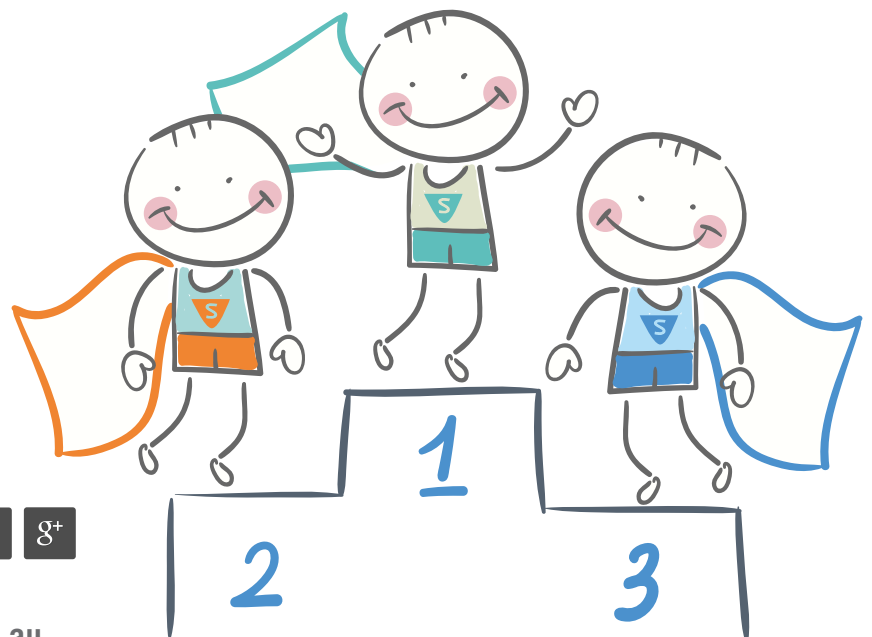


# 10 ways to make your Employee Advocacy

## Program run better

1. **Expand** and diversify your participant group.
2. **Tag/stream** content such that participants only see content that's likely to be appropriate for their own networks (not everyone's networks).
3. **Encourage** participants to schedule/multi-post appropriate content.
4. **Schedule** email-reminders to encourage repeat-posting through the week.
5. **Give** participants visibility on the wider social strategy/activity.
6. **Facilitate** key participants' ability to share into social environments not supported by the Employee Advocacy platform (where relevant).
7. **Specifically reward/recognise** content generation by participants.
8. **Engage** with HR. Build participation in Employee Advocacy into broader employee KPIs/reward/incentive structures.
9. **Champion** participants within the organisation; and leverage to expand participant base still further.
10. **Provide** participants with a community environment to share experiences/news/perspectives on their engagements in social.



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