

The Impact of Employee Influencers in 2022

An analysis of how employee advocacy has evolved and expanded.



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Employee advocacy doesn't look the same as it did when EveryoneSocial launched in 2012.

It's expanded and evolved, so the software solutions that help organizations optimize their social-sharing programs have done the same.

Today, companies of all sizes across numerous industries invest in employee influencers because they've seen the benefits firsthand and driven incredible [ROI](#).

In this report, we'll examine the state of employee advocacy today by delving into everything from which industries activate employee influencers to exactly what kind of content people share at work.

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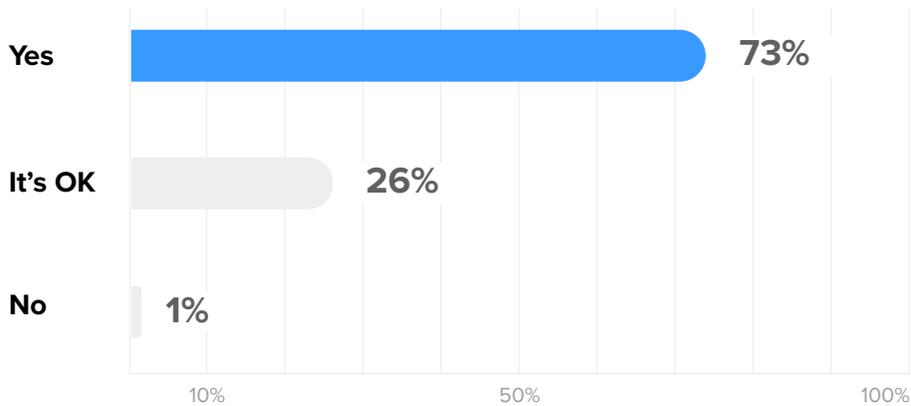
08 Who Manages Employee Influencer Programs?



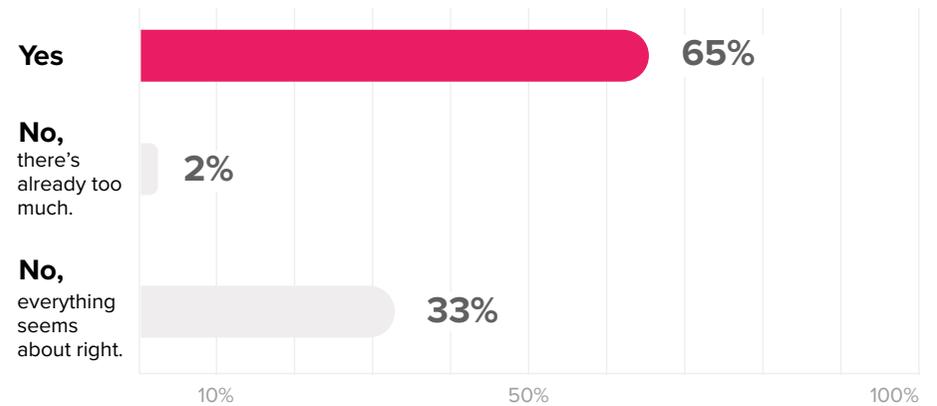
What Do Employees Think of Social Media at Work?

Content, Access, and Consistency

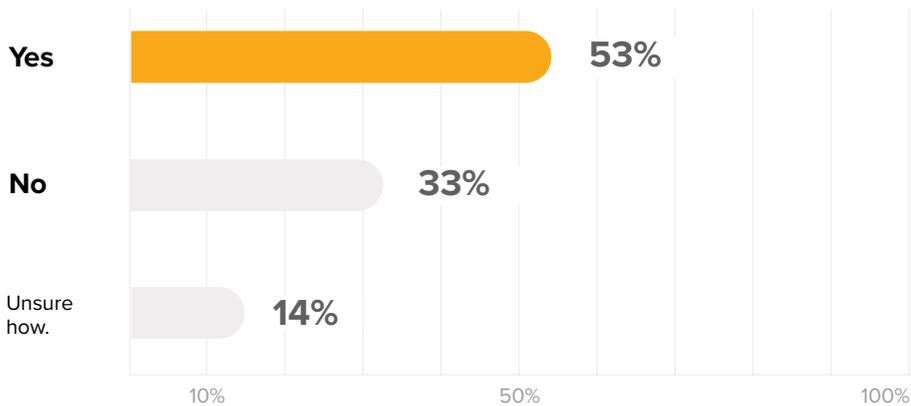
Is the content your company admins share what you expected and/or wanted to have access to?



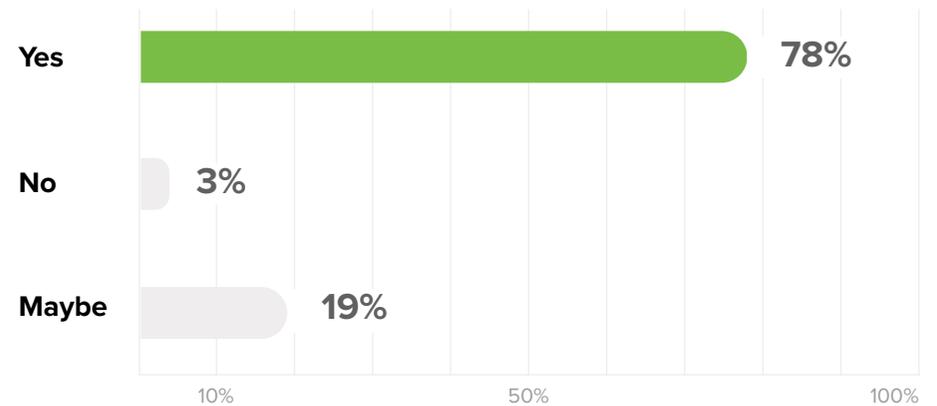
Would you like to see more content on a more consistent basis?



Have you suggested articles or content to your Admins and Peers?

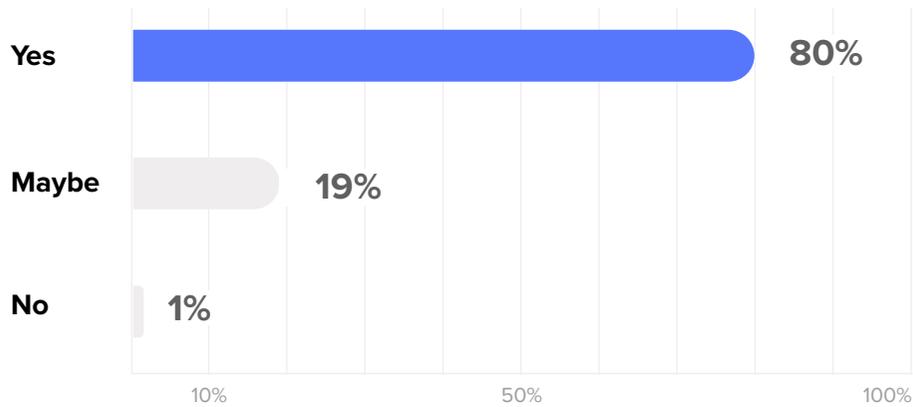


Do you feel that consuming relevant content has increased your knowledge of your work and industry?

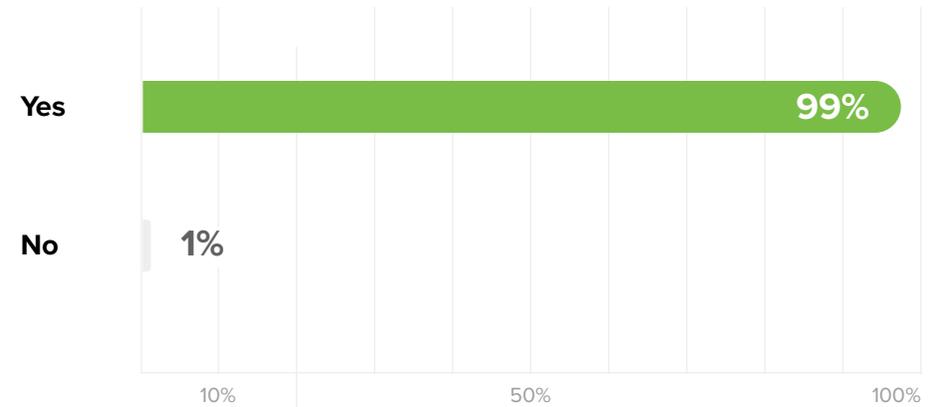


Social Sharing Benefits and Engagement

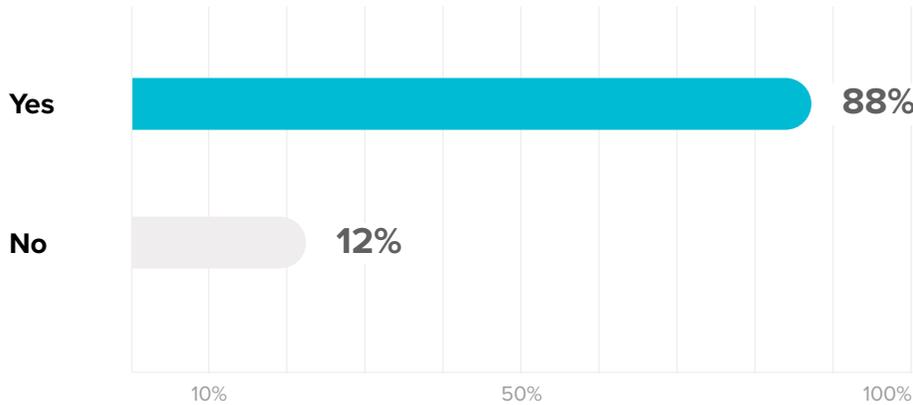
Do you feel that, if moderated and harnessed properly, that this tool could be beneficial to all departments



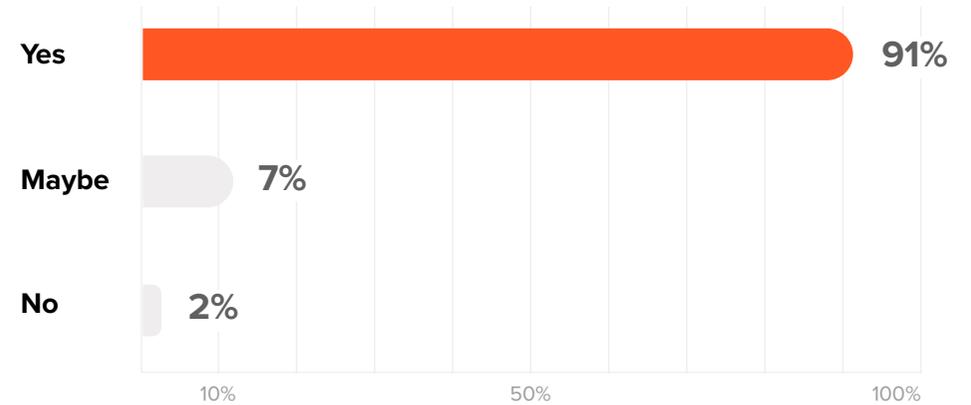
Do you use EveryoneSocial to share content to social media?



Do you post to social media more often now than you did before using EveryoneSocial?

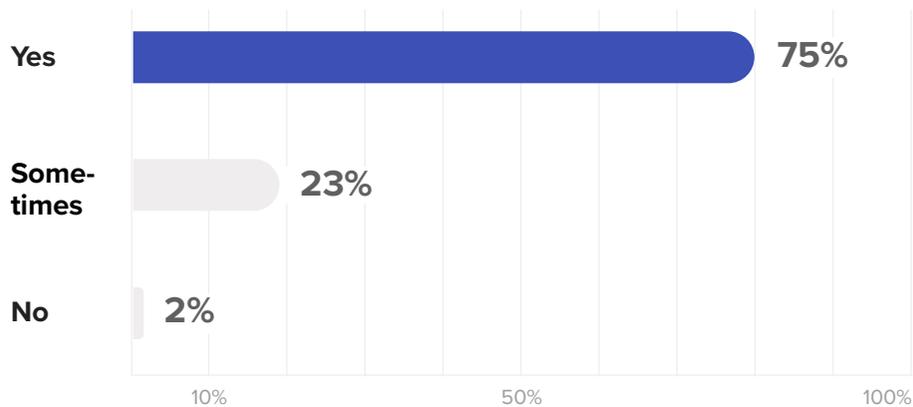


Has EveryoneSocial made sharing content easier and more engaging?

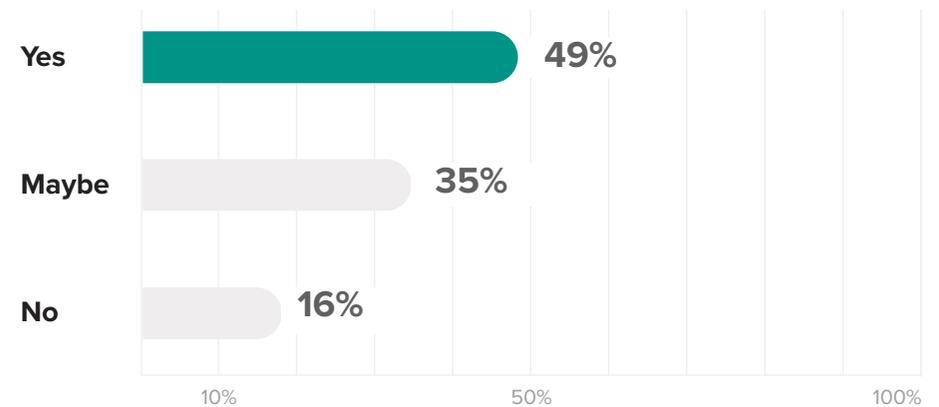


Credibility and Interactivity

Do you feel validated and/or encouraged when others interact with the content you share on social media?



Have you noticed an increase in social media followers or engagement since you began sharing with EveryoneSocial?

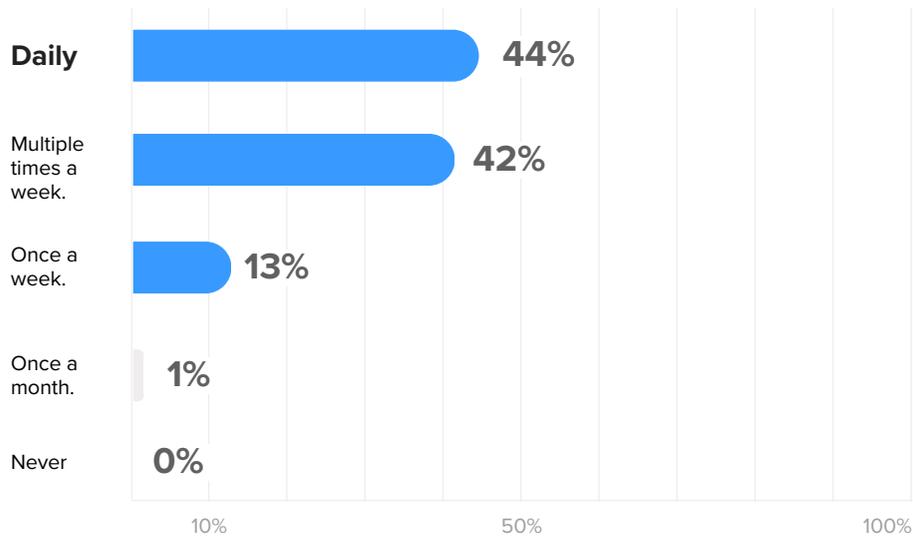


“Having direct access to relevant shareable and approved content and scheduling the posts in advance is a major advantage and helps me attract the right talent on LinkedIn as well as improve my company’s branding.”

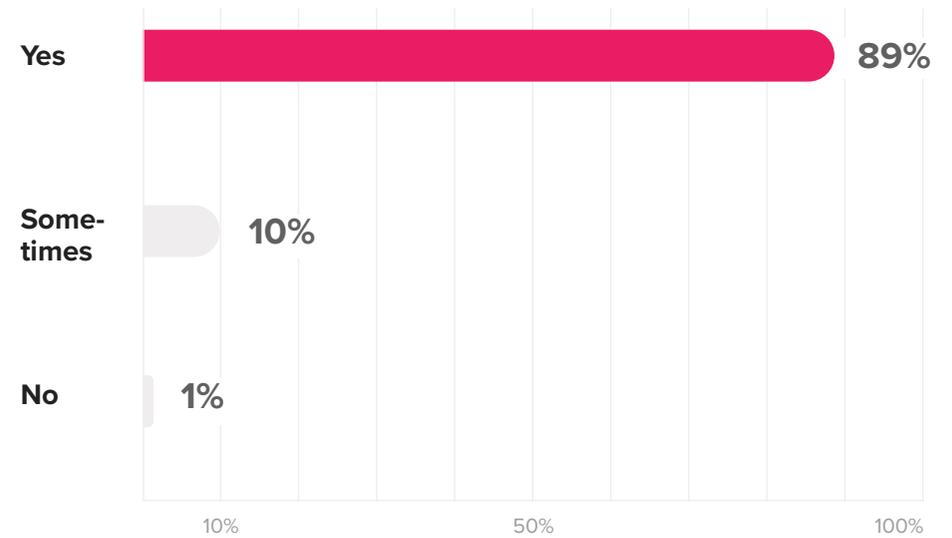
- Recruiter at Facebook

Using EveryoneSocial

How often would you say you log in to EveryoneSocial?



Is EveryoneSocial easy to use?



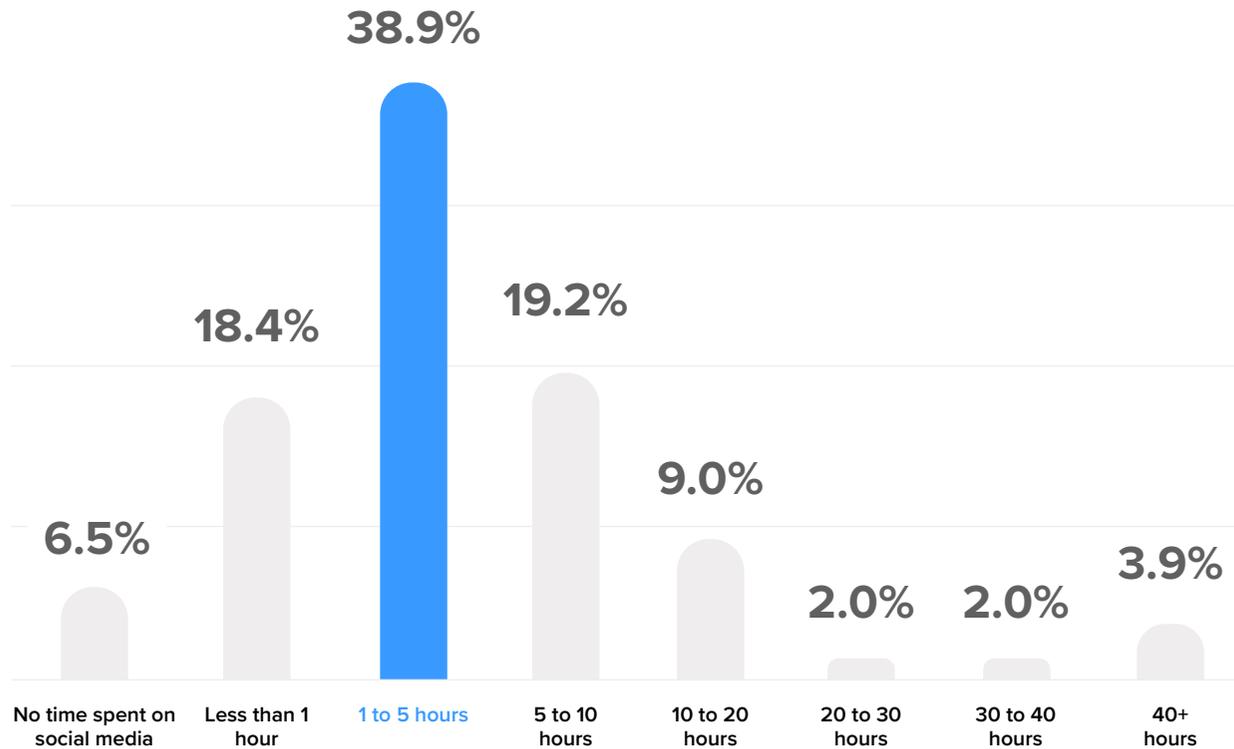
“What I enjoy most about EveryoneSocial is its simplicity and the fact that it saves me time.”

- IBM's Global Portfolio Marketing Manager of Consumer Industries



How Much Time Do Employees Spend on Social Sharing?

Time Well Spent



Hours spent on social media for work, per week.

[Source](#)



Nearly 60% of employees that participate in formal advocacy programs spend at least five hours per week using social media for work.



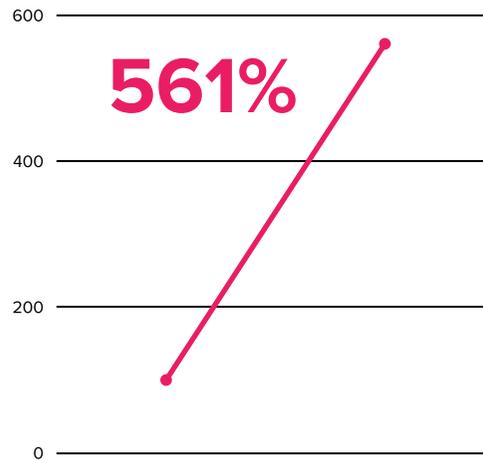
What Are The Benefits of an Employee Influencer Program?

Why Do So Many Companies Invest in Employee Influencers?

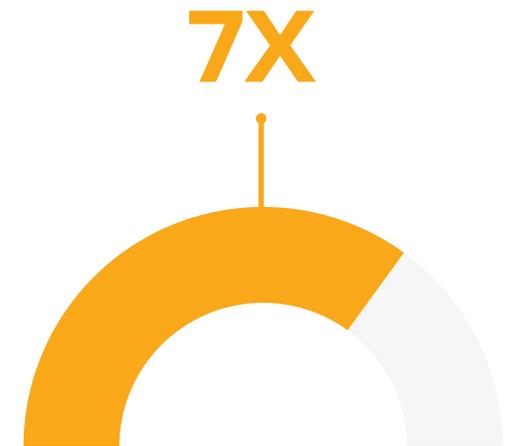
90% of employees using EveryoneSocial report sharing more content.



Activating employee influencers results in 561% greater reach.



Leads generated via an advocacy program convert seven times better than paid ads.



Check out our case studies:



Social selling programs drive increased pipeline, better win rates, and up to 48% **larger deals**.



48%

64% of participants in formal advocacy programs like EveryoneSocial credit them with attracting **new business**.



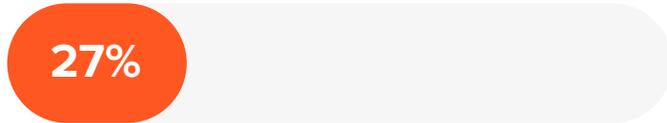
64%

45% of social selling program owners credit their program with developing **new revenue streams**.



45%

27% of organizations with social selling programs report a **shortened sales cycle** — twice that of companies without one.

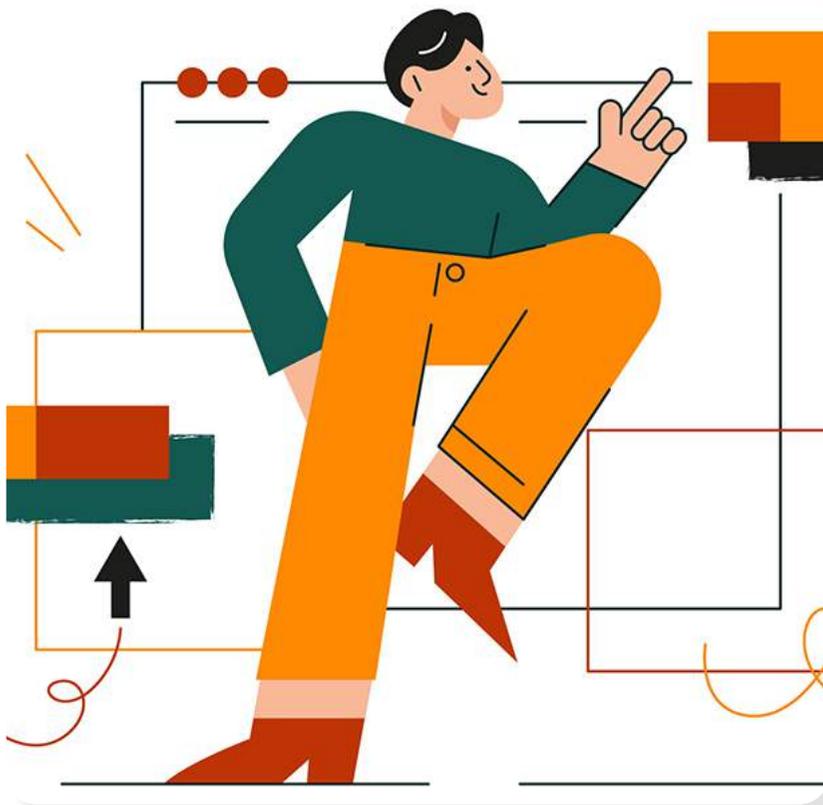


27%

“EveryoneSocial helped digital sellers to establish themselves as thought leaders, increase organic sharing and engagement, influence conversations, generate new leads, and drive more sales.”

- IBM Digitization Specialist, Digital Sales Acceleration

30% of consumers find **job-postings shared by employees** to be the most relevant, useful kind of content.

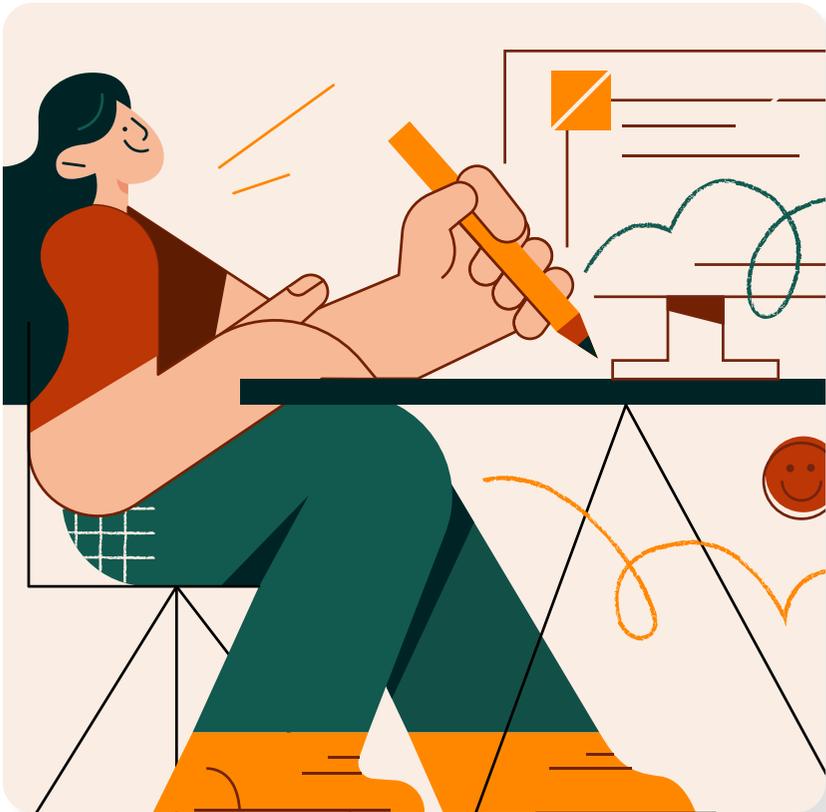


68% of **Millennials use social media to evaluate an employer's brand**, 12% more than Gen-Xers and 20% more than Boomers. (CareerArc)



COMMUNICATIONS

85% of employees say they're **most motivated** when management provides regular company updates.



GROWTH

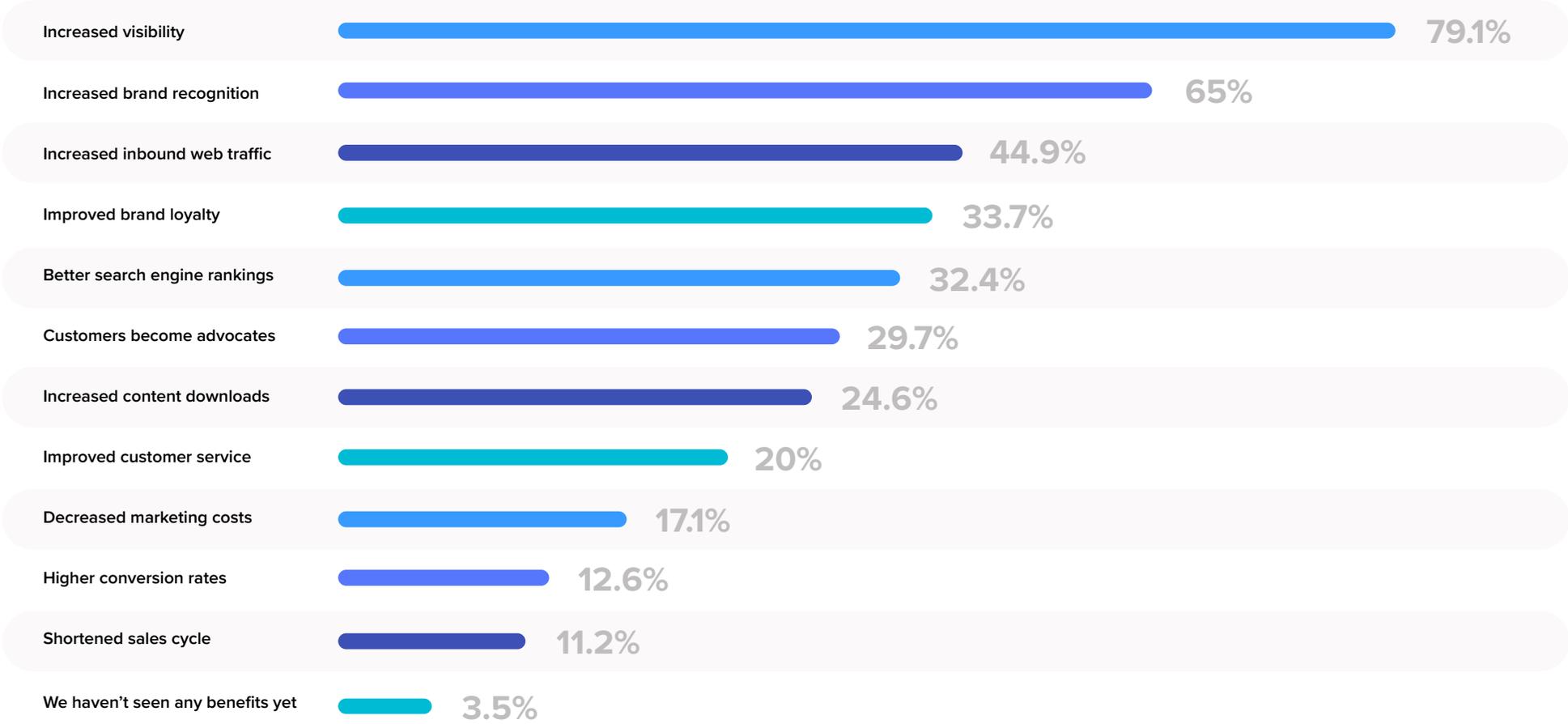
Nearly 31% of **high-growth organizations** have an employee influencer program — more than double the average of low- to medium-growth companies.

31%

Employee productivity is 25% higher in organizations that enable their people to use social media at work.

25%

The bigger the program, the more benefits the organization and its employees report.



Benefits of employee advocacy as reported by surveyed firms.

[Source](#)



What Kind of Benefits and ROI Do Employee Influencers Generate?

Employee Influencers and Paid Ads

In 2021, companies spent more than \$100 billion on social ads. And it's no wonder this number is so high since [ad costs increase](#) while their effectiveness decreases.

Luckily, employee influencers can reduce your paid ads costs. How?

- They acquire followers, drive clicks, and generate engagement at a fraction of the cost of paid ads. After all, employee influencers are people — not brands.
- They organically and authentically reach your target audience, enhancing your retargeting efforts.
- They provide insight into what content people engage with, allowing you to improve your ad strategy.

EveryoneSocial clients generated more than **\$200 million** in media value over the first half of 2021 alone by activating employee influencers.

What can EveryoneSocial do for you?

Use our ROI calculator to find out.

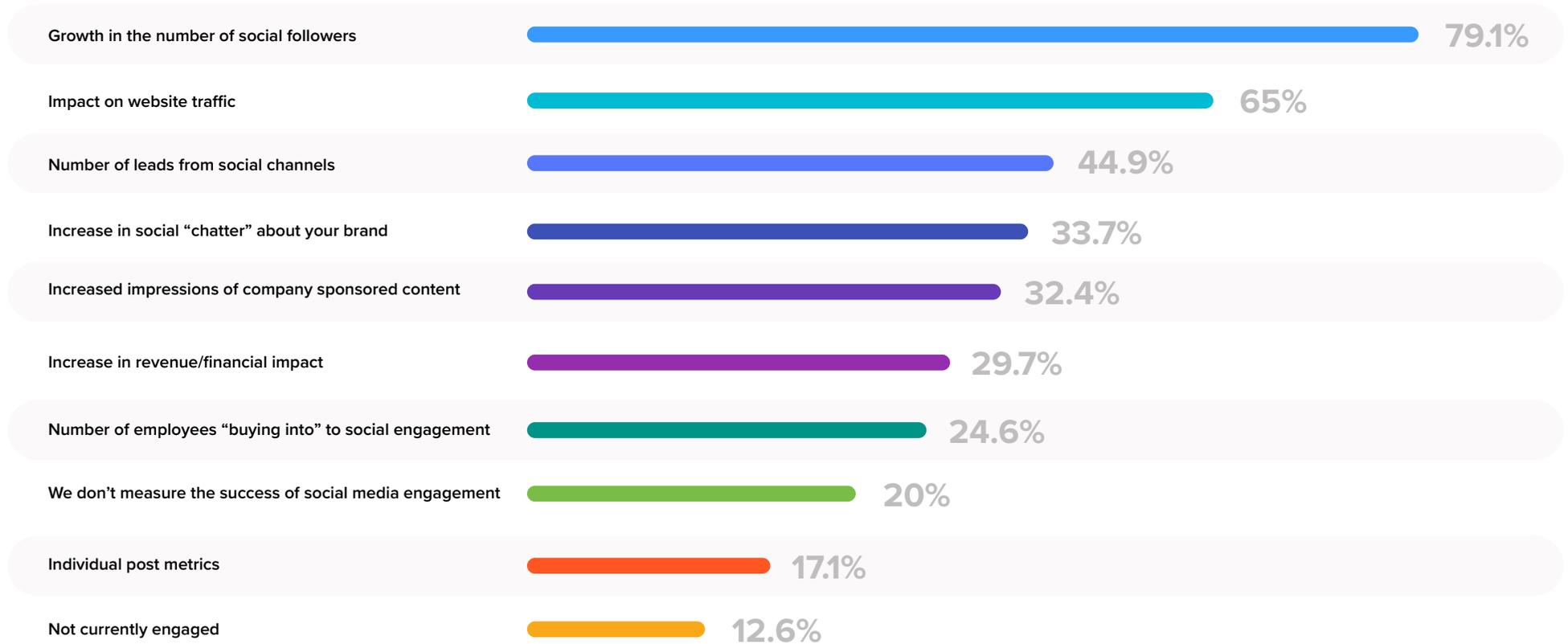
Start Calculating!



Value of a Single Employee Influencer

- Employees have an average of 1,000 social connections, so with 1,000 people sharing content, your employees have a combined potential average reach of 1,000,000!
- On average, an employee influencer program with 1,000 active participants generates \$1,900,000 in advertising value.
- Plus, active employee influencers grow their social networks up to 10% per year, further increasing your brand's reach and influence.

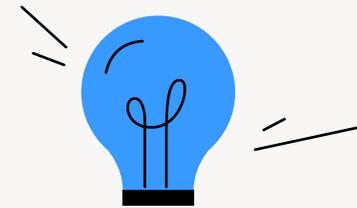
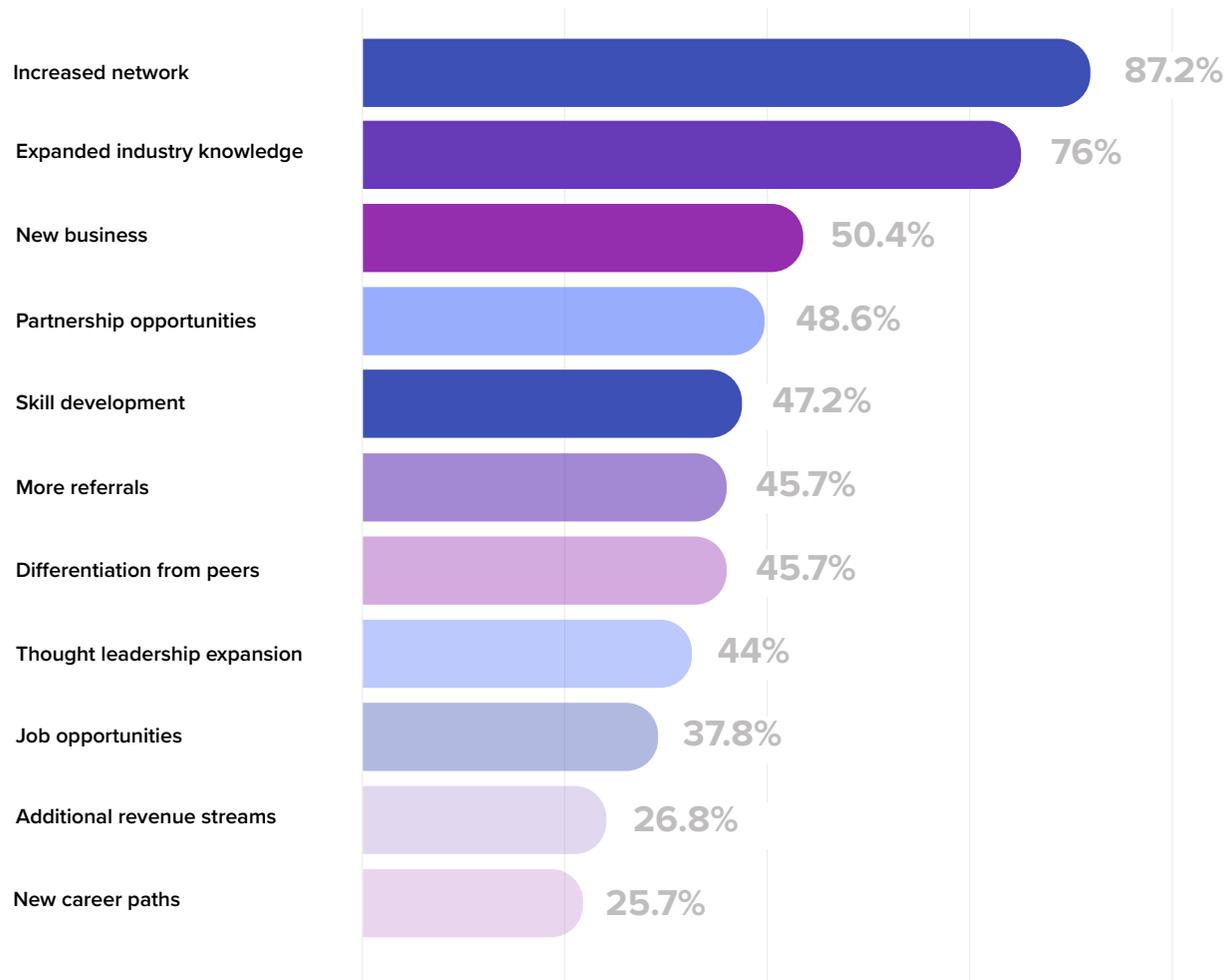
How Companies View The Value of Their Employee Influencers.



Metrics for social media success, as reported by surveyed firms.

[Source](#)

What Can Social Media Do for Employees?



Nearly 86% of employees that participate in an employee influencer program say their involvement positively impacts their career.

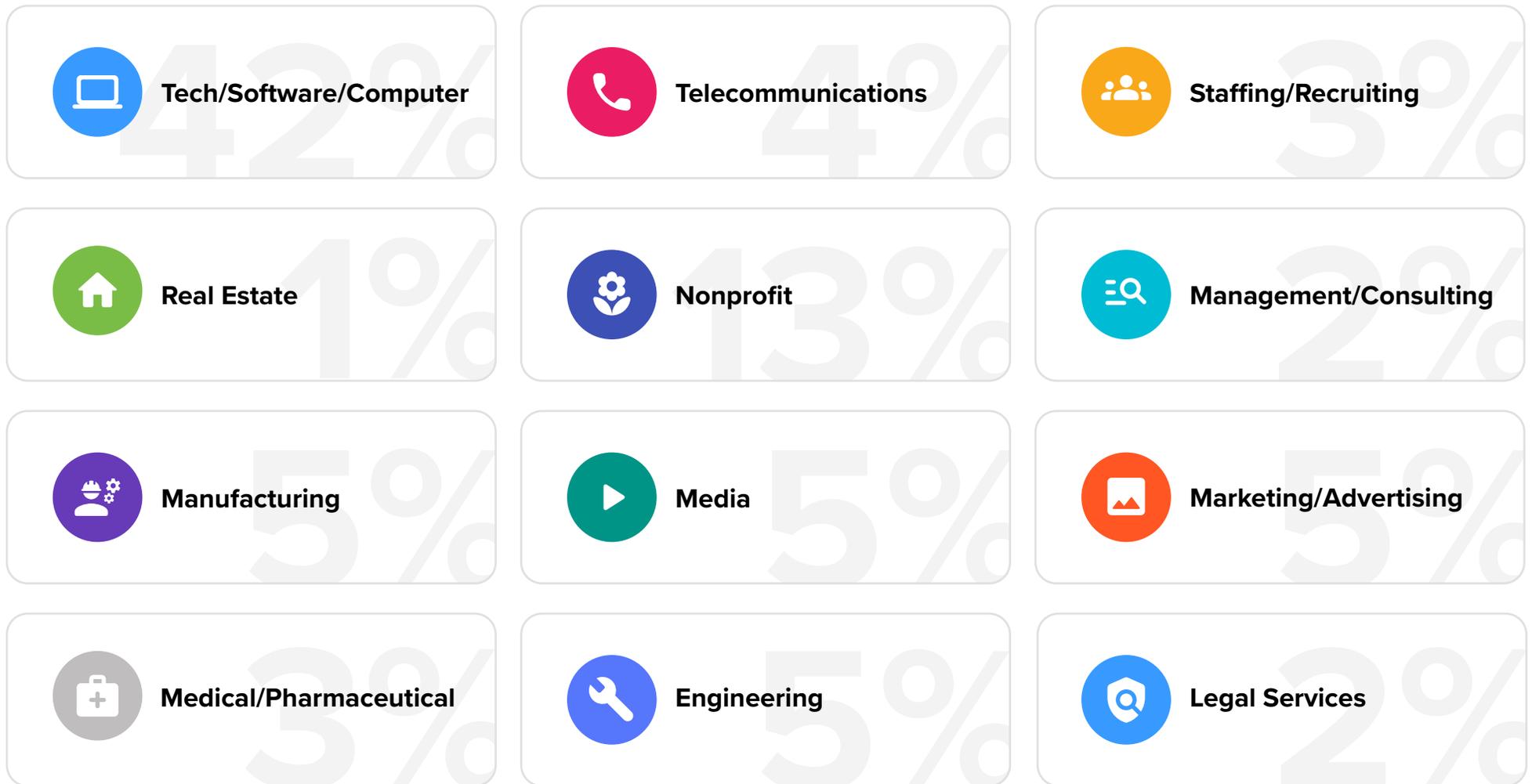
What your people get out of being influencers.

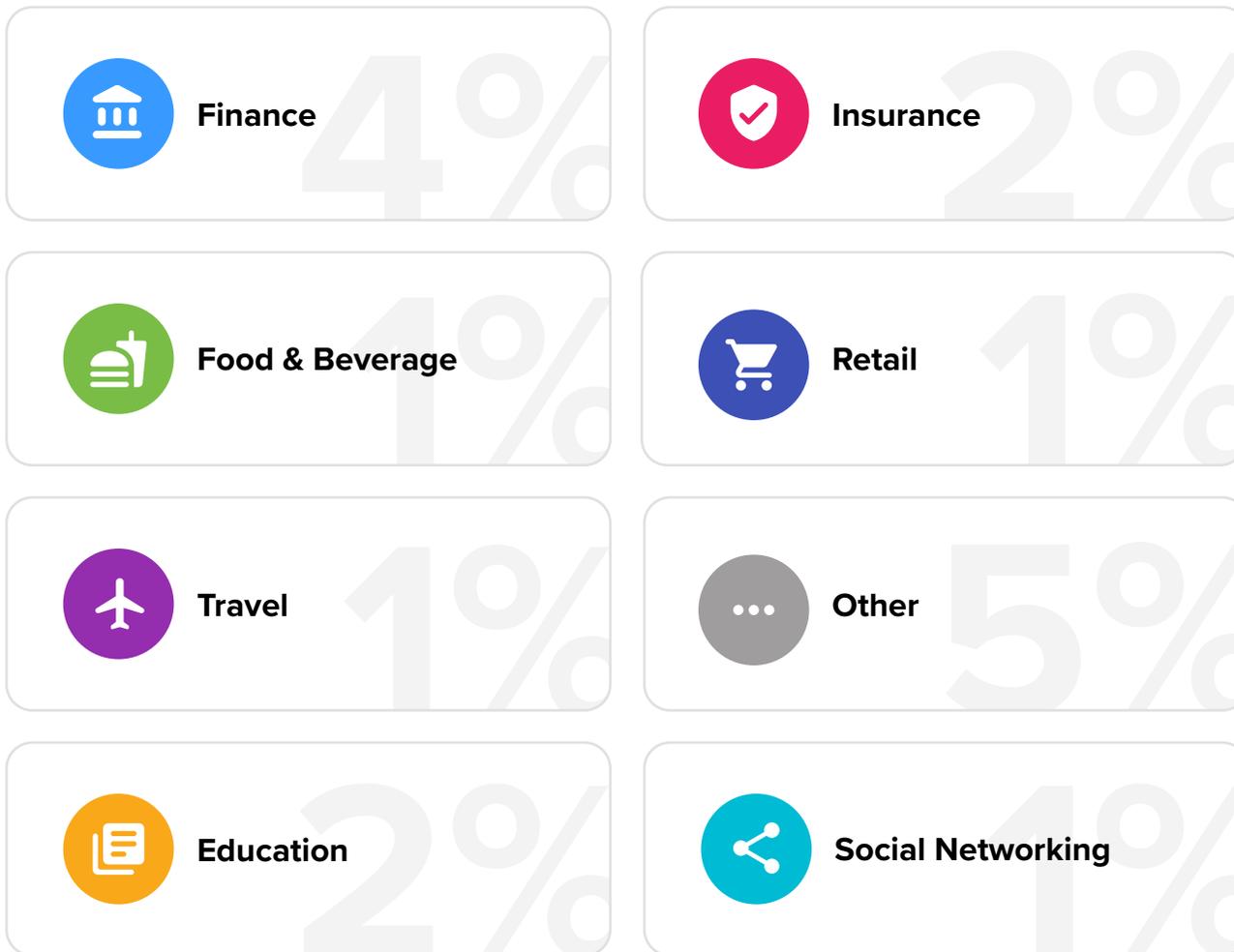
[Source](#)



What Companies Activate Their Employee Influencers?

EveryoneSocial Customers By Industry





Businesses of all sizes across every industry can reap the benefits of activating their employees as influencers. In fact, 80% of companies grow their online visibility by doing precisely that, with 65% reporting increased brand recognition.



What Kind of Content Do Employees Share?

Here's What EveryoneSocial Users Shared The Most in 2021.

Recruiting Content

- One customer saw more than 50% of employee referrals for one job posting

Generated 1,362 clicks



Workday is hiring a Director, Business Technology Site Lead in Pune! Do you love leading technology strategy and roadmaps while providing solutions across technology stacks? Come join our team. #WDAYjobs bit.ly/3FJeAo8



2:36 AM · Jan 5, 2022 · EveryoneSocial

Personal development content

- Articles about workplace happiness and working during Covid.

Cybersecurity content

- These posts centered on ransomware, DDoS attacks, defense strategies, and product updates.

Generated 768 clicks



Cyber insights on request: the new 'Ask the Analyst' service from Kaspersky. The new offering will help businesses gain additional details on threat intelligence reports and obtain more information on cyber threats. #cybersecurity #cyberattack #malware bit.ly/3q4jDeb



2:31 PM · Jan 17, 2022 · EveryoneSocial

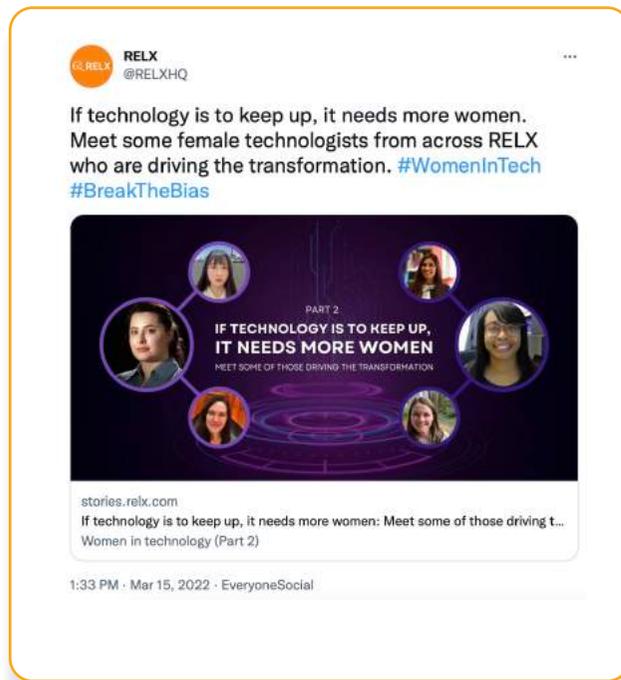
Brand partnerships

- Articles and press releases about strategic partnerships

Humanity topics

- A lot of content on topics of law, language, philosophy, religion, gender, diversity and inclusion, etc.
- “If this is not part of your strategy or your pillars for 2022, I recommend you take a look at how you could include that in your calendar.” -Brooklyne Baker, VP of Client Experience

Generated 2,076 clicks



RELX @RELXHQ

If technology is to keep up, it needs more women. Meet some female technologists from across RELX who are driving the transformation. #WomenInTech #BreakTheBias



stories.relx.com

If technology is to keep up, it needs more women: Meet some of those driving t... Women in technology (Part 2)

1:33 PM · Mar 15, 2022 · EveryoneSocial

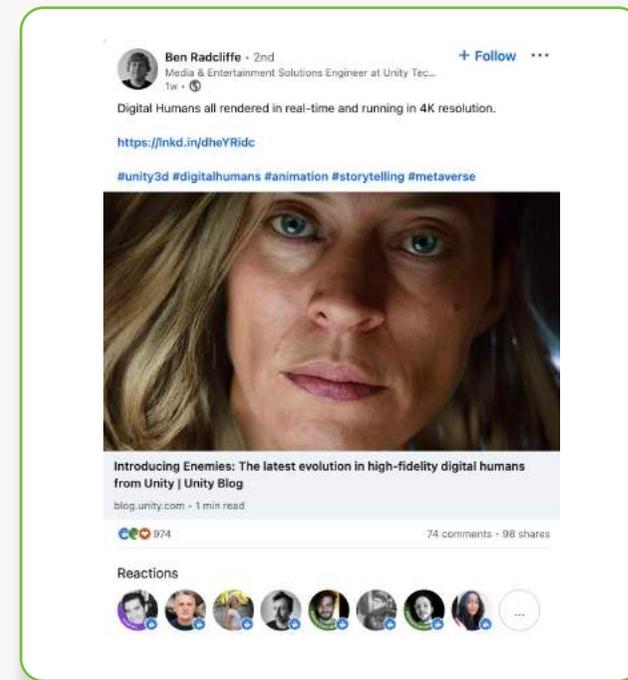
Remote workplace policies

- “Taking a strong stance on what workplace policies are and publishing them was highly rewarded through employee advocacy programs in the form of clicks and engagements.” -Brooklyne Baker, VP of Client Experience

Company wins and awards

- “This is something that was highly celebrated across a lot of employees where they could share accolades about their approval of their CEO and how the business was running.” -Brooklyne Baker, VP of Client Experience

Generated 3,609 clicks



Ben Radcliffe · 2nd Media & Entertainment Solutions Engineer at Unity Tec...
1w · 🌐

Digital Humans all rendered in real-time and running in 4K resolution.

<https://lnkd.in/d/HeYRidc>

#unity3d #digitalhumans #animation #storytelling #metaverse



Introducing Enemies: The latest evolution in high-fidelity digital humans from Unity | Unity Blog

blog.unity.com · 1 min read

👍❤️👏 974 74 comments · 98 shares

Reactions

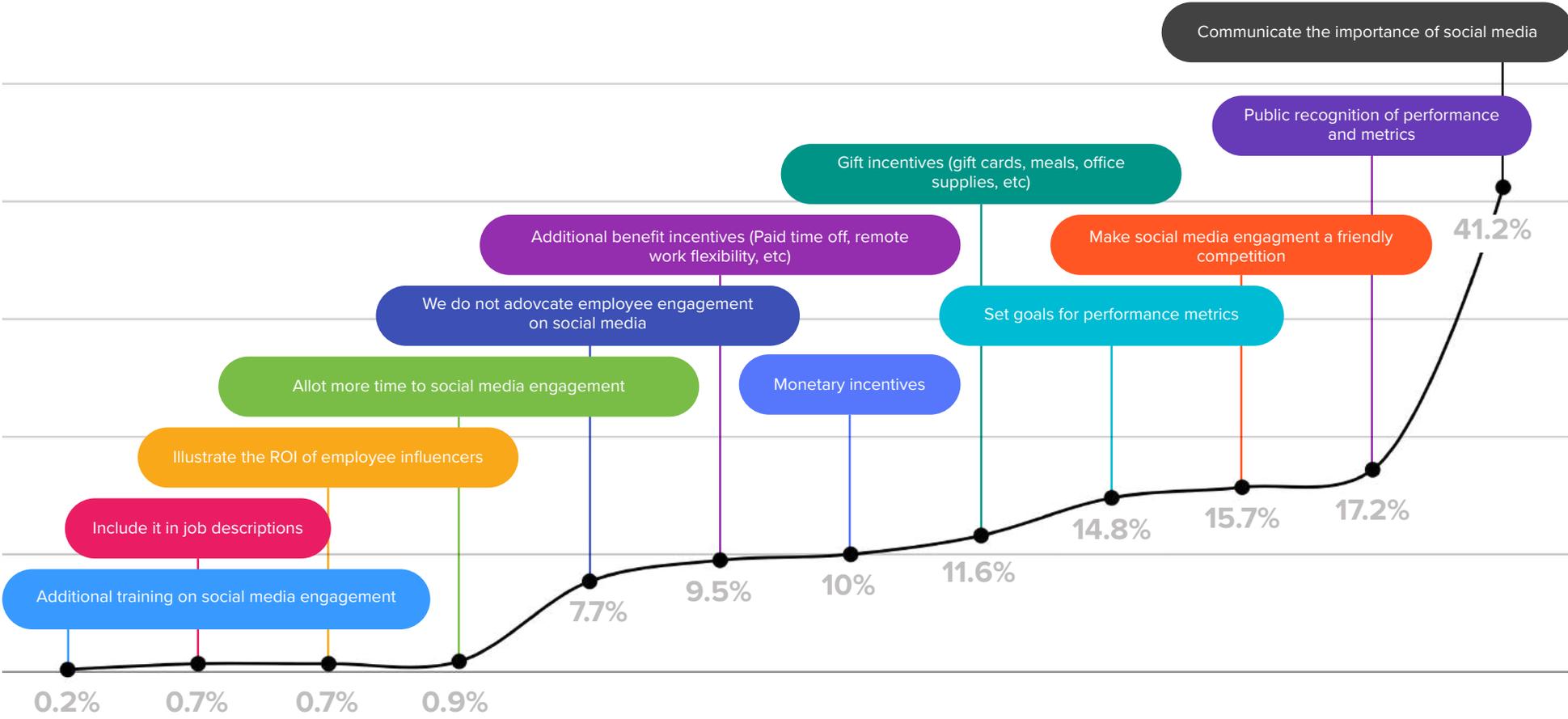




How Do You Train and Motivate Employees To Become Influencers?

Motivating Employees to Become Advocates

What's the most effective way to drive interest in your employee influencer program? Here's what works.



Source

Training Topics

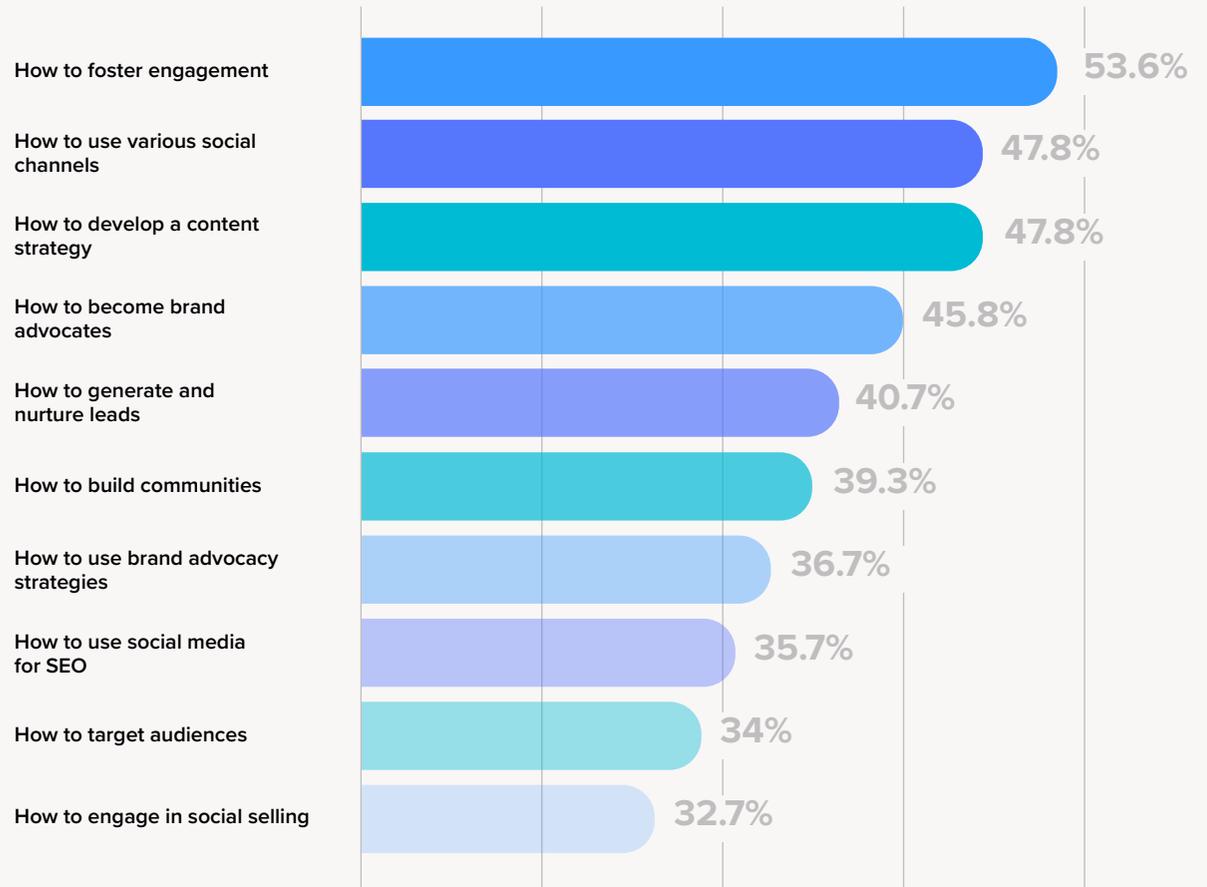
Employee influencer programs perform best when organizations have [social media rules](#) in place and workers are trained in how to engage professionally online. However...

- Only [half of workers](#) say their companies have a social media policy
- And [75% of them](#) don't have social media training.

And when employees are properly trained in social media, it pays off for the organization as a whole.

Research shows that high-growth companies have a higher ratio of employees trained in social media.

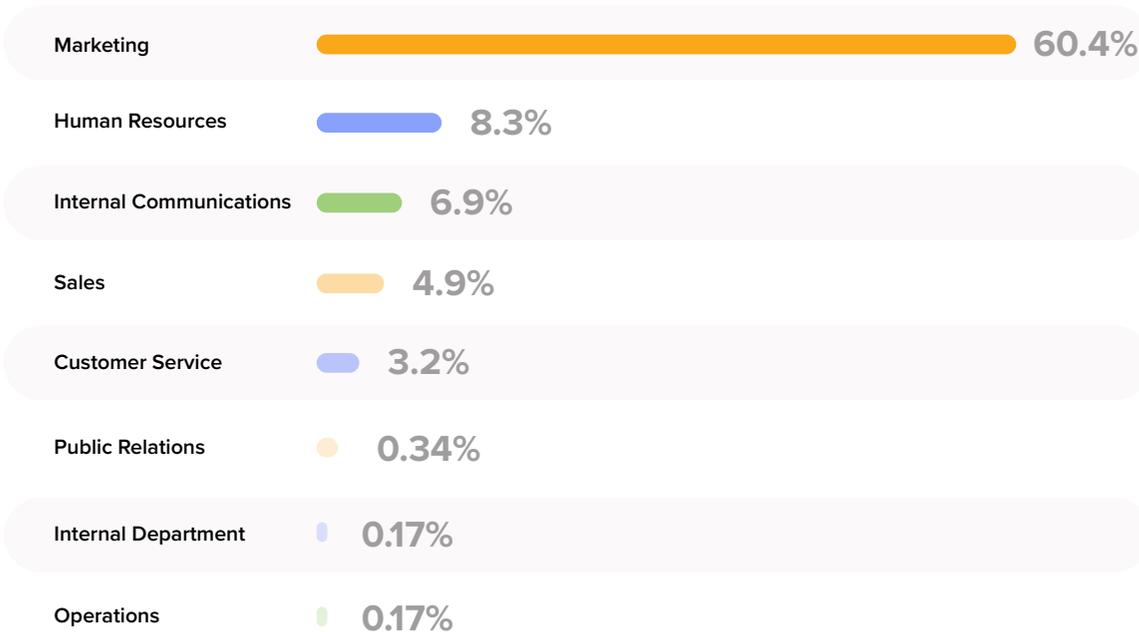
- Firms with greater than 20% revenue growth have more than 45% of employees trained in social media.
- Companies with revenue growth between 10% and 20% have nearly 30% of employees trained in social media.





Who Manages Employee Influencer Programs?

When it comes to which department operates the company's advocacy program, here's how it breaks down:



- Nearly 45% of the people who manage their companies' advocacy programs are more than just program admins — they consider themselves fellow advocates. This suggests they're truly invested in social-sharing initiatives and leading their teams by example.
- 31% of participants are advocates only, while 19% say they're just program managers.

Want to learn more? [Let's talk.](#)