

How to Turn Your Employees into Brand Advocates

Want to generate up to \$1,900,00 in advertising value and get up to 24x more social media shares for your content?

According to [Tint](#), you can have all that and more if you create the kind of employee advocacy program that encourages employees to share brand messages and contribute some of their own.

Today we're covering how to make it happen, so be sure to read until the end to find the most important ingredient for companies that want to turn their employees into brand advocates.

5 Ways to Involve Employees in Brand Advocacy

Let's start with the strategies you can implement to get your employee advocacy program started.

Train Employees on Social Media Marketing, and Help Key Employees Build Their Own Audiences

If you've been building your business online, you know a thing or two about social media. Even if you haven't mastered all platforms, you've probably read a lot of articles, watched a lot of YouTube videos, taken a course or two, and experimented quite a bit.

As obvious as it may be in today's entrepreneurial world, not everybody does it, certainly not employees in positions that don't require mastering social media. Your employees might already be using social media, but using it for personal use is different than using it to accomplish business goals.

So if you want your team to get involved, and to get involved successfully, you'll need to teach them what works and what doesn't in the platforms you hope to grow – or in the platforms they already use.

If you haven't figured out these platforms yourself or don't have the time, sign them up for courses or bring in a consultant. If that's beyond the budget, send them to study from experts who've shared tips and strategies online.

For example, for LinkedIn tips and strategies, look up advice from Melonie Dodaro:

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https://www.youtube.com/watch?v=_pyrRc93kss

For YouTube tips and strategies, look up advice from Tim Schmoyer:

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https://www.youtube.com/watch?v=x_5N5DViNHY

For Instagram tips and strategies, look up advice from Sue B. Zimmerman:

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https://www.youtube.com/watch?v=B7iR_27quLw

And if possible, do what you can to help employees grow their own social media channels. At least do that with key employees, and of course, clarify that you're doing this to spread brand messages.

According to Tint, "employees may have up to 10x more followers than a brand's corporate account," and those followers are more engaged, too. Tint adds that "employee-shared content gets 8x more engagement than content shared by brands," and "brand messages are reshared up to 24x more when distributed by your employees instead of your brand."

Yes, one day they might move on to other employers, so it's important to strategically choose whose platform you invest in, because meanwhile, the bigger their platform, the bigger the audience that gets to hear your messages.

Make Sure Employees Have Content to Share on Social Media that Aligns Their Goals with Company Goals

Your employees already have their own jobs to do, and you don't want these jobs to suffer while they figure out what exactly to share with their new social media followers.

Instead, create a library of content they can share. Divide it by categories, so they can mix it up, and be sure to include both content from your company and content from others in your industry.

Alternatively, get your marketing people or a virtual assistant to pre-schedule updates for them, so they won't need to deal with it too much, and can focus on engaging with followers.

That said, do involve them in content selection. Share your goals for content distribution on their channels, but also hear their goals out, and look for where these goals align with one another.

If you have an employee that wants to grow in the customer service industry, for example, she might be a good source to share how your company is stepping up its service quality. But another employee, who's interested in becoming a fashion designer, might be a better source to share how your company determines next season's trends.

Invite Employees to Contribute to Content Development

While you don't want social media marketing to take over every employee's job at your company, we do recommend getting them involved in content creation to give your content fresh perspectives that don't always get heard.

You could encourage employees to develop articles, podcast episodes and YouTube videos from their own perspectives.

For example, if you have a fashion brand, sharing the work a production assistant does might help your audience get a deeper understand for the effort you invest in your products and content. Or, if you have a software company, get one of your engineers to create tutorials that simplify the usage of some of your most complex features.

Since not everybody is a writer or knows how to produce content, another way to do it is to interview your team as experts, or bring them to answer audience questions live on social media.

As we recently shared [\[link to product training article\]](#), LinkedIn did something similar, when it interviewed its team members about how they use the company's product for marketing:

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<https://www.youtube.com/watch?v=p10qT9l6mp0>

Document Your Employees' Work Lives

According to [Livestream](#), almost 9 in 10 people "would prefer to watch online vs. on traditional television if it meant more behind the scenes content."

So why not give the people what they want?

One way to do that is to document what a day in the lives of your employees look like. You can do it by having them take over one of your social media accounts for a day, by writing an article for your blog, or by capturing it all on video.

Check out this video about a day in the life of Patricia Devine, a corporate banker at J.P. Morgan bank, for example. It humanizes this large corporate identity and helps the audience relate to it emotionally through a fellow human being's experience.

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<https://www.youtube.com/watch?v=PSYOxml213o>

Or vlog an experience that would be interesting to your target audience.

British Vogue, for example, vlogged how the Vogue team does London Fashion Week. Since its audience loves fashion and looks to Vogue to guide them through what's going on in the industry, it makes sense that this audience would like to see one of the industry's biggest events through this team's eyes.

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<https://www.youtube.com/watch?v=3HPsNEQABhY>

It's also a really great way to bring their audience behind the scenes, and show them the process that brings their favorite magazine to life.

Reward Employees' Loved Ones to Take Brand Advocacy Offline

If possible, give employees' friends and family special discounts, that other customers don't get, to encourage your employees to share your how great your company is beyond the audience they're building online.

Don't push it or make it an obligation – many people don't like selling to their loved ones – but consider making it beneficial enough, that when they need your type of products, they'll choose to buy from you over competitors.

You could also have a special day once a year, where employees' loved ones can get some of your products for free, so they can try them out with no obligation.

But How Do You Actually Convince Employees to Participate in Brand Advocacy in the First Place?

Having strategies is great, but how do you convince employees to actually become brand advocates?

Reward Employee Brand Advocates

Some employees want to develop the skills that come with employee advocacy – such as writing, building an audience on social media, or figuring out how to feel confident in front of a camera – so the ability to get creative here could be enough of a reward.

But if you've done any of that, you know how much work it takes.

And you know how much work your employees already have.

And let's not forget that not everybody will be enthusiastic about this in the first place.

So consider rewarding employees that *are* willing to join your brand advocacy program.

There could be many rewards you can give them, like extra time off or access to mentors in higher positions. Consider also giving them monetary or equivalent bonuses, whether directly or through affiliate links.

And Here's the Most Important Thing to Do if You Want to Turn Your Employees into Brand Advocates

We put this at the end of the list to make sure it stands out, because this is actually the very first thing you need to do.

If you want to turn your employees into brand advocates, you need to make sure they're already excited about working for you.

That means they need a clear understanding about the impact your company makes on the world – anything from the results your customers see to social good programs you run in your company – and they need to feel like their needs are taken care of, too, so [click here to find 9 ways to create a happy workplace \[link to article about employee happiness\]](#).

The sooner you start implementing, the sooner [employees feel that you've got their back \[link to article about customers vs. employees\]](#), the more excited they will be to help you spread your message.