# Outcome-based Advocacy Is Key to Effective Employee Brand Ambassadorship

Traditionally, employee advocacy has been about Empowering Advocates, focusing on small group of employees most likely to be regular advocates. In fact, they're probably already advocating because they are hyper-active users of social media. Yet only one in five employees is estimated to be an employee advocate, a minor subset of the employee population. And there are three more challenges to this approach:

1. Limited adoption by a narrow group top advocates, which lessens the overall organizational impact in terms of engagement, morale, and overall brand equity.

2. Difficulty in proving ROI, either due to low numbers and reach, or limited ability to correlate impact to specific campaigns or programs.

3. Ongoing API changes by social networks that limit capabilities.

SocialChorus recommends a different approach - Outcome-Based Advocacy. With this strategy, communicators can generate significant advocacy around specific campaigns and issues. This approach uses technology with targeting and notifications to activate not only top advocates but the entire enterprise to specific calls-to-action. Outcome-Based Advocacy is the approach that will yield the most value, activating, and engaging an entire enterprise focusing on a particular outcome. With a strong employee foundation, what the customer sees and experiences is what the employee feels and does.

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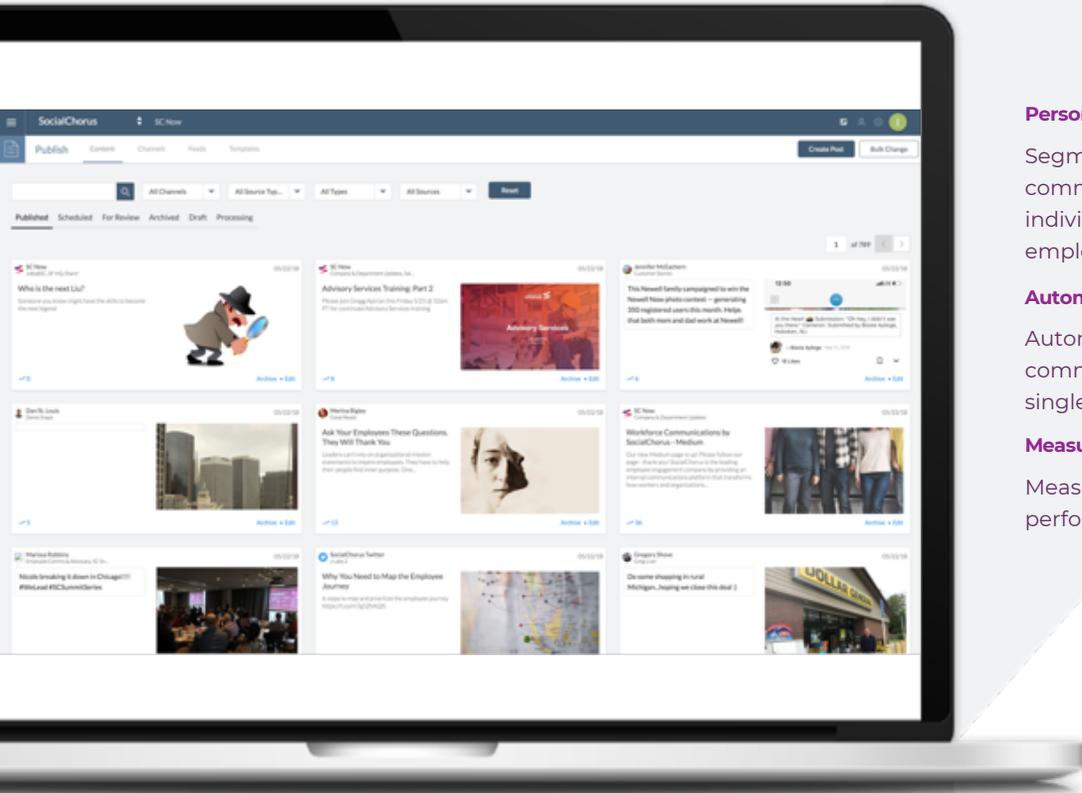
Personalize

Segment and target communications to individuals and groups of employees

Automate

Automate and manage communications from a single platform

Measure

Measure reach and track performance

How do you help all your employees and not just your top advocates to amplify your brand and culture when social media APIs are being turned off? How do you ensure action at the right time by the right employees? How do you measure the impact of brand advocacy?

Outcome Based Brand Advocacy

Common Challenges

- A small fraction of the workforce can be engaged as advocates

- Inability to target brand advocacy material to the employees most interested and likely to share

- Inability to run timely, recurring, or automated campaigns that drive action by employees at the right time

The SocialChorus platform gives communicators an easy way to provide all employees with on-brand content to personalize and share on a large scale. The platform is unique because it offers outcome based advocacy through its segmentation capabilities, so communicators can share content according to location, language, job function, etc., thus reaching every employee, and increasing engagement and advocacy. Campaign analytics report reach and level of engagement, so communicators can measure brand advocacy effectiveness and improve future content.
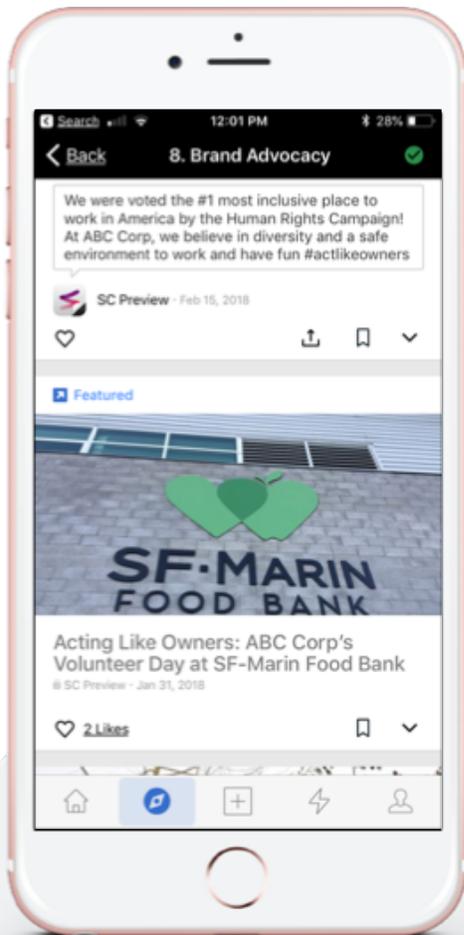
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SocialChorus Helps Boost Employee Engagement and Brand Awareness

Engagement

- Communicate with employees on their device or platform of choice

- Schedule the precise timing of each message

Targeting

- Target messages to key segments and specific employees

- Measure receipt and resend messages as needed to drive desired activity

Robust Analytics

- More efficient workflow frees up time for strategy

- Easy to push content through a variety of channels

New Jersey's largest health insurer faced a punitive reform proposal from Governor Chris Christie to restructure the company's board and use their reserves – rather than state funds – to pay for anti-addiction programs. It was a time of contentious state budget planning, and the company had to fight back. Their only hope was to convince lawmakers to oppose the bill.

Using SocialChorus, the insurer was able to raise awareness of the issue and galvanize their local employee base to protest the bill.

The team identified groups of employees in the area and set up a secure platform of shareable content that allowed them to get the word out and organize protests at the Statehouse.

With the help of SocialChorus, Horizon was able to mobilize an army of supporters quickly, make their voices heard, and ultimately defeat the bill.

SocialChorus is the leading workforce communications platform that transforms how workers and organizations connect every. We empower communicators to reach every worker—from the head office to the front line. Companies thrive and win when all their workers feel informed, aligned, and supported. The SocialChorus platform allows communicators to publish once and distribute everywhere—efficiently delivering critical information to the right employee at the right time.

LEARN MORE AT SOCIALCHORUS.COM

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