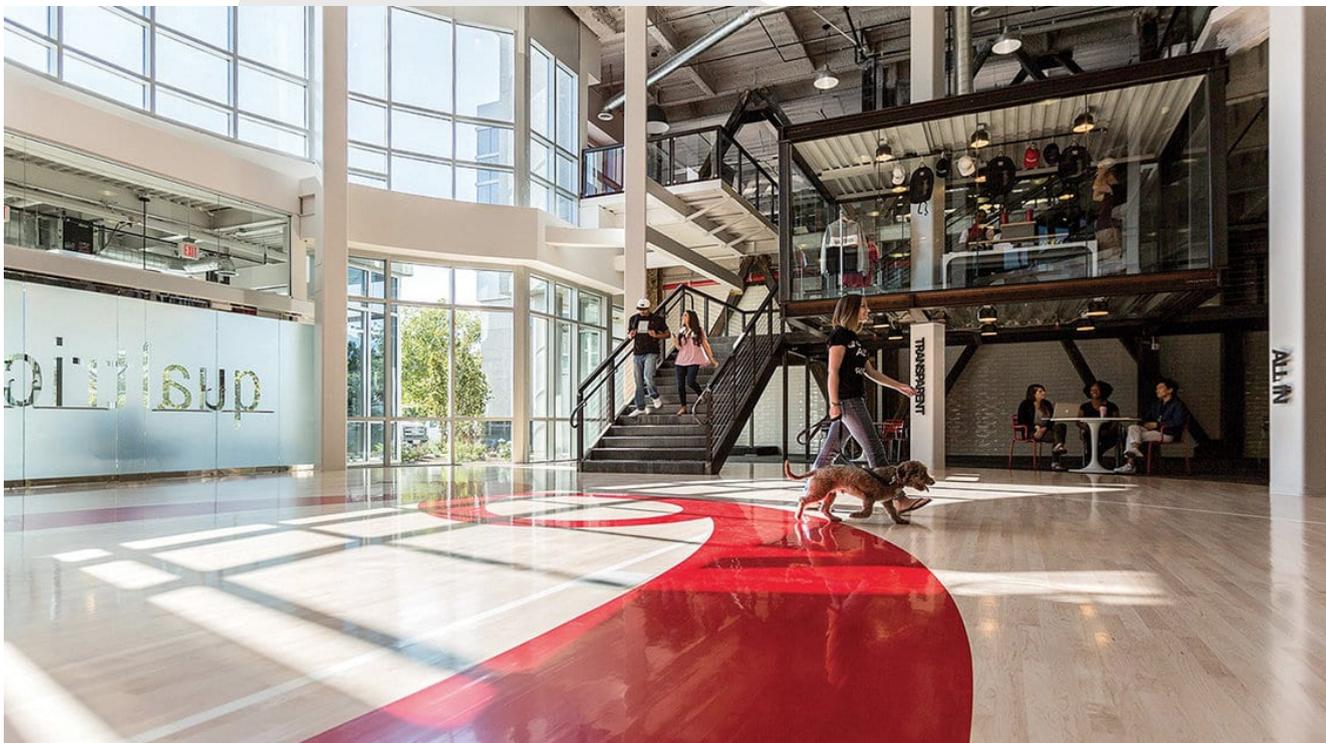


qualtrics^{XM}

Qualtrics Engages **1,500+** Employee Advocates With EveryoneSocial to Boost Brand Awareness



Social media is essential for modern business — and not just for the company’s social media manager. Today, every employee contributes to the organization’s [reputation](#) and plays a role in boosting brand awareness.

In fact, leads developed from employee social marketing are [7x more likely](#) to convert.

Experience management company [Qualtrics](#) understands this, which is why the company knew it needed a solution to support its [employees’ personal brand](#) growth while simultaneously boosting brand engagement on social media.

Enter EveryoneSocial.

But before we delve into the details of how our employee advocacy platform helped activate 1,500+ Qualtrics employees, let’s take a look at the organization itself.

Meet Qualtrics

Qualtrics, the world’s No. 1 Experience Management (XM) provider and creator of the XM category, was founded in the early 2000s.

Its co-headquarters are located in Provo, Utah, and Seattle, Washington, but the company has offices across the globe.

Its platform enables companies to design and improve breakthrough product, customer, employee, and brand experiences.

And Qualtrics has had impressive growth over the years. In addition to growing its team to more than 4,000 employees, its customer base is also rapidly expanding.

Qualtrics and EveryoneSocial: A Powerful Partnership

Qualtrics wanted to drive brand and talent brand awareness, so it teamed up with EveryoneSocial with two chief goals in mind:

- To authentically drive brand awareness by providing employees content they'll be excited to share
- To make it easy for employees to find and share content externally on their social networks

Giving Qualtrics' workforce access to EveryoneSocial, the program was activated with more than 1,500 employees and had them sharing company content with their personal networks.

With this large employee base using EveryoneSocial, Qualtrics' advocacy program now has a combined social network reach of more than 1.8 million — nearly 7x what its company pages on Facebook, LinkedIn, and Twitter have combined!

In addition to EveryoneSocial's content organization and sharing features, the Qualtrics team also uses two other key platform features to engage its employees.

- **Newsletters:** [This feature](#) ensures employees see the latest and greatest company content they haven't yet engaged with. Plus, it's sent regularly and easily right from EveryoneSocial.
- **Gamification:** EveryoneSocial's customizable [leaderboard and gamification](#) properties drive participation and reward teamwork.

While Qualtrics' team says that organizations new to employee advocacy might not want to lead with gamification, its team notes that it's a great way to boost engagement and get more people sharing content.

In fact, when Qualtrics ran a social media-sharing competition with hundreds of people from its global ops team, it contributed to the company's highest number of shares in a quarter — and its highest employee reach of all time.

By taking advantage of all of these EveryoneSocial features, Qualtrics ensures its employees have quick, direct access to the latest materials and company content.

And with 1,500 engaged team members sharing that top content with nearly 2 million members of their personal networks, it's no surprise that the Qualtrics brand is more visible — and more valuable — than ever.

The Numbers

1.8M+ social reach via users | 1,500+ employees using EveryoneSocial | Averaging 3.3 Clicks Per Share | Averaging 2.4 engagements per share.

Ready to organize and improve sales enablement? Want to improve brand awareness efforts by enabling employees to engage with and share your top content? [Schedule your demo with EveryoneSocial](#) to learn more.

