



# The employee's brand is your brand - why it is worth and how to implement Employee Advocacy in practice



**Bartek Ziemiański**  
Head of  
Social Selling  
Programs



# Sharebee - bees from LinkedIn

## Who we are?

Sharebee is made up of a team of the best LinkedIn experts in Poland



Marcin Sokołowski  
CEO



Karol Stróż  
COO



Bartek Ziemiański  
Head of  
Social Selling Programs



Paulina Sacha  
Content Specialist



Aleksandra Szmit  
Content Specialist



Natalia Pochroń  
Content Specialist

... And still  
we are growing :-)

## Who are we working with?

We focus our activities on large companies with which we implement tailor-made EA programs.



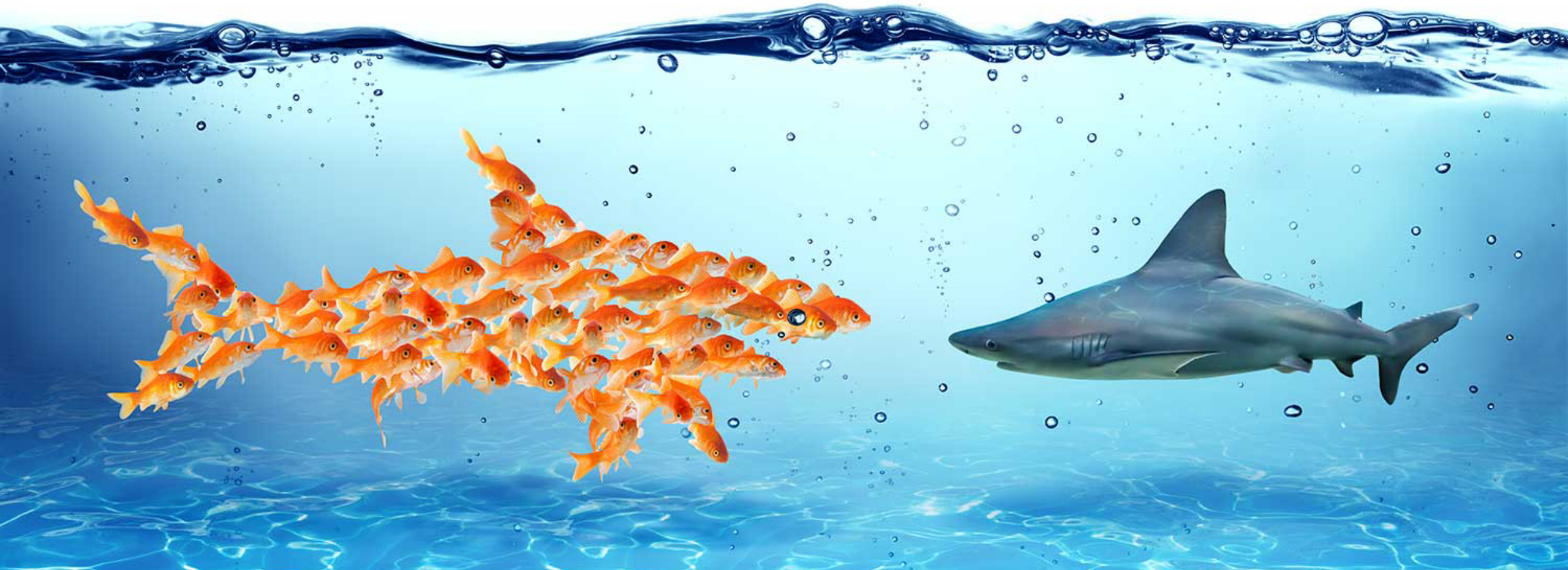
...i wiele więcej

# Your best advocates are your employees

- From salesman to CEO– each of us has tens, hundreds or even thousands of contacts.
- Our contacts include clients, partners and potential employees.
- People prefer to talk to... people than brands.
- Companies that communicate through employees reach up to 30x more recipients.

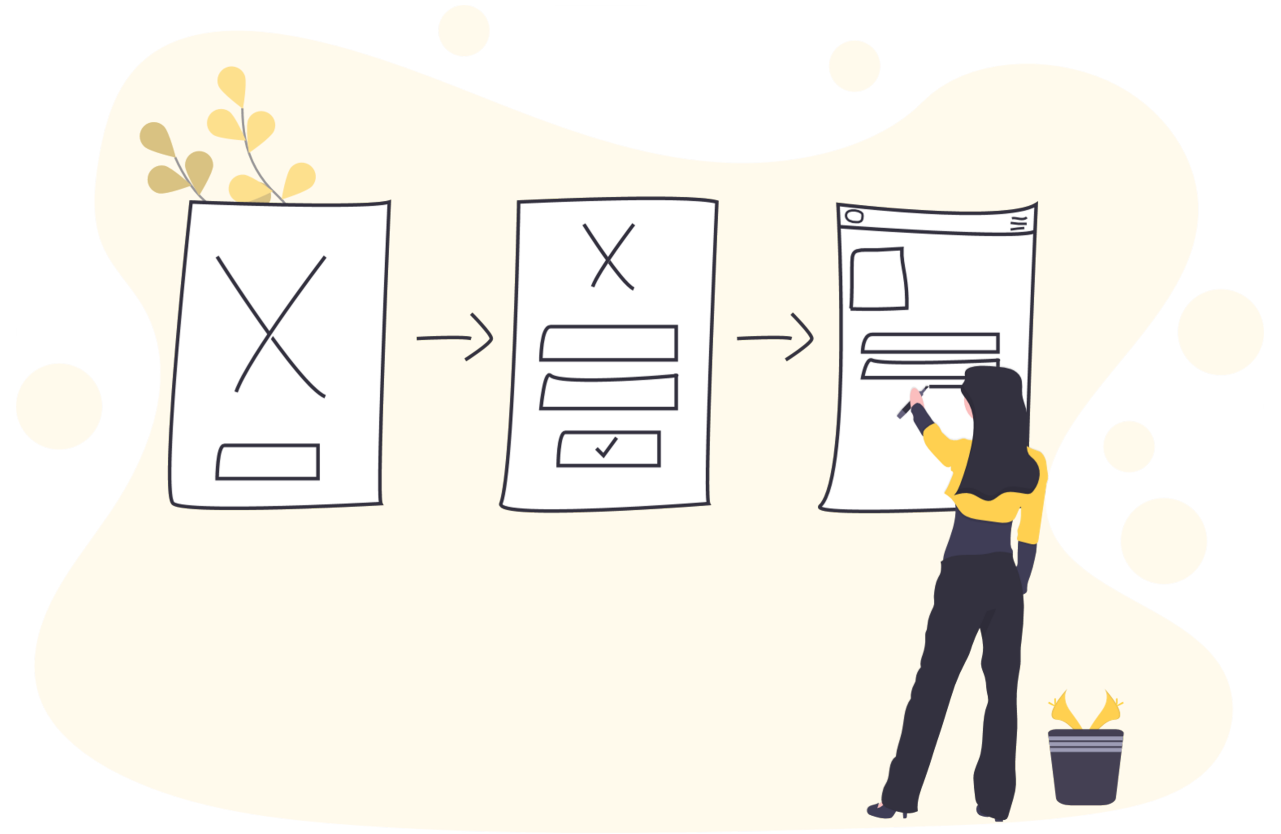


Change the way your company communicates with the world: From "One-to-Many" to "Many-to-Many"





How to lunch  
an employee  
advocacy campaign ?



# Start with „why?“

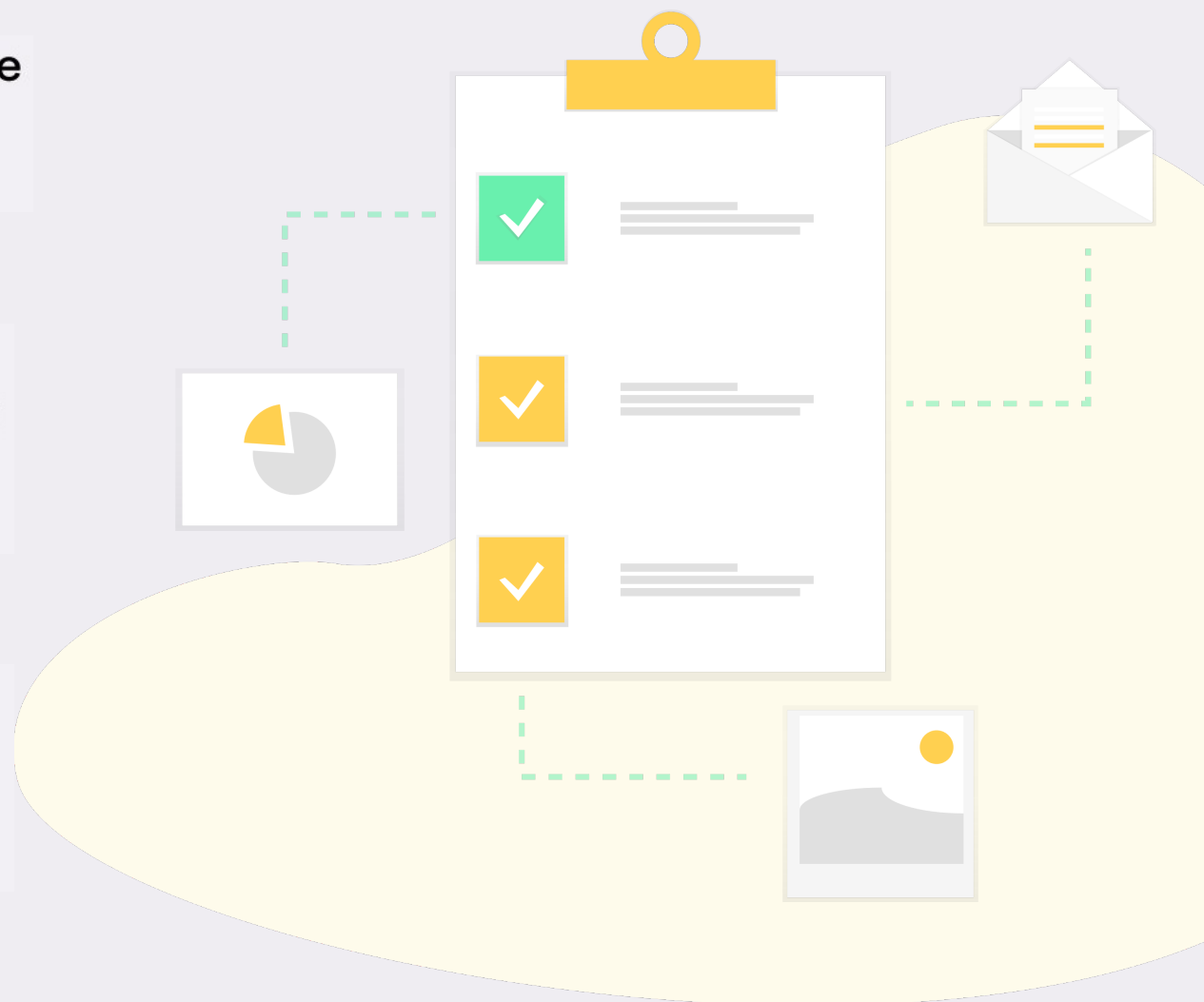
1. Start generating leads  
(Social Selling)
2. Increase brand recognition  
among the target group  
(Brand awareness)
3. Show the company as a place  
where people want to work  
(Employer Branding)
4. Build goodwill in the eyes of potential  
investors.  
**Investor relations**
5. Increase reaching potential customers  
through experts (ambassadors)  
**Employee Advocacy**
6. Show the company's unique competences /  
pioneering in its field  
**Thought Leadership**

## How to launch an employee advocacy program ?

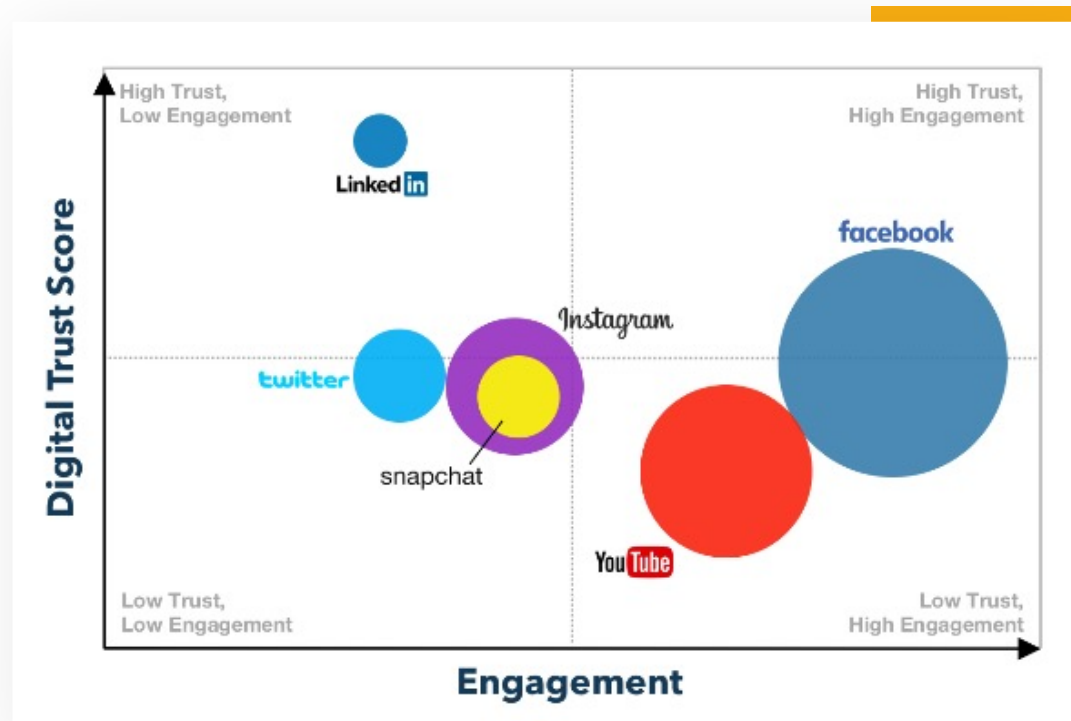
Find your people who already have a strong presence on social media – on any channel, covering any topic they care about – and bring them into the fold.

Develop advocacy training that helps employees find their voice first. What is the topic they care most about and help them define a powerful message that will establish them in the area they want to be known for.

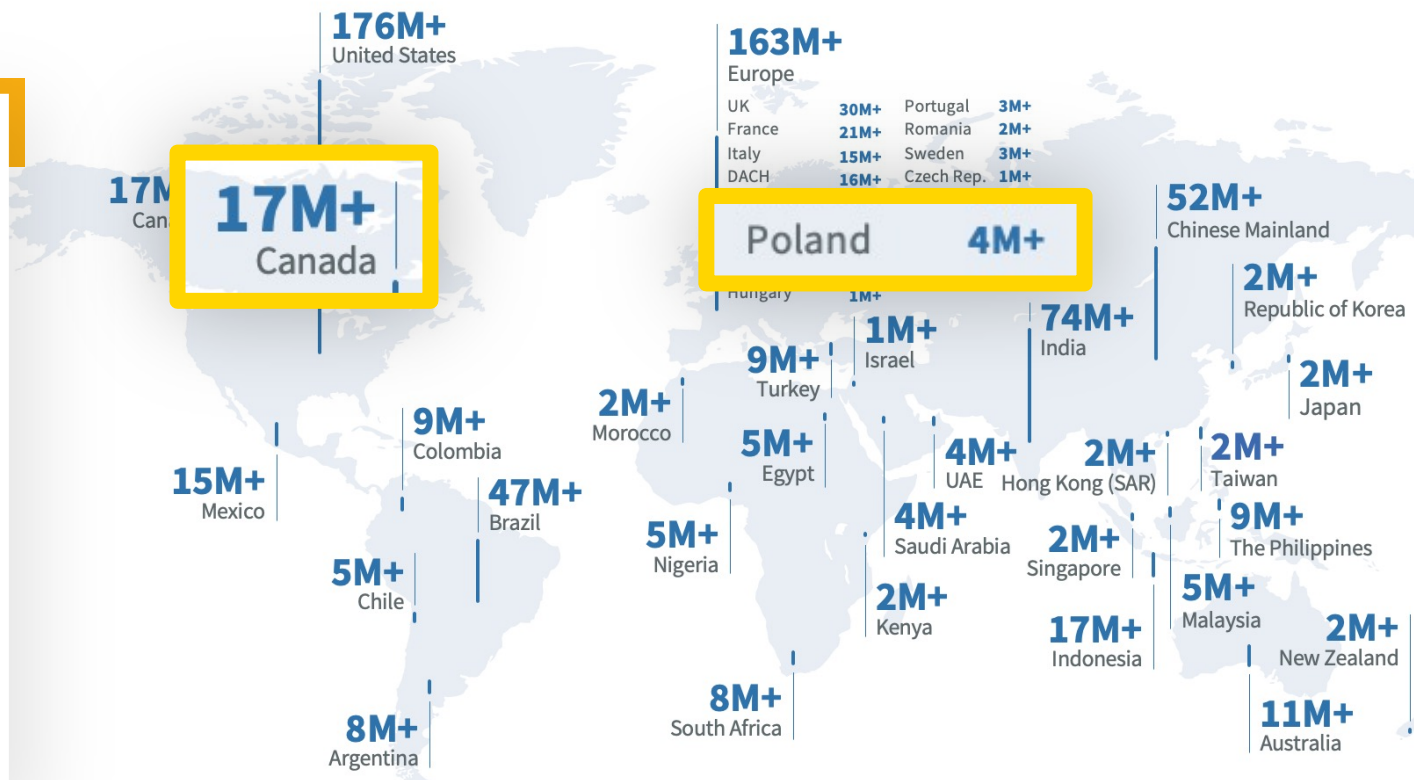
It starts with having a positive company culture. Employees need to feel supported and have help in their development. Having them on-side is key right at the start.



# Which channel & Why on LinkedIn?



Źródło: BI Intelligence's Digital Trust study, comScore, Company Reports



800 milions users



Volkswagen



Herbert Diess, Chairman



**861,251**

**Followers**

**114,444**

**521**

**Avg. Engagement**

**2,588**

Ikea



Jesper Brodin, CEO



**1,698,145**

**Followers**

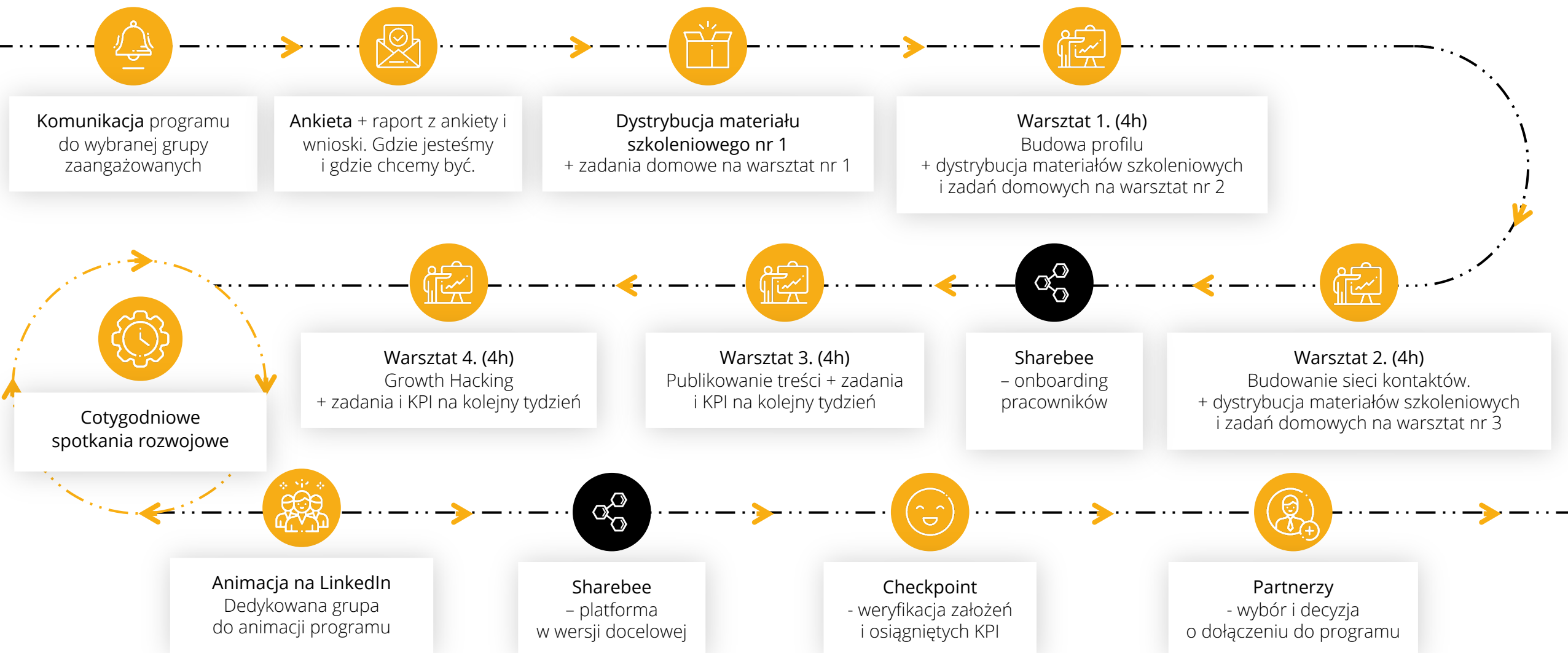
**37,772**

**324**

**Avg. Engagement**

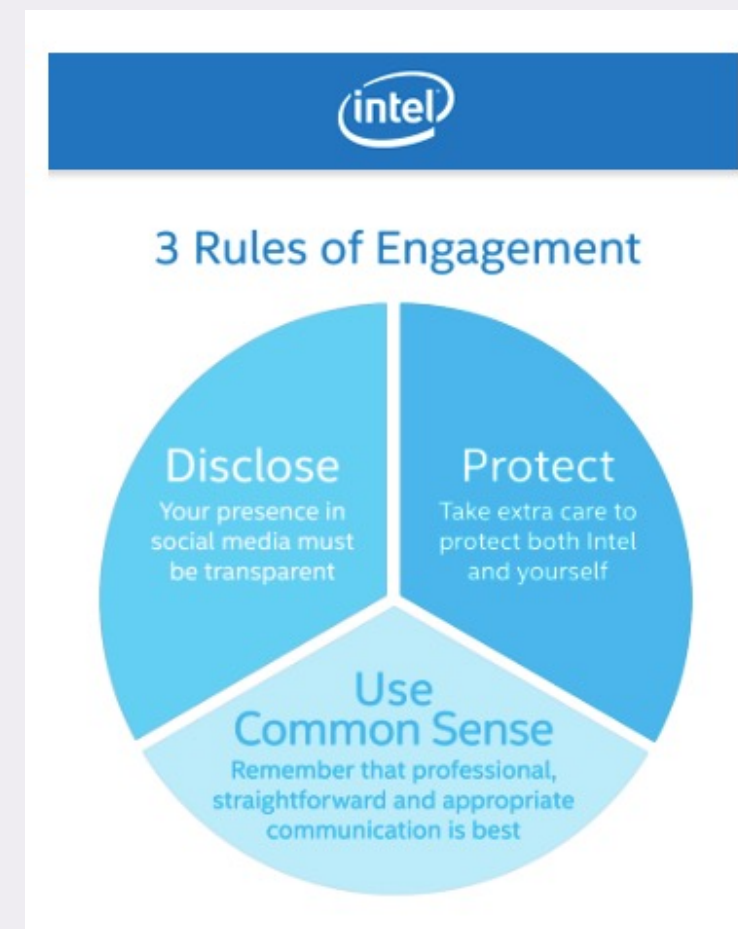
**1,245**

# Make the roadmap



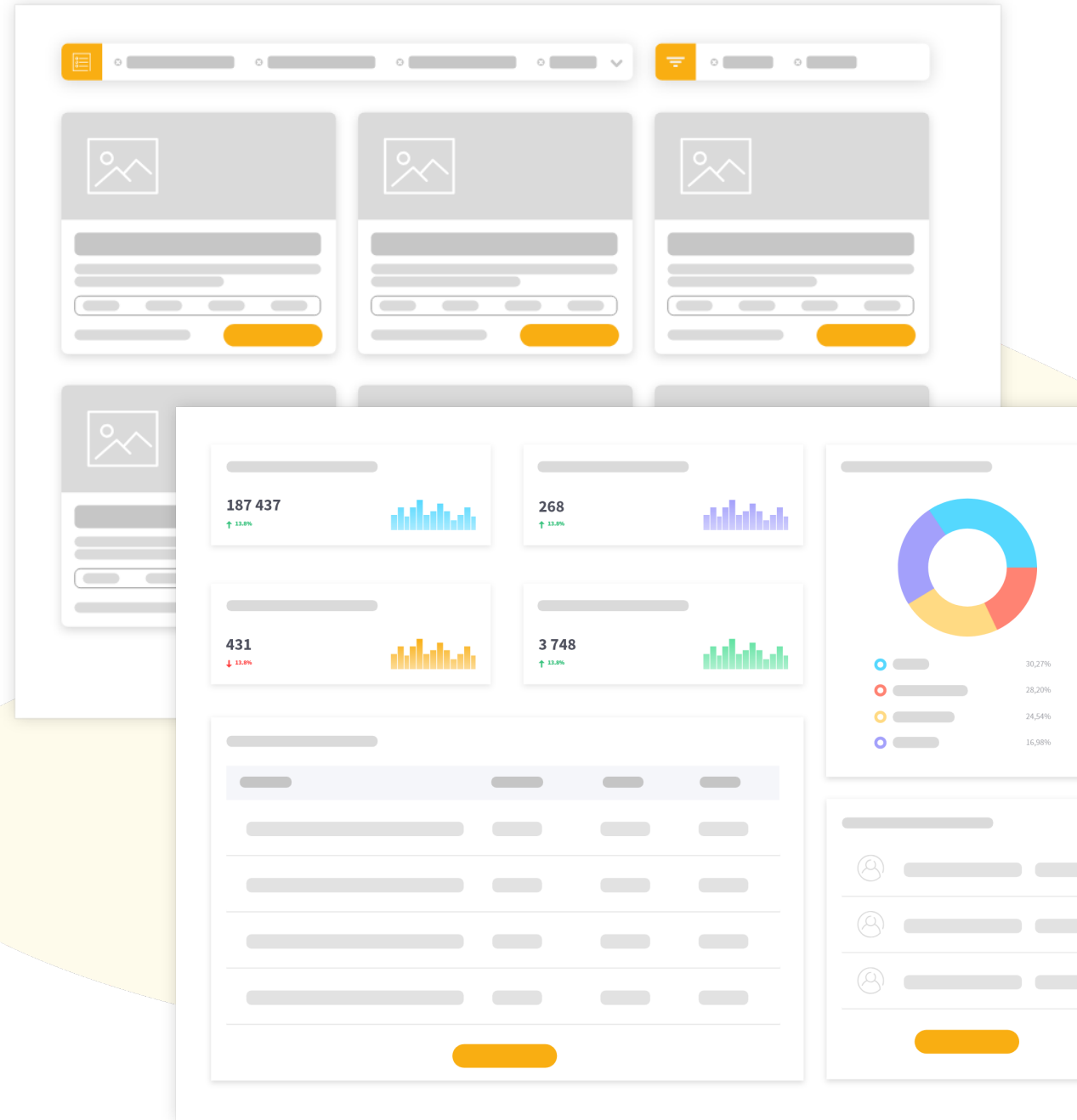
# Simple social media policy


Start with clear employee social media guidelines and expectations. Then choose 2-3 employees to train and pilot a program. Monitor, refine, and then roll out to more employees.





# How to manage Employee Advocacy?





**John Dean**  
22 282 p.  
3rd place in the B2B Sales group

Content library

Scheduled posts

Your dashboard

Campaigns

John, have you found anything interesting?  
[Send us the message](#)

Filter content

clear filters

Content title

Search by the title...

Campaigns

Show all campaigns...

Content types

Blog

PR

Case study

Categories

About Dell

☒ DellEMC EMEA Dell


☒ Dariusz Piotrowski

☐ About us

☐ Corporate news

We have found 321 contents matching the selected categories

Sort by the newest




**MICHAEL DELL**  
Chairman and CEO, Dell Technologies

**LIVE: How can we ensure that digital globalization is broad-based?**  
That's the discussion Michael Dell will be having at the World Economic Forum on Wednesday at 4

Added 3 hours ago  
emeablog.emc.com

Preview

Publish



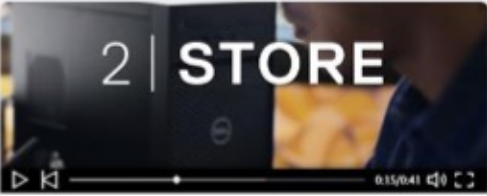
**Dell EMC and NVIDIA Expand Artificial Intelligence Collaboration**

As organizations strive to gain a competitive edge in an increasingly digital

Added yesterday  
blog.dell EMC.com

Preview

Published



**2 | STORE**


**Empowering Today's Creators**

Whatever your story, we are there to help from beginning to end. Experience a new generation

Added 2 days ago  
emeablog.emc.com

Preview

Publish



**Make It Real**


**Dell Technologies Forum 2018**  
09 in Warsaw.

of the most important IT events in Poland - Technologies Forum 2018.

Added 3 days ago  
pi

Preview

Publish



**Dell Technologies IoT Solution for Surveillance**


**How 6 different industries are adapting to changes?**

Changing trends and surveillance technologies are creating powerful new solutions across safety.

Dodano 5 dni temu  
dell EMC.com

Preview

Scheduled



**3 Secrets to Fast Tracking Your IT Priorities**

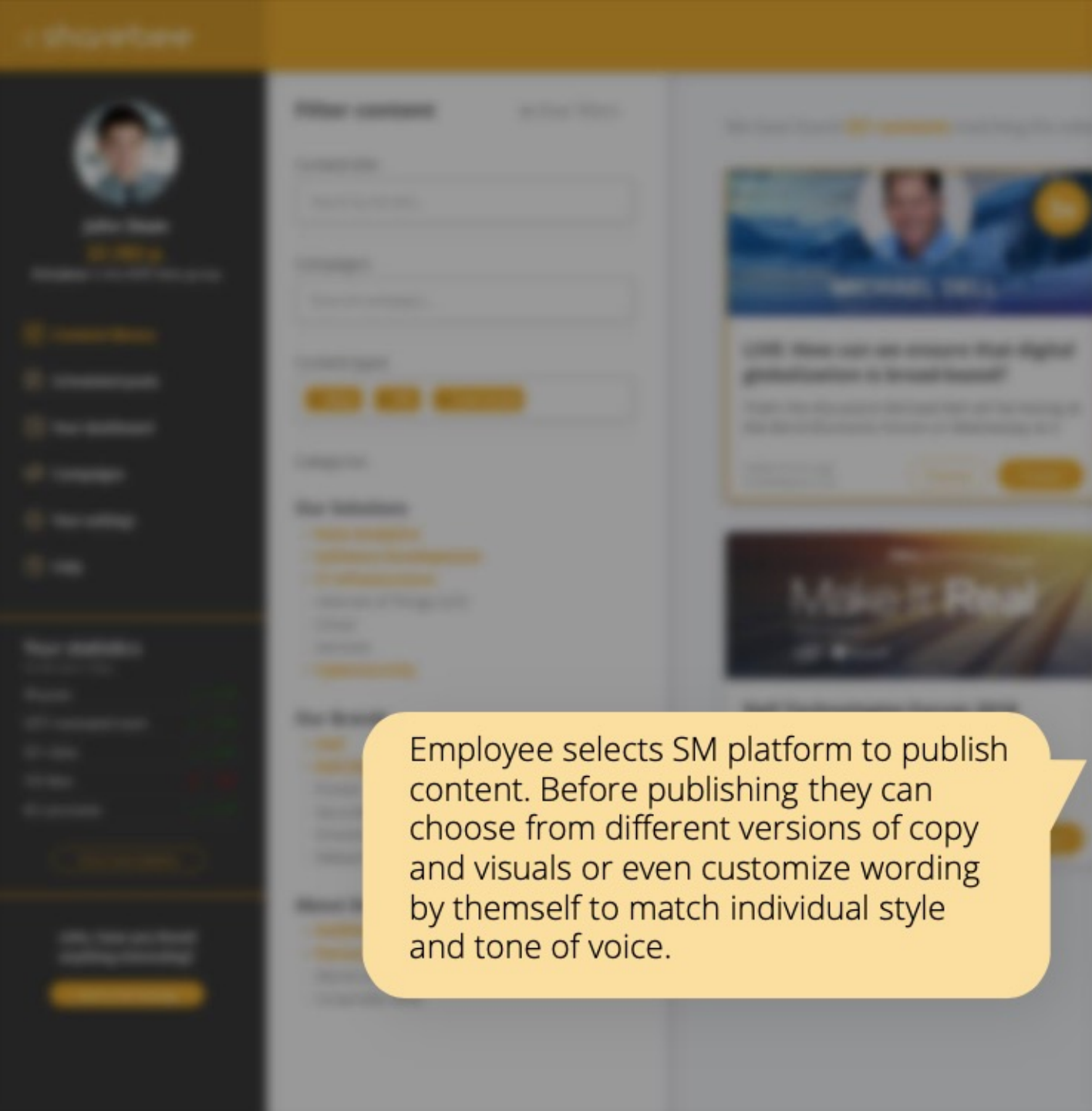
Most small to medium businesses don't have IT personnel on hand to tackle these priorities.

Added week ago  
delltechnologies.com

Preview

Publish

Load more content...




Employee selects SM platform to publish content. Before publishing they can choose from different versions of copy and visuals or even customize wording by themselves to match individual style and tone of voice.

1

2

Prepare content

Publish



**Dell Technologies Forum 2018**  
**11.09 in Warsaw**  
One of the most important IT events in Poland - Dell Technologies Forum 2018  
Added 3 days ago | Source: pb.pl

1 2 3 4

Preview

**Statistics for the publication of selected content**

14 posts

328 estimated reach


32 clicks

121 reactions

41 comments

**Posts to publish**


Select profiles for publishing posts You can edit the content for each channel

 Post LinkedIn

1 2 3

Dynamic development of native technologies. During our session "Transformation Security" you will learn how to protect their company by cyber attack and how to effectively secure your data. Already today, the **#DellTechnologiesForum 2018**, which will take place in a few days in Warsaw.


187 / 1 300

 Post on Facebook

1 2

During our session "Transformation Security" you will learn how to protect their company by cyber attack and how to effectively secure your data. Already today, the **#DellTechnologiesForum 2018**, which will take place in a few days in Warsaw.

187 / 62 000

 Post on Twitter

Schedule post

Publish now!

Thanks to auto-pilot functionality users can schedule posts to publish it automatically on selected time and date. Even to schedule posts for whole week ahead.

### Schedule post



June 2019

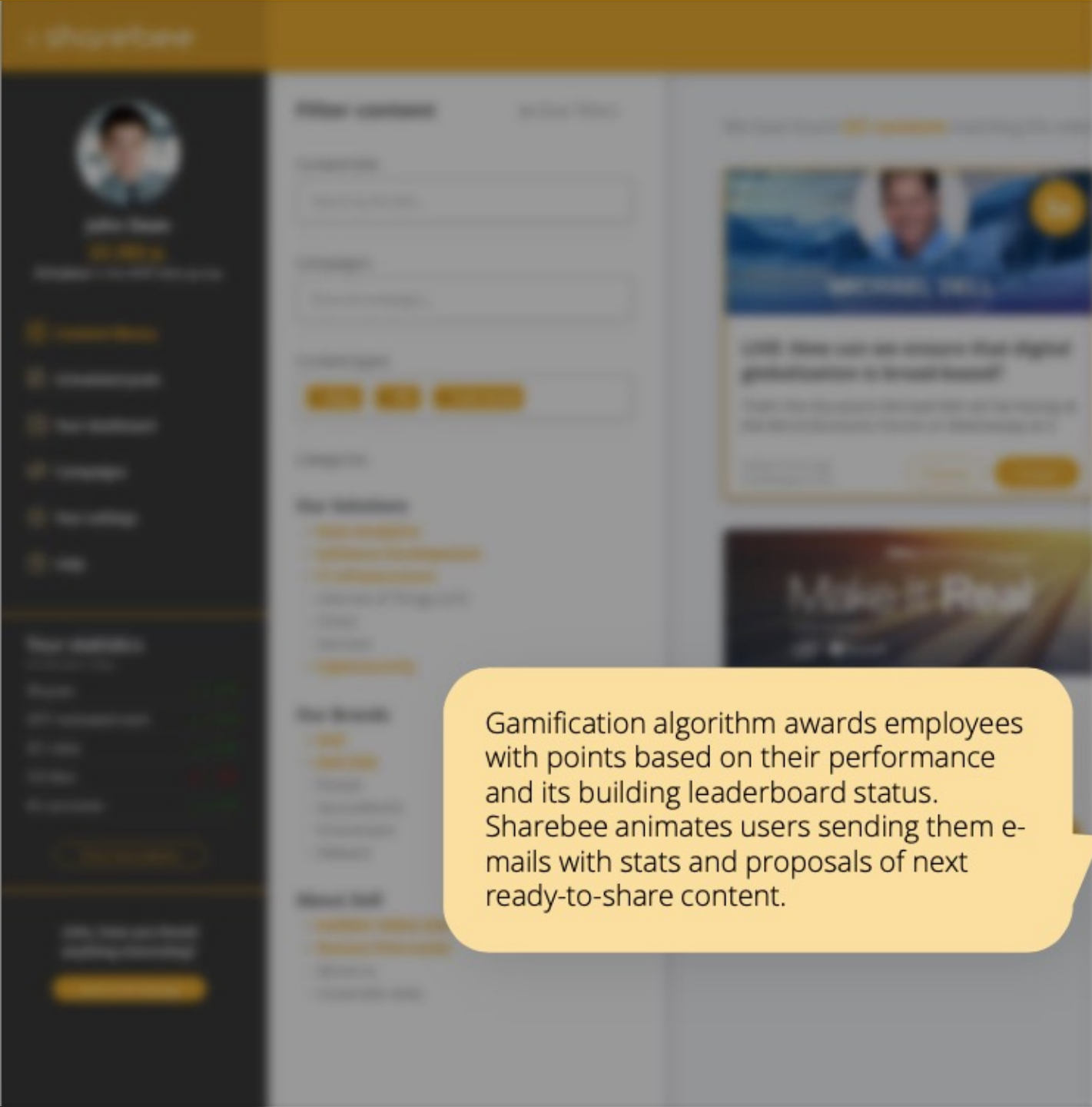


M	T	W	Th	F	St	Sn
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



Schedule post





Gamification algorithm awards employees with points based on their performance and its building leaderboard status. Sharebee animates users sending them e-mails with stats and proposals of next ready-to-share content.



# Congrats!

Your posts have been published

Go to your posts: [LinkedIn](#) [facebook](#)

You earned 36 points

Publish next posts



John Dean  
22 282 p.  
3rd place in the B2B Sales group

Content library

Scheduled posts

Your dashboard

Campaigns

Your settings

Help

Administration

Add content

List of contents

Statistics

Leaderboards

Users

Users animation

Application settings

Filter statistics

clear filters

Content title

Search by title of content

Campaigns

Show all campaigns...

Groups

Show statistics of all groups

Content types

Blog PR Case study

Categories

Our solutions

- Data Analytics
- Software Development
- IT Infrastructure
- Internet of Things (IoT)
- Cloud
- Services
- Cybersecurity

Our Brands

- Dell
- Dell EMC
- Pivotal
- SecureWorks
- Virtustream
- VMware

About Dell

- Blog DellEMC EMEA
- Dariusz Piotrowski
- About us
- Corporate news

General statistics

Range 30 days

Posts

141

13.8%

Estimated reach

3746

13.8%

Clicks

210

13.8%

Likes

164

13.8%

Comments

43

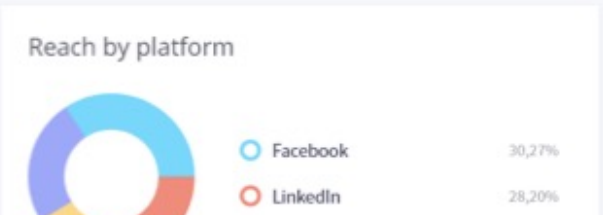
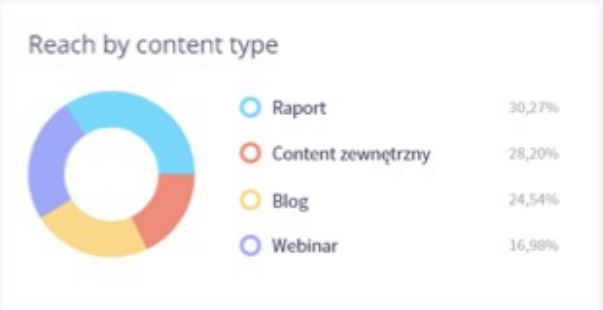
13.8%

Top of contents

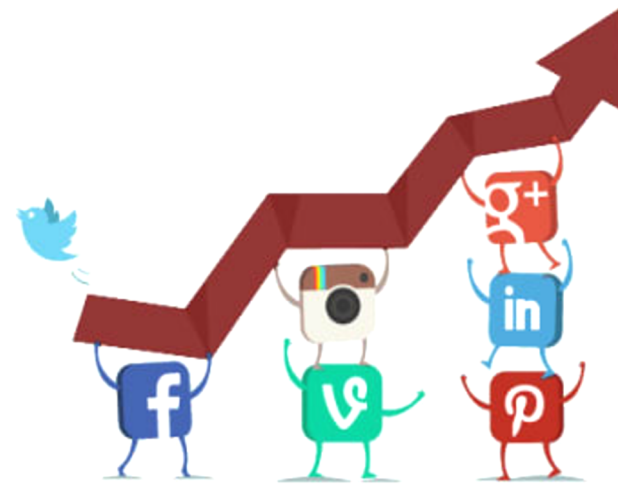
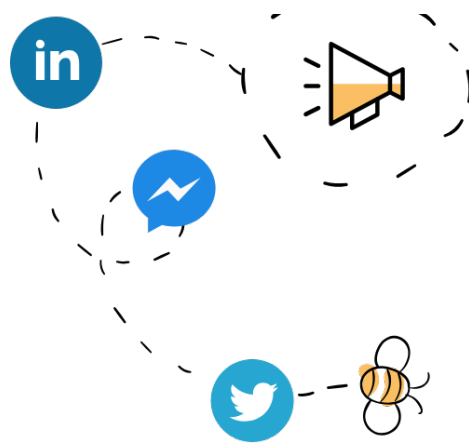
Title	Posts	Estimated reach	Clicks	Likes	Comments
Największe na świecie targi branży...	178	3746	752	245	43
Największe na świecie targi branży...	178	3746	752	245	43
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Największe na świecie targi branży...	178	3746	752	245	43
Load more posts					

Top of ambassadors

Name	Posts	Estimated reach	Clicks	Likes	Comments	Points
Sebastian Orłowski	178	3746	752	321	14	22 818
Sebastian Orłowski	178	3746	752	321	14	22 818
Sebastian Orłowski	178	3746	752	321	14	22 818
Sebastian Orłowski	178	3746	752	321	14	22 818
Sebastian Orłowski	178	3746	752	321	14	22 818



What are the effects of  
Employee Advocacy?



# Company profile vs Ambassadors in Sharebee

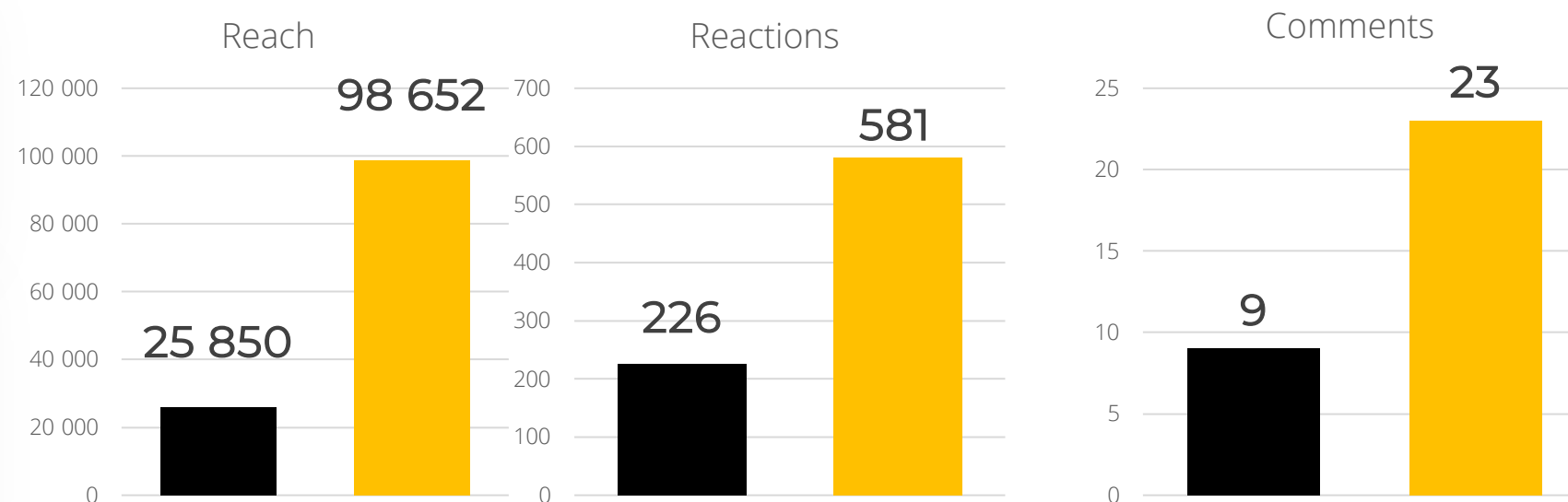
Example of a technology company - the last 30 days

~13 500

Company profile followers

23

Sharebee Ambassadors



■ Company PAGE ■ Ambasadorzy w Sharebee



# Company profile vs Ambassadors in Sharebee

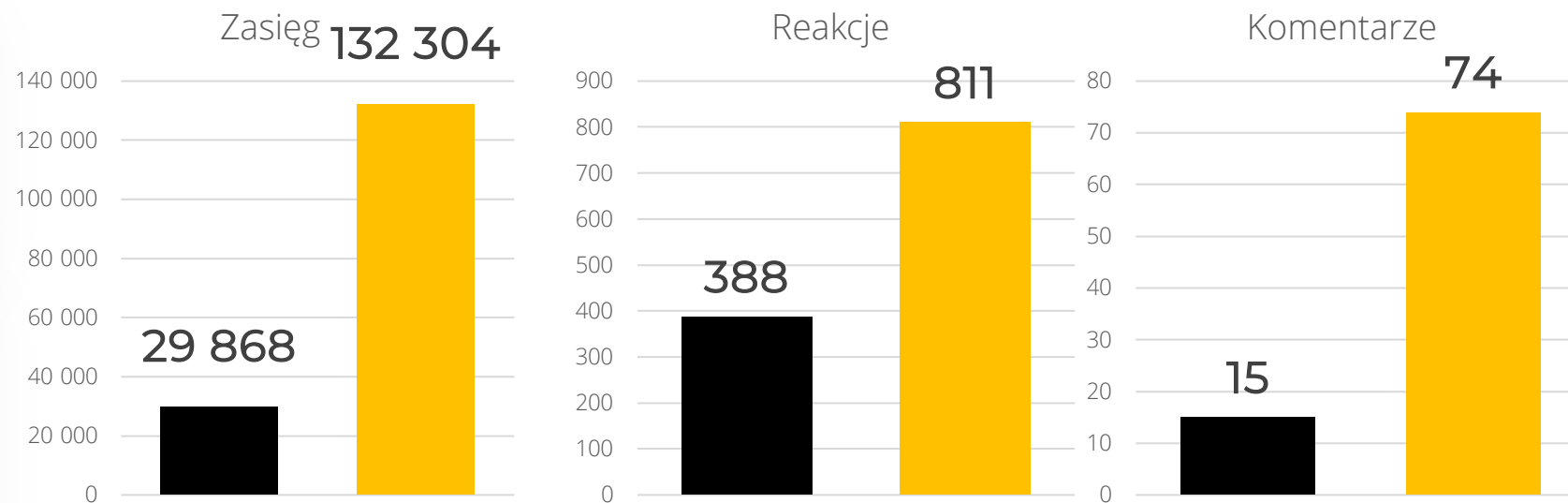
Example of a pharmaceutical company- the last 30 days

~15 700

Obserwujących profil firmowy

25

Ambasadorów w Sharebee



■ Profil firmowy ■ Ambasadorzy w Sharebee

# Benchmark of Employee Advocacy programs

Data from three different companies - for the last 5 months

## Company A: 30 employees

Publikacje

393

Zasięg

889 239

Kliknięcia

6 832

Polecenia

6 467

Komentarzy

356

## Company B: 50 employees

Publikacje

637

Zasięg

872 740

Kliknięcia

3 713

Polecenia

5 395

Komentarzy

270

## Company C: 300 employees

Publikacje

4 886

Zasięg

3 025 931

Kliknięcia

15 888

Polecenia

14 081

Komentarzy

446

SET THE RULES

EDUCATE

GIVE CONTENT AND TOOLS

BE AN EXAMPLE

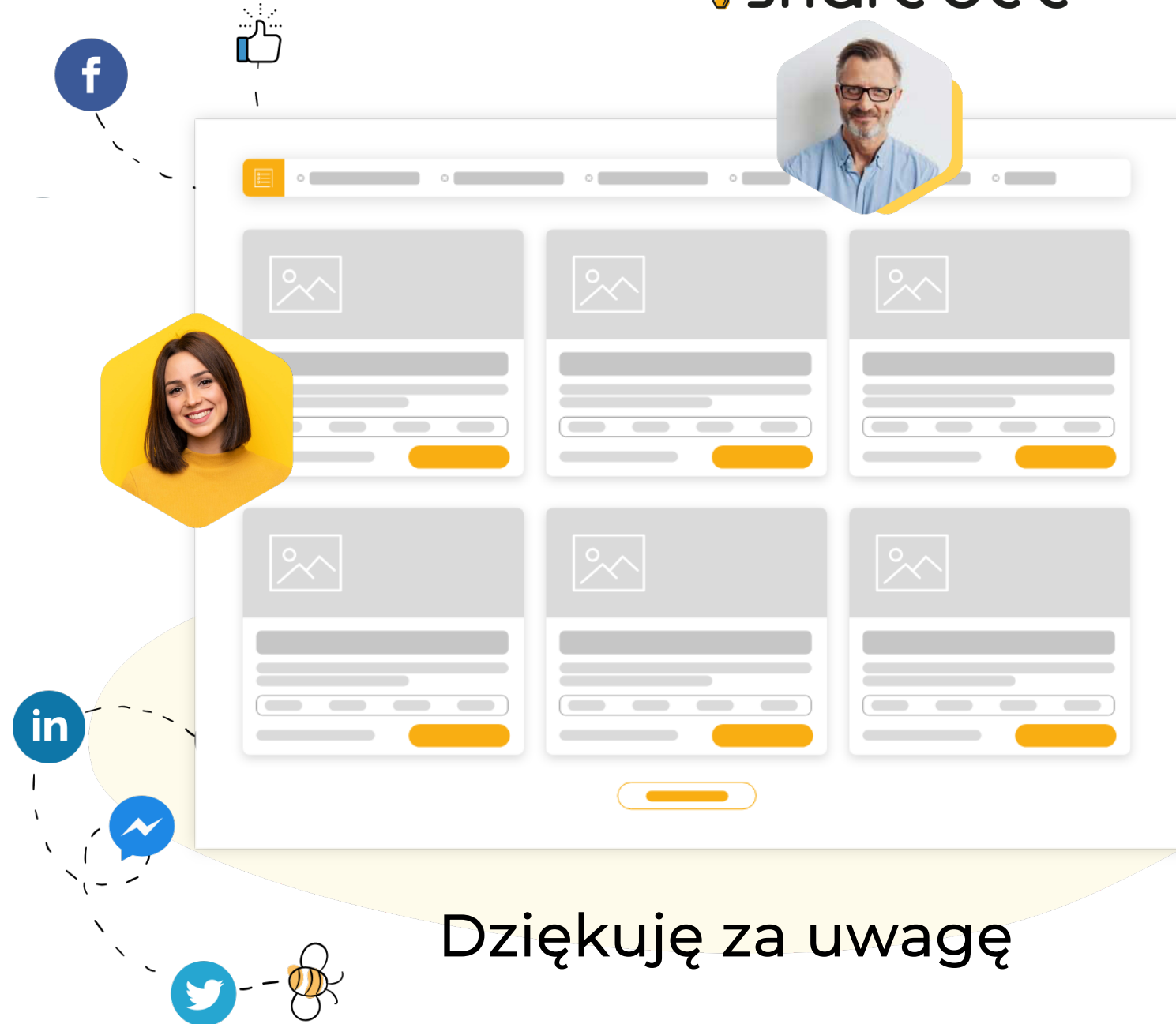
AND APPRECIATE ACTIVITY

MEASURE THE EFFECTS



Bartek Ziemiański  
Head of  
Social Selling  
Programs

sharebee



Dziękuję za uwagę