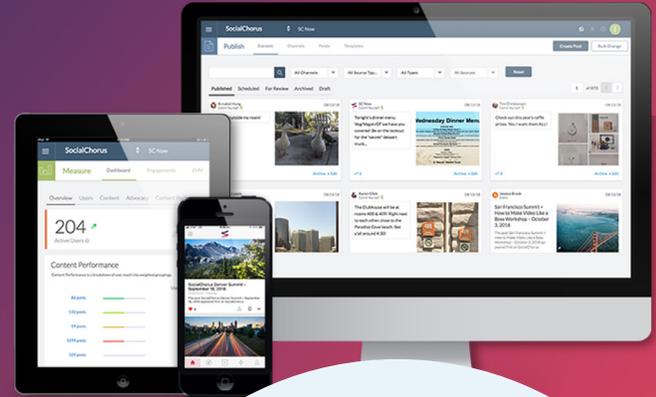




Brand Advocacy



Make it easy, secure, and compliant for employees to share on behalf of the organization.

SocialChorus recommends a new approach—authentic advocacy with native sharing. By giving employees a voice when sharing corporate content, and not just using “ctrl + V” for the corporate message, the perception of “spammy” messages is minimized. Our platform gives communicators an easy way to provide all workers with on-brand content to personalize and share on a large scale with their unique voice.

Common Challenges

Difficult for employees to share authentically with brand-approved content

Only a small fraction of the workforce will be advocates

Inability to target advocacy material to the employees most likely to share

SocialChorus Solutions

AMPLIFY THEIR AUTHENTIC VOICES

Manage authentic employee advocacy content from a single, user-friendly platform. Let employees connect to their preferred social platforms and share the company message in their own voices.

PERSONALIZE CONTENT TO DRIVE SHARING

Turn employees into advocates by sharing relevant content according to location, language, job function, interests, and more. Employees can share from their preferred device.

MEASURE TO DRIVE SUCCESS

Track shares to see what's working and what may improve future content. Data reveals the reach and activity level so communicators can measure brand advocacy effectiveness.



LEARN MORE AT [SOCIALCHORUS.COM](https://socialchorus.com)

A REAL-WORLD EXAMPLE

SocialChorus Helps Boost Employee Engagement and Brand Awareness

A health insurer had a major problem. Faced with a punitive reform proposal from the state governor, they were looking at potentially having to restructure the company's board and use company financial reserves to pay for what should have been state-funded health 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.

The team identified groups of employees in the area and set up a secure platform, using SocialChorus, of shareable content that allowed them to get the word out and organize protests at the Statehouse. The insurer was able to raise awareness of the issue and galvanize their local employees to protest the bill. With an army of supporters, the company made their voices heard and ultimately defeated the bill.



Let's Talk

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SocialChorus is the leading workforce communications platform that transforms how workers and organizations connect every day.

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.