

Employee Advocacy Statistics

An Illustrated Infomatic

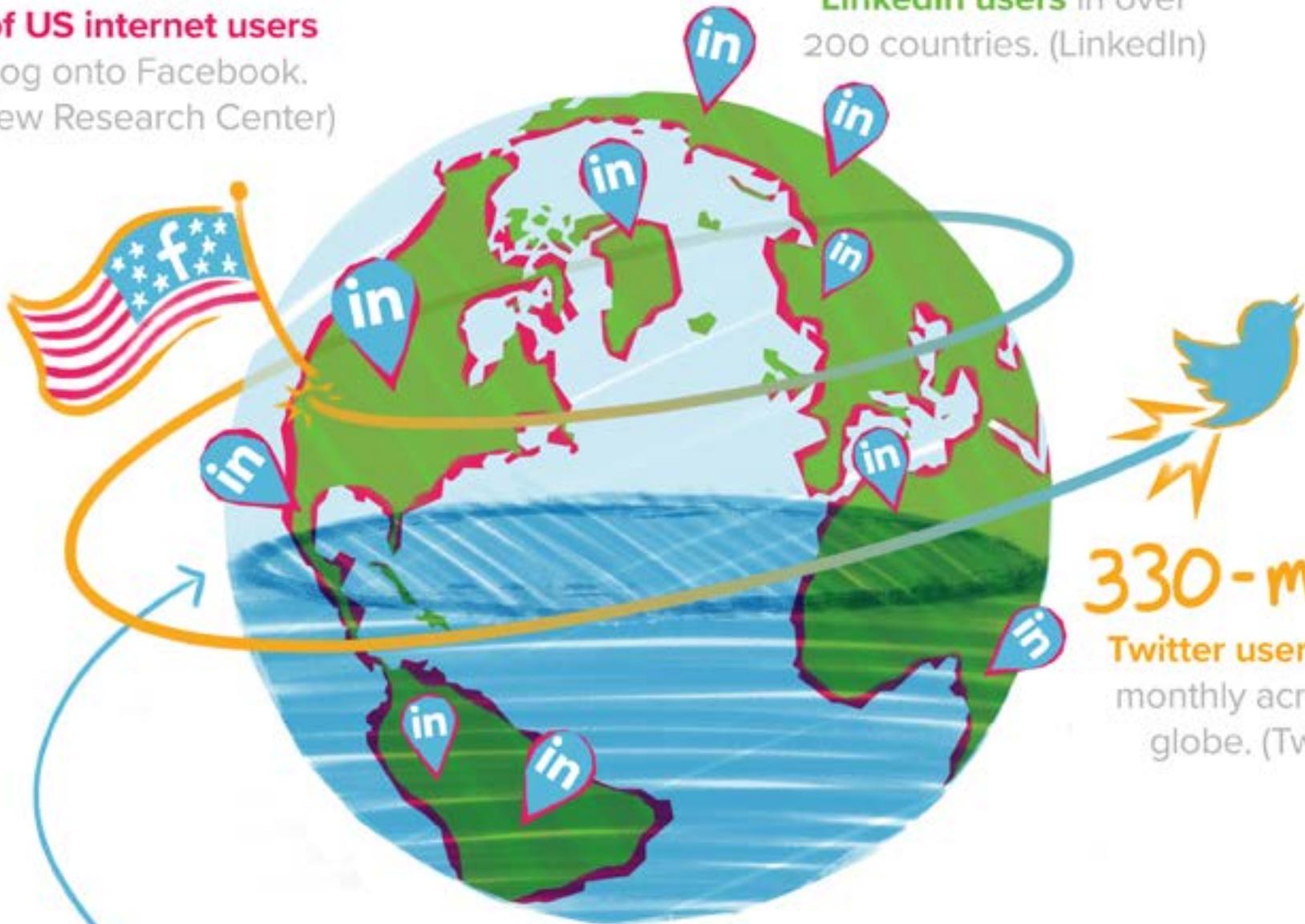


79%

of US internet users
log onto Facebook.
(Pew Research Center)

560-million

LinkedIn users in over
200 countries. (LinkedIn)



330-million

Twitter users active
monthly across the
globe. (Twitter)

Over 3-billion people

close to half the world's population is on some
type of social media. (Statusbrew)

7 social Accounts

Ages 18-29, 88%

use social media.

Ages 30-49, 78% use social media. **Ages 50-64, 64%** use social media.

(Pew Research Center)



2012



2019

In 2012, internet users had three social media accounts. The average now is closer to **7 social media accounts per user.**

(Globalwebindex)



76% of people trust "normal" people more than official brand content.



67% of consumers say they are likely to shop from social media. (B2C)

100 Employees
on a field

98% of employees use at least one social media site for personal use, of which 50% are already posting about their company. (Weber Shandwick)

The inactive 2%



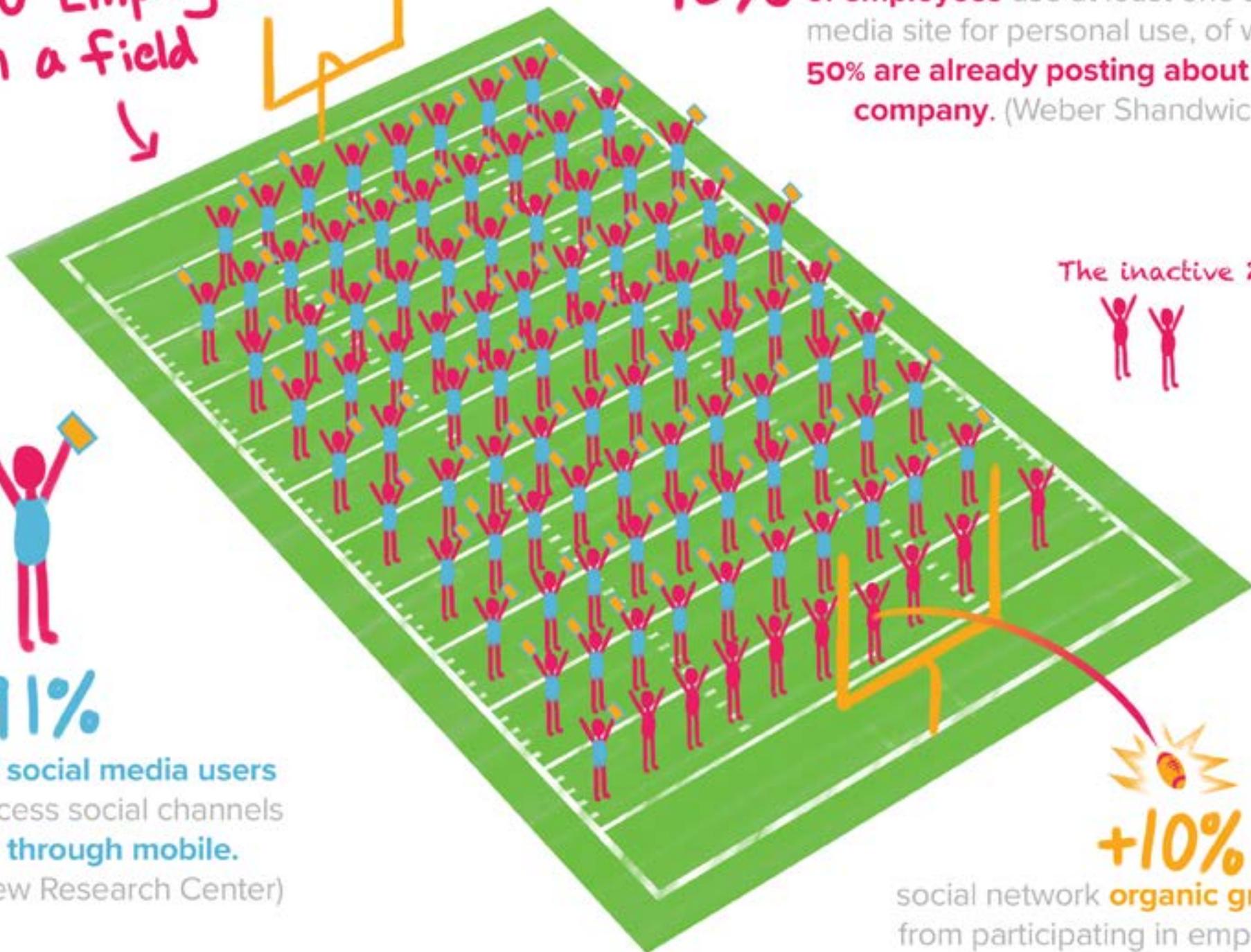
91%

of social media users
access social channels
through mobile.

(Pew Research Center)

+10%

social network organic growth
from participating in employee
advocacy. (EveryoneSocial)

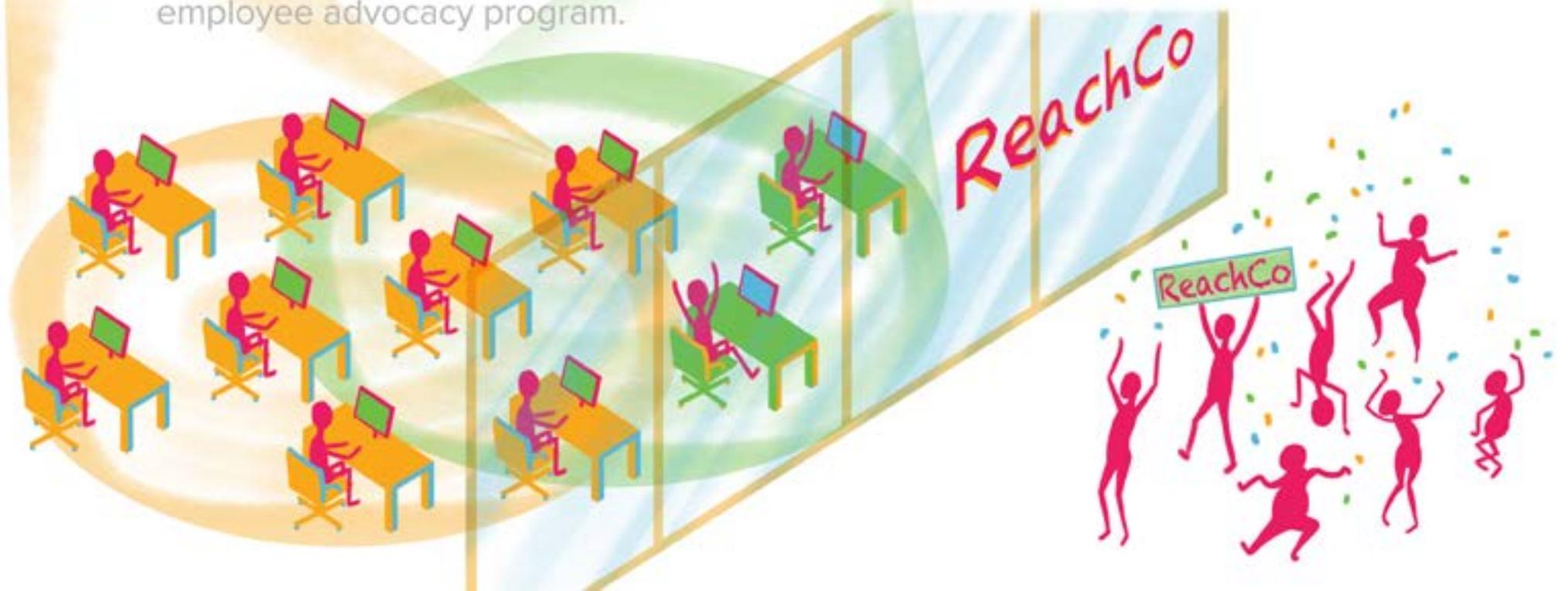


Brand messages reached **561% further** when shared by employees vs. the same messages shared via official brand social channels.
(MSLGroup)



79% of firms surveyed reported **more online visibility** after the implementation of a formal employee advocacy program.

65% reported **increased brand recognition**.
(Hinge Marketing)



8x more engagement from employee-shared content than by brand channels. (Social Media Today)



Earned media (press, word-of-mouth, peer-to-peer referrals) drives **4x the brand lift** as paid media. (Bazaar Voice)

4x Lift!



7x Lead Conversion

Leads developed through employee social marketing convert **7x more** frequently than other leads. (Marketing Advisory Network)



20-50% of purchasing decisions are driven by peer-to-peer marketing. (McKinsey)

An employee advocacy program involving 1,000 active participants can **generate \$1,900,000** in advertising value. (Kredible)

An employee advocacy program **costs 1/10 of paid advertising.** (EveryoneSocial)



VALUE!

73% Outperformed

their sales peers using social selling and exceeded quota 23% more often. (Aberdeen Group)

Sales reps using social media as part of their sales techniques outsell 78% of their peers. (Forbes)

According to IBM, when a lead is generated through social selling or employee advocacy that lead is 7X more likely to close compared to other lead gen tactics. (Find and Convert)



Only 1/10 of B2B buyers are not active on social media. (IDC)



64% Hit Quota

64% of teams that use social selling hit quota compared to 49% that don't. (Aberdeen Group)



An employee advocacy program can drive 16% better win rates, 2x pipeline, and deliver 48% larger deals. (EveryoneSocial)





+22%
+165%

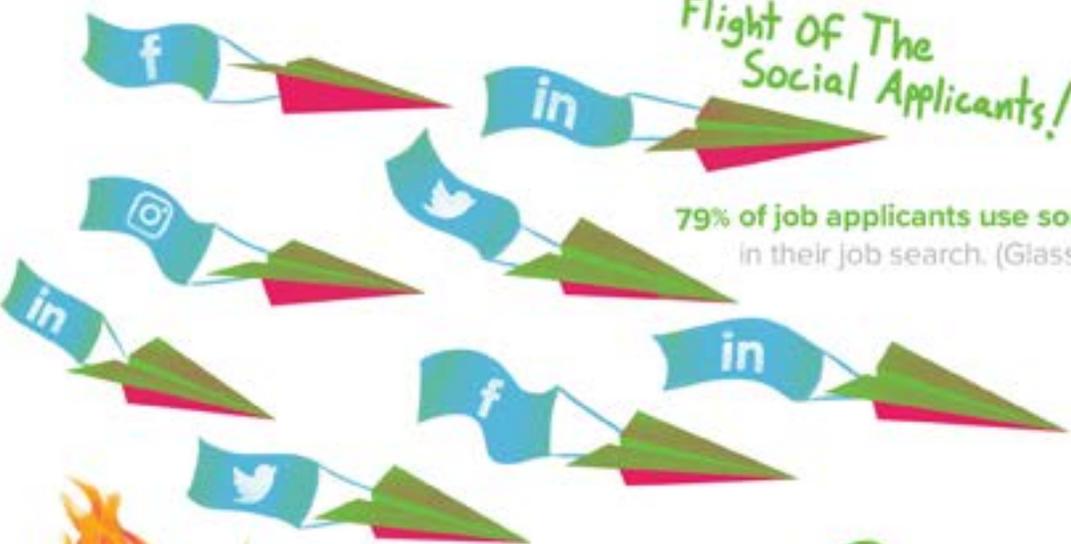
Genesys amplified their won opportunities by +22% and increased their deal size by +165% with social selling software.



80% Believe In Social

80% believe their sales force would be **more effective and efficient** if they could leverage social media. (Sales Management Association)

Flight of The Social Applicants!



79% of job applicants use social media in their job search. (Glassdoor)

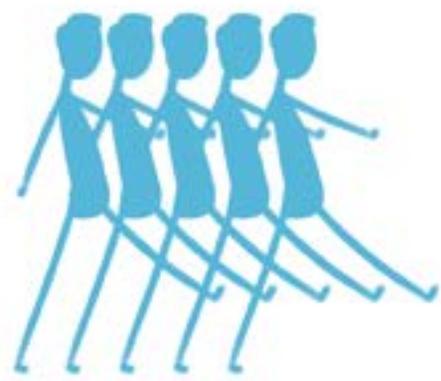
Job seekers rank social media as **way more useful than anything else.** (CareerArc)



Recruiting rose to the top of the most relevant employee-shared content. (EveryoneSocial)



47% of referral hires have greater job satisfaction and stay longer at companies. (Jobvite)



Socially engaged employees are more optimistic, inspired, connected, and tenured. (Altimeter Group)



Employee Referrals

have the highest applicant to hire conversion rate – only 7% of applicants are via employees but this accounts for **40% of all new hires.** (Jobvite)

Socially engaged employees feel more: **dedicated, optimistic and competitive.** (Prophet)

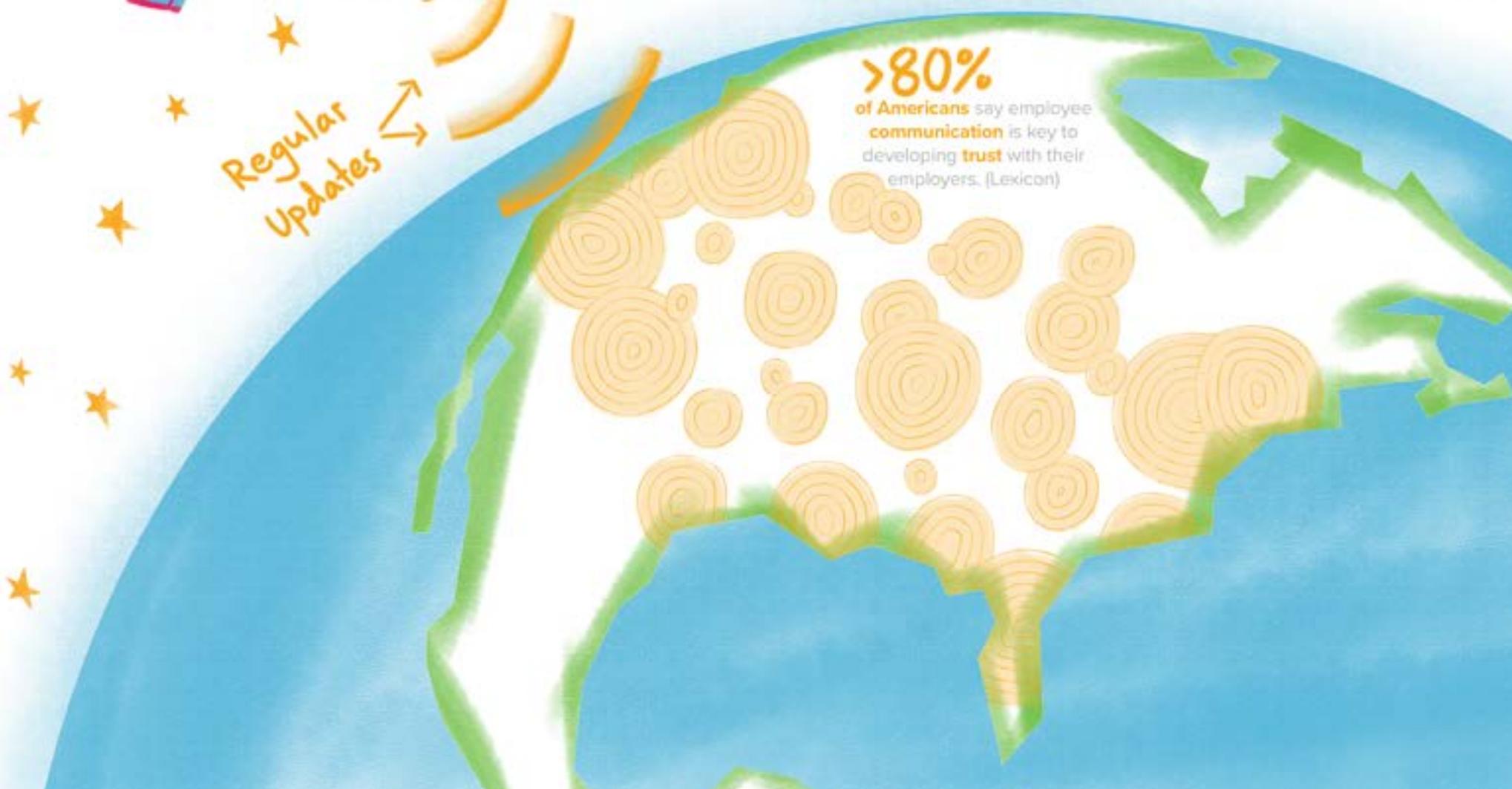


Regular Updates

85% of employees said they're most motivated when management offers regular updates on company news. (Trade Press Services)

So Informed & Motivated!

>80% of Americans say employee communication is key to developing trust with their employers. (Lexicon)



**More informed employees
outperform their peers by 77%.**
(CEB/Gartner)



**74% of employees feel they are missing out on
company information and news.** (Trade Press Services)

Employee advocacy can **reduce the time users spend** searching for company information **by 35%**. (McKinsey)



*Like adding
a fifth employee!*



Use of social software by employees can **improve productivity by +20-25%**. (McKinsey)

Learn how EveryoneSocial can provide you
with the tools needed to develop an
effective employee advocacy program at
www.everyonesocial.com/demo



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