

Employee Advocacy

Benchmark 2025

In line with the past six years, we have once again prepared this benchmark report with the primary objective of sharing **factual insights** with our loyal customer base. To ensure **statistical accuracy**, we have applied the same methodology as in previous years:

Randomly selected 100 anonymized customers Spanning countries, regions, and industries representing a **combined base of ~100,000 users data** collected from July 1, 2024, to June 30, 2025

The objective is both to present average benchmarks as a KPI baseline and to provide best practice examples, which we are pleased to discuss further with our customers.

ⓘ Upon customer request are we this year separating the data from “mid-sized” programs (up to 500 enrolled employees) and “large” programs with more than 500 enrolled employees

Table of Contents

01	Introduction & Objectives
02	Executive Summary
03	Tooling & Organizational Structure
04	Employee Adoption & Engagement
05	Content & Channels
06	Value & Outcome
07	Key Takeaways

Is employee participating?

One of the most common questions we receive is whether employees are willing to participate in an advocacy program. Our data shows that **the average participation rate has remained stable over the years at around 53% of all employees actively engaging**. Perhaps even more interesting, only **3.6% of invited employees unsubscribe from the program**. These figures are consistently observed across regions, industries, and company sizes, underlining the strong acceptance of advocacy initiatives.

What is shared on LinkedIn?

The biggest shift in this year's benchmark report is companies' rapid move towards using **"Native" and "Direct Reshare" posts**. The benchmark show that 51% of companies is creating Native content for employee advocacy and Native content sharing is accounting for 13% of all shares. This change comes as a response to LinkedIn's system update, which reduced the image size for link posts.

Is employee advocacy giving ROI?

Our benchmarking analysis reveals a substantial employee amplification effect on LinkedIn.

Corporate LinkedIn posts experience a marked increase in reach and engagement, even with moderate levels of employee advocacy.

On average, employee advocacy activities account for 53% of total LinkedIn post engagement. Among organizations with a structured, company-wide employee advocacy program, this figure rises to 84%, underscoring the measurable impact of coordinated employee engagement efforts on content performance.

This strong amplification effect is driven by two key factors: the expanded audience reach enabled by employees and the significantly higher engagement rates generated through their activity—averaging 1.9–2.3% of impressions, well above typical benchmarks for both paid and corporate LinkedIn posts.

The 3 main **drivers**
for **beeing on**
social media

Employee Engagement & Culture

Fosters pride, belonging, and connection to the company mission.

Marketing & Demand Generation

Generates leads, supports thought leadership, and drives pipeline.

Talent Attraction & Retention

Employees act as authentic recruiters, strengthening employer brand.

The 3 main drivers
for **amplifications**
through employees

Trust & Credibility

Employees are more trusted than brand channels, boosting authenticity.

Extended Reach & Visibility

Amplifies company content through employee networks.

Cost Efficiency

Employee advocacy programs, powered by modern technology, deliver significantly higher ROI than paid advertising.

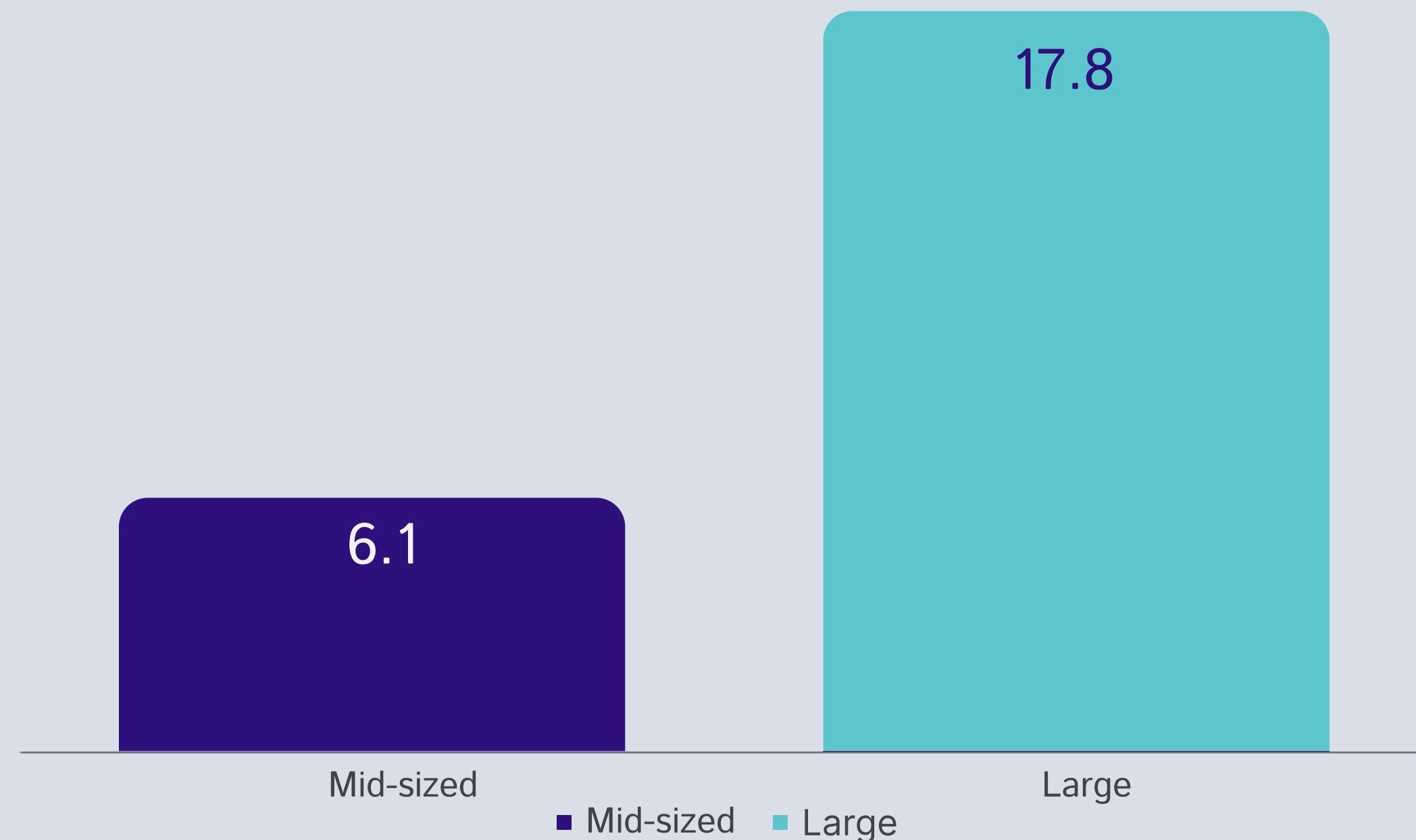
03

Tooling & Organizational Structure

The average number of administrators for an employee advocacy platform naturally depends on the size and complexity of the company. What we often see is a division by functional areas such as Marketing and HR, as well as by language regions. For enterprise-level companies, there is frequently an additional division based on business units.

Our data shows:

Number of Administrators/platform



10%

of the benchmark platforms had enabled “2 factor authentication” access for administrators

71%

uses “roles and permission” settings, either for security and compliance reasons and or for usability reasons

15%

Uses Teams or Slack as main “post invitation” channel, the vast majority still uses emails for notifications etc.

Our data shows:

Companies enabled LinkedIn API connect possibility for employees.

58%

The traditional method to run Employee advocacy to LinkedIn is to ask employees to create a Social API connection between Company EA tool and Employees personal LinkedIn account.

However; we still see many companies (42%) not allowing employees to make the API connection

Employees connecting personal LinkedIn with the Company Employee advocacy tool

32% of the 58%

The benchmark analysis show the importance for catering both sharing through the LinkedIn API connection as well as allowing employees to participate in the EA program without.

Companies enabled personal social media hub for employees.

85%

Enabling the employee's individual social hub with content, statistics and scoreboard is becoming increasingly important

Companies using gamification

71%

Make it fun and engaging for employees to participate in the company Employee advocacy program is the key for a successful program.

We can see that use of the gamification element is increasing drastically

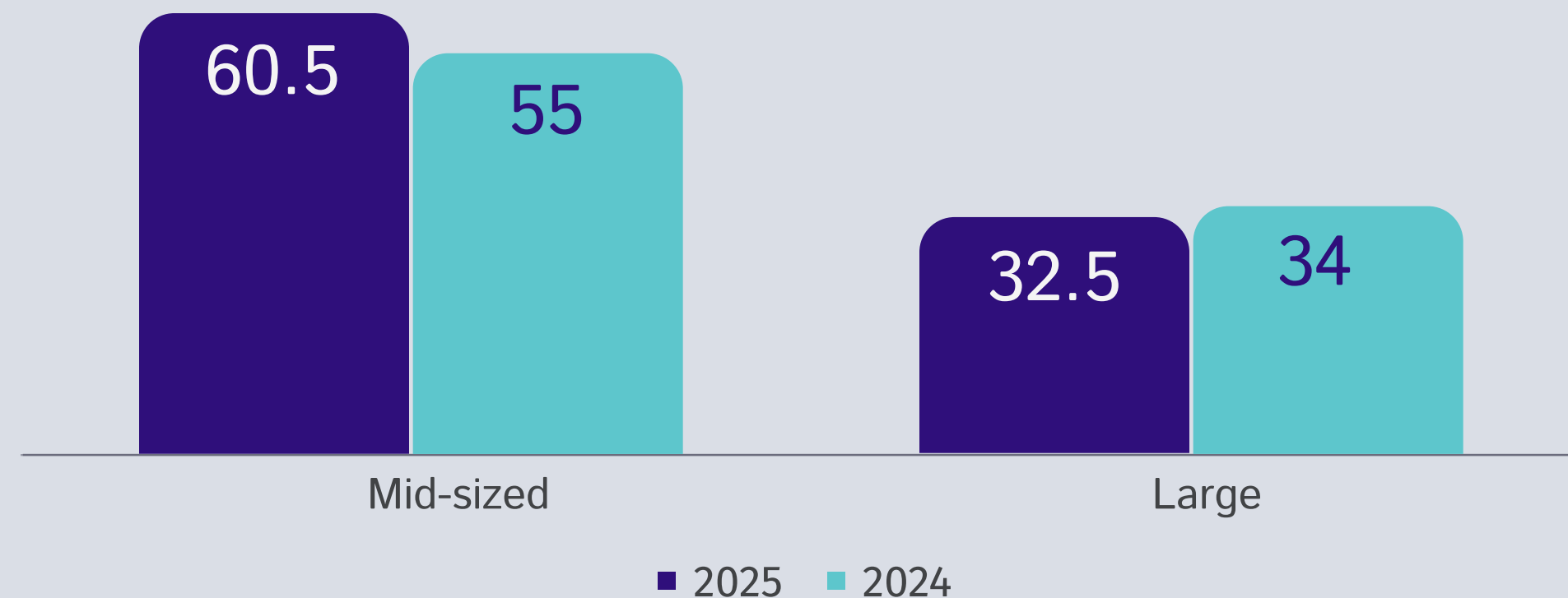
04

Employee Adoption & Engagement

Within an employee advocacy program, participants can typically be segmented into three primary groups: (1) employees who actively adopting to the program, (2) employees who explicitly opt out and unsubscribe, and (3) employees who remain undecided, having neither committed to participation nor formally withdrawn. This segmentation highlights varying levels of engagement and decision-making maturity across the workforce.

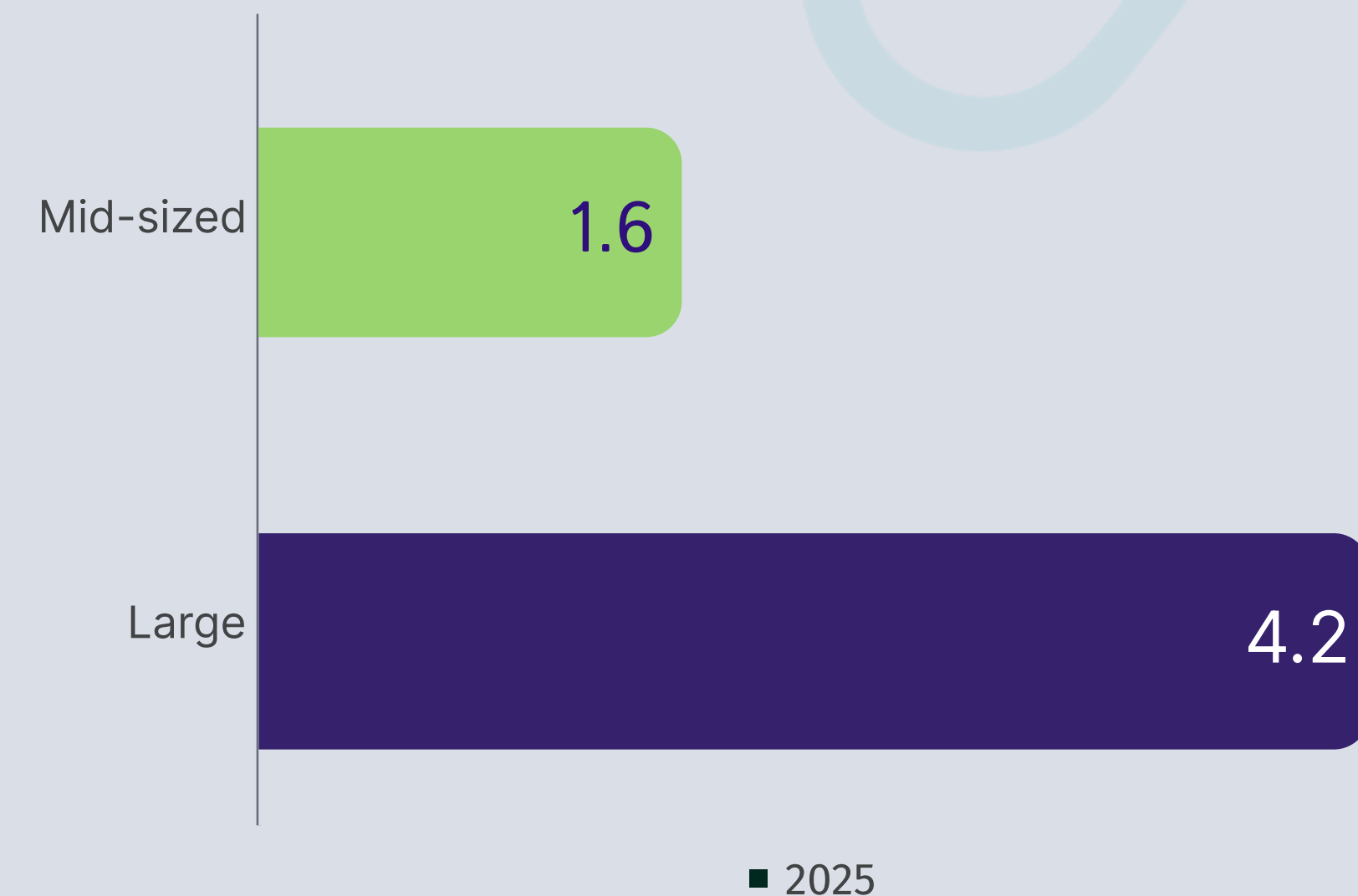
Our data shows:

Employee Adoption



The employee participation of the Employee advocacy program has been stable over the years. Employee engagement levels are significantly higher in organizations where top management demonstrates a visible commitment to the program, indicating a **strong correlation between leadership involvement and workforce participation.**

Employees Unsubscribe

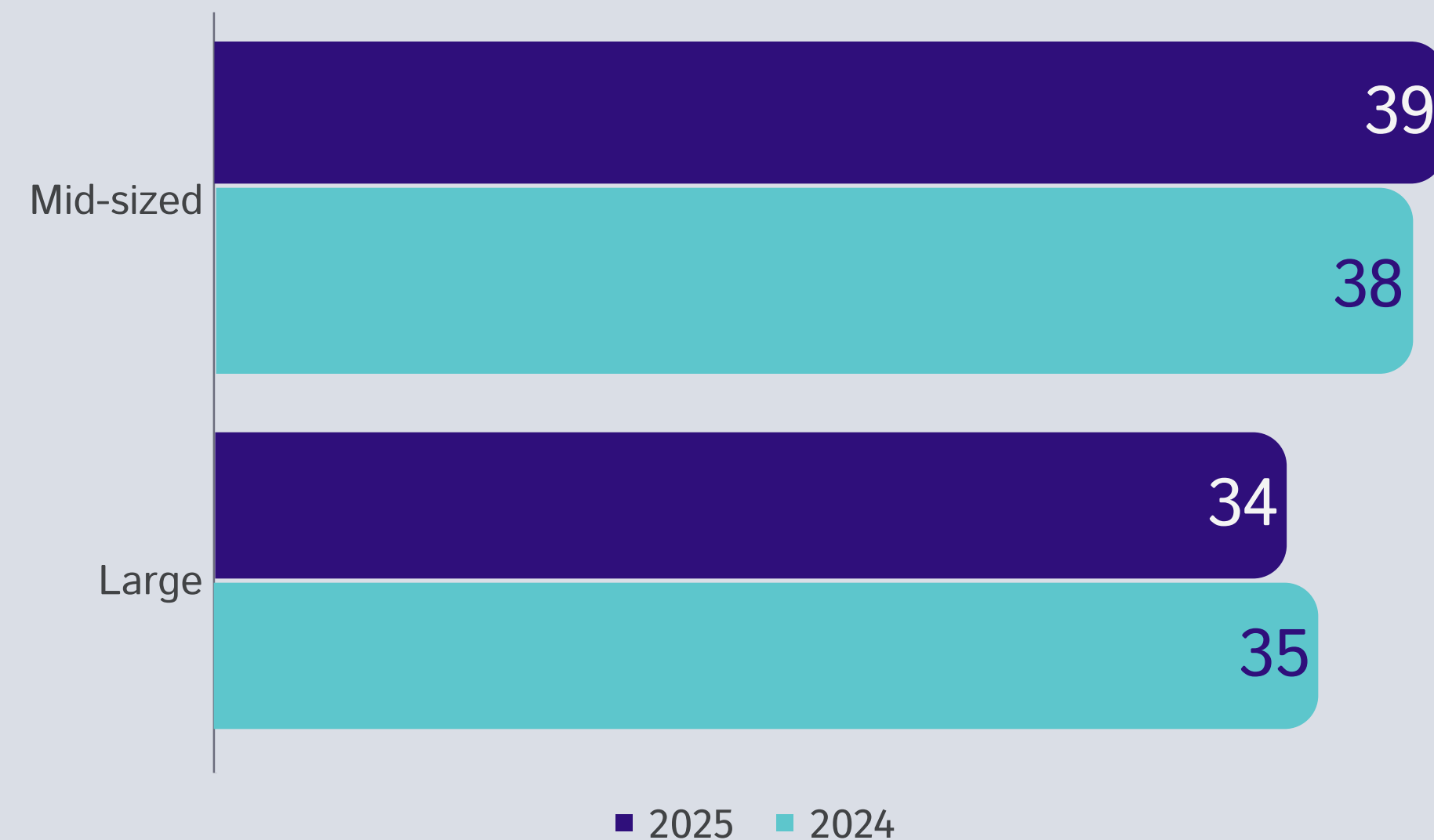


It's remarkable to see the proportion of employees there actively decides not to participate in the company Employee advocacy program is relatively small

Employee engagement levels vary significantly across organizations. Companies regarded as best practice have embedded employee advocacy into their overall employer branding and communication strategy, positioning it not as an isolated initiative but as an integrated cultural element.

Our data shows:

Employee Engagement



Organizations succeed in normalizing participation and report engagement rates reaching as high as

75%

leverage motivational mechanisms such as gamification.

① underscoring the strategic value of aligning advocacy initiatives with broader organizational objectives.

05

Content & Channels

Fresh, relevant content is essential to the success of any employee advocacy program. While most companies already integrate content with their social media networks (LinkedIn, Facebook, X, Instagram, etc.), many also extend this further. Through RSS feeds, organizations increasingly connect directly with their corporate websites, recruitment platforms, and other digital channels to ensure a steady flow of timely content. In addition, we increasingly see companies creating “**native**” content pieces **directly within the Sociuu platform**, making it even easier to engage employees with tailored messaging.

Our data shows:

75%

Companies have included content from website and recruitment systems through RSS feed in addition to Social media sources

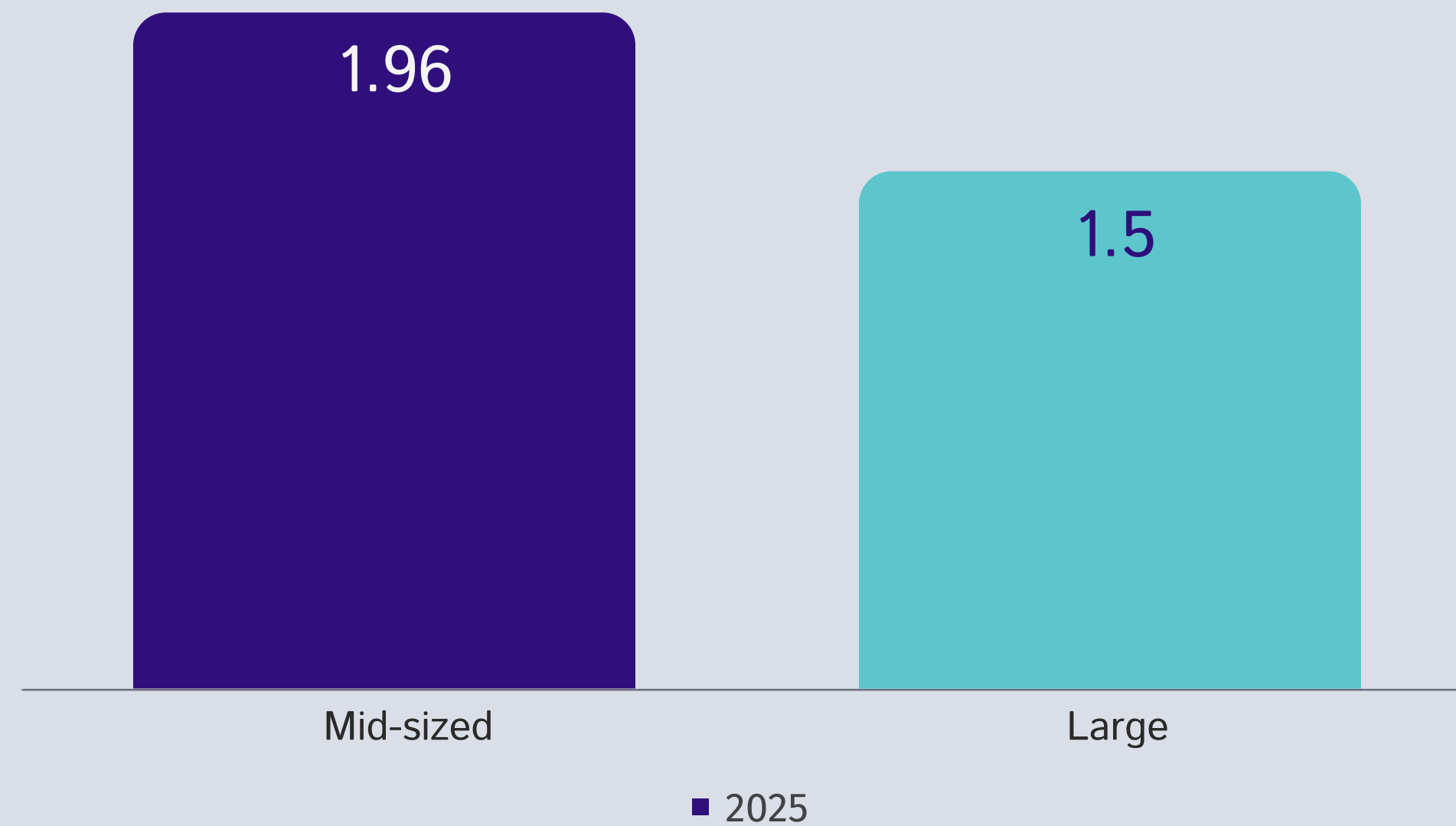
51%

Companies creating “Native” content directly in the platform. With LinkedIn’s introduction of smaller image formats for link posts, interest in “native/image” posts has grown significantly.

① With LinkedIn’s introduction of smaller image formats for link posts, interest in “native/image” posts has grown significantly. We continue to observe a steady upward trend in their adoption, suggesting that prioritizing native/image content could further maximize reach and engagement.

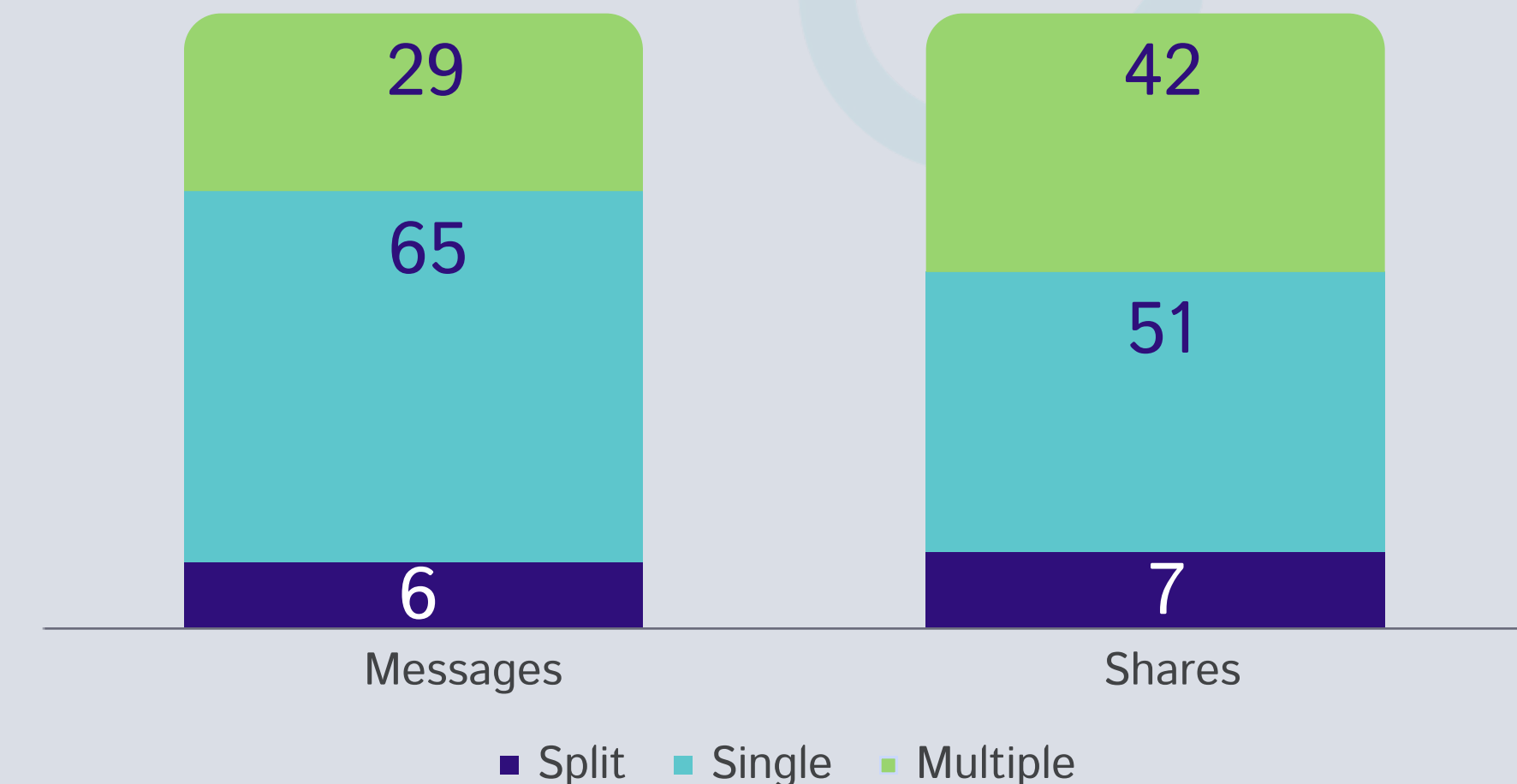
Our data shows:

Employee Average push invitation per employee/month



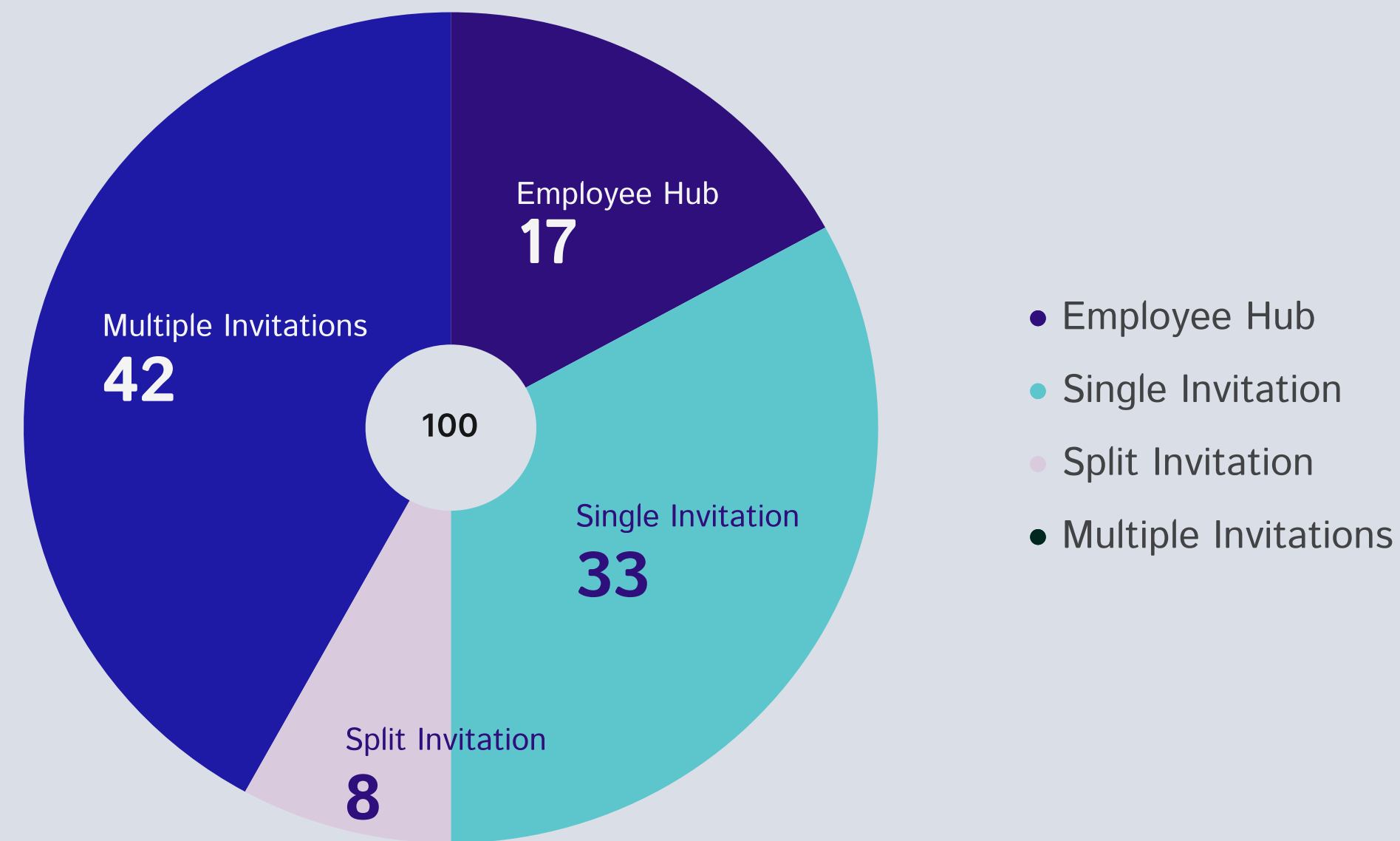
85% of companies adopt a hybrid model. This combines structured campaign-based activities (often designed to create peaks of attention and alignment) with the employees' ongoing, self-driven engagement via their personal hubs. This approach balances organizational control with individual authenticity and usually delivers higher consistency and reach.

Message Effectiveness



This year, we analysed the **effectiveness of a message**. The results confirmed what we already knew – offering employees choices through multiple posts works best. Still, the fact that it was **44% more** effective was a surprising finding

Our data shows:



The employees own selection from the Hub is increasing and now accounting for 17% of all shares. The Multiple Invite (showing several sharing options in an invite) is still the most popular and effective method to engage employees

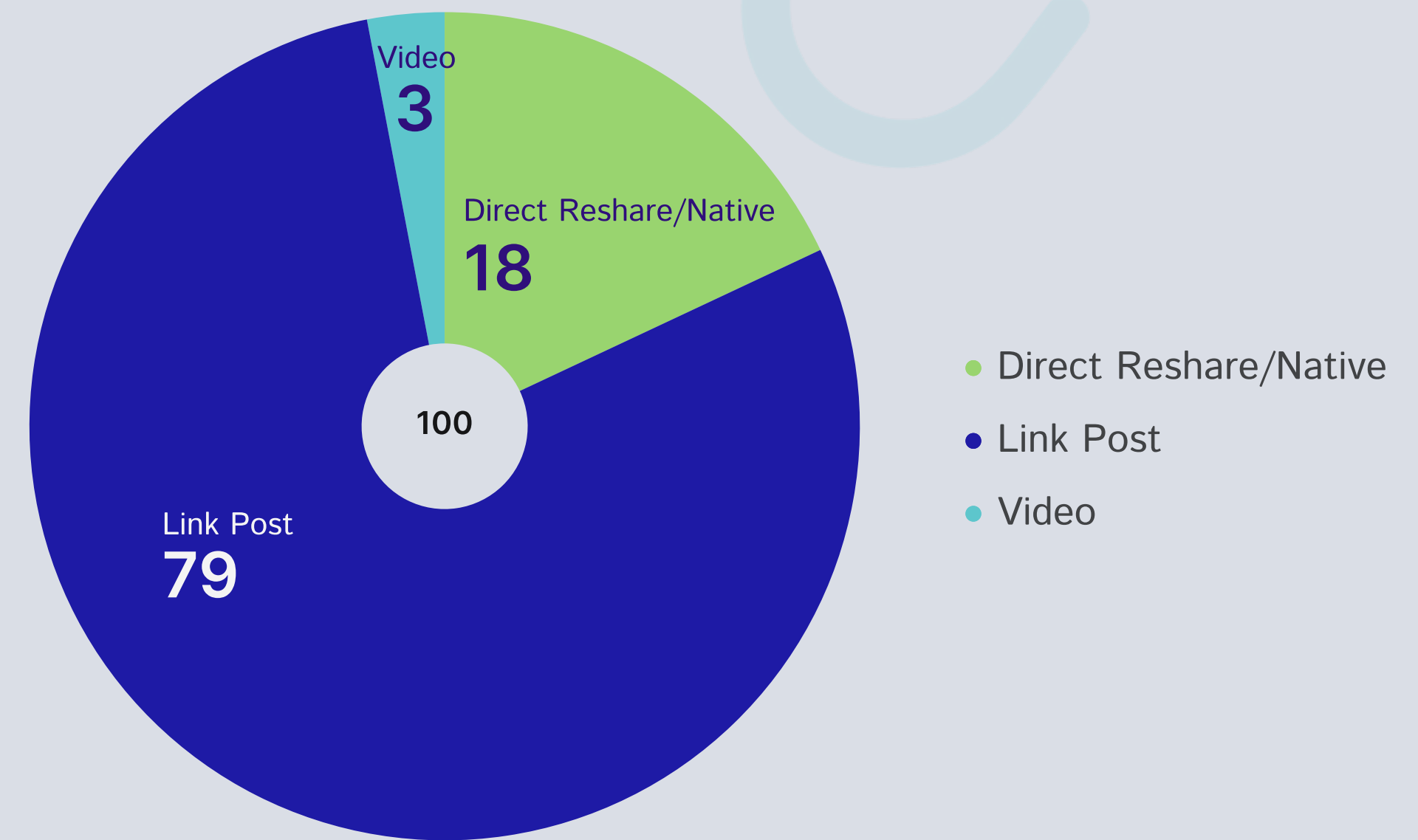
Employee sharing methods:

Employee Hub; the employee is proactive finding content to share on the personal Hub.

Multiple invites; the admin is sending a message for social media sharing with several options to share

Single invite; the admin select a piece of content to be shared and send an invite for this piece only.

Split invites; the admin is creating several version of a social media post and sending a message including a single social media post for sharing sharing – post randomly selected for each employee.



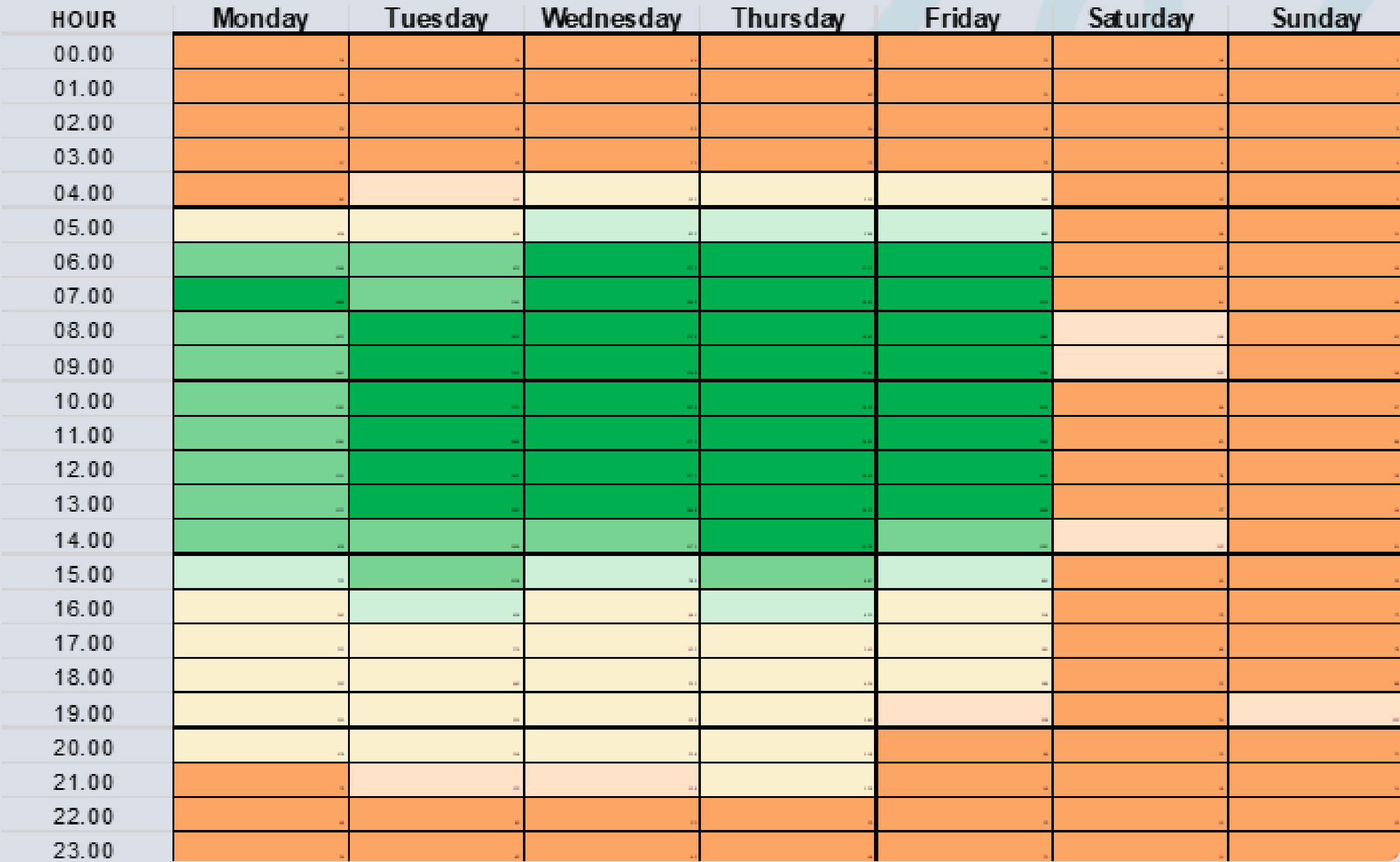
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Our data shows:

	Half-life duration time	Best engagement time
LinkedIn	24 hours	Tuesday, Wednesday and Thursday From 9am to noon
Facebook	2 hours	Tuesday and Thursday From 8am to noon
X (Twitter)	24 minutes	Tuesday, Wednesday, Thursday, Friday From 8am-10am & 6pm-9pm
Instagram	20 hours	Tuesdays and Wednesdays From 9am - noon

There are many analyses and differing opinions on best practices for postings. However, there appears to be a reasonable consensus on the following data points, based on global datasets:

Half-life (half-duration) time: In digital marketing, half-life refers to the time it takes for a piece of content to receive half of the total clicks or engagement it will ultimately achieve.



This benchmark included more than 100.000 shares. The graph to the left shown a heatmap of when employees shares company posts (including both push and pull) There was no significant differences cross sectors, countries or businesses. The share patten is pretty much in sync with the best practice shown above with the exemption that employees also include Fridays to share on linkedin

06

Value & Outcome

Our data shows:

Our benchmarking analysis reveals a substantial employee amplification effect on LinkedIn.

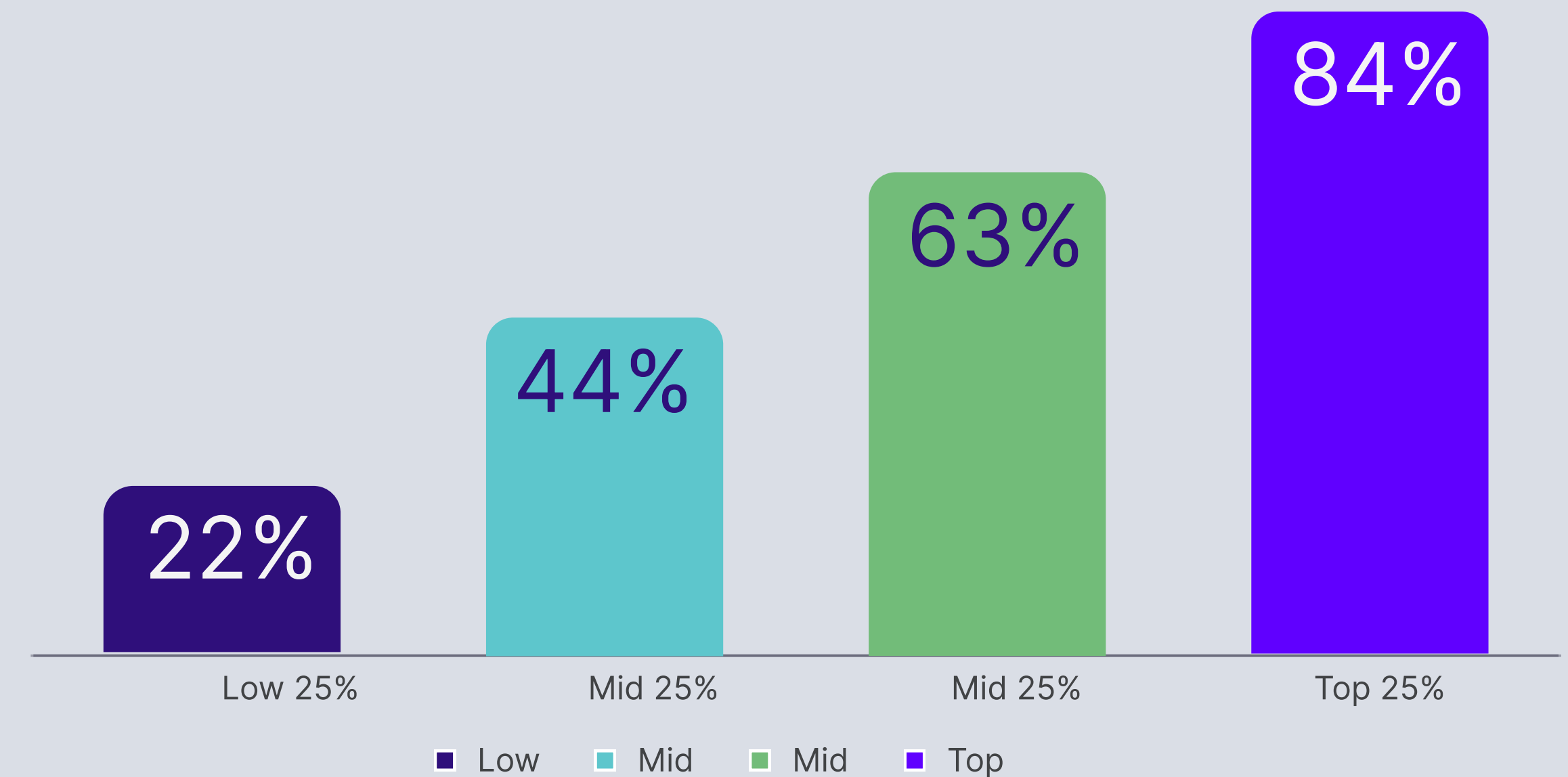
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This strong amplification effect is driven by two key factors:

1. the expanded audience reach enabled by employees and,
2. the significantly higher engagement rates generated through their activity—averaging 1.9–2.3% of impressions, well above typical benchmarks for both paid and corporate LinkedIn posts.

Employee engagement continues to be a key driver of organic reach on LinkedIn. Analysis of company posts shared by employees shows a clear and measurable amplification effect.

Content Engagement-Resulted from Employee Advocacy

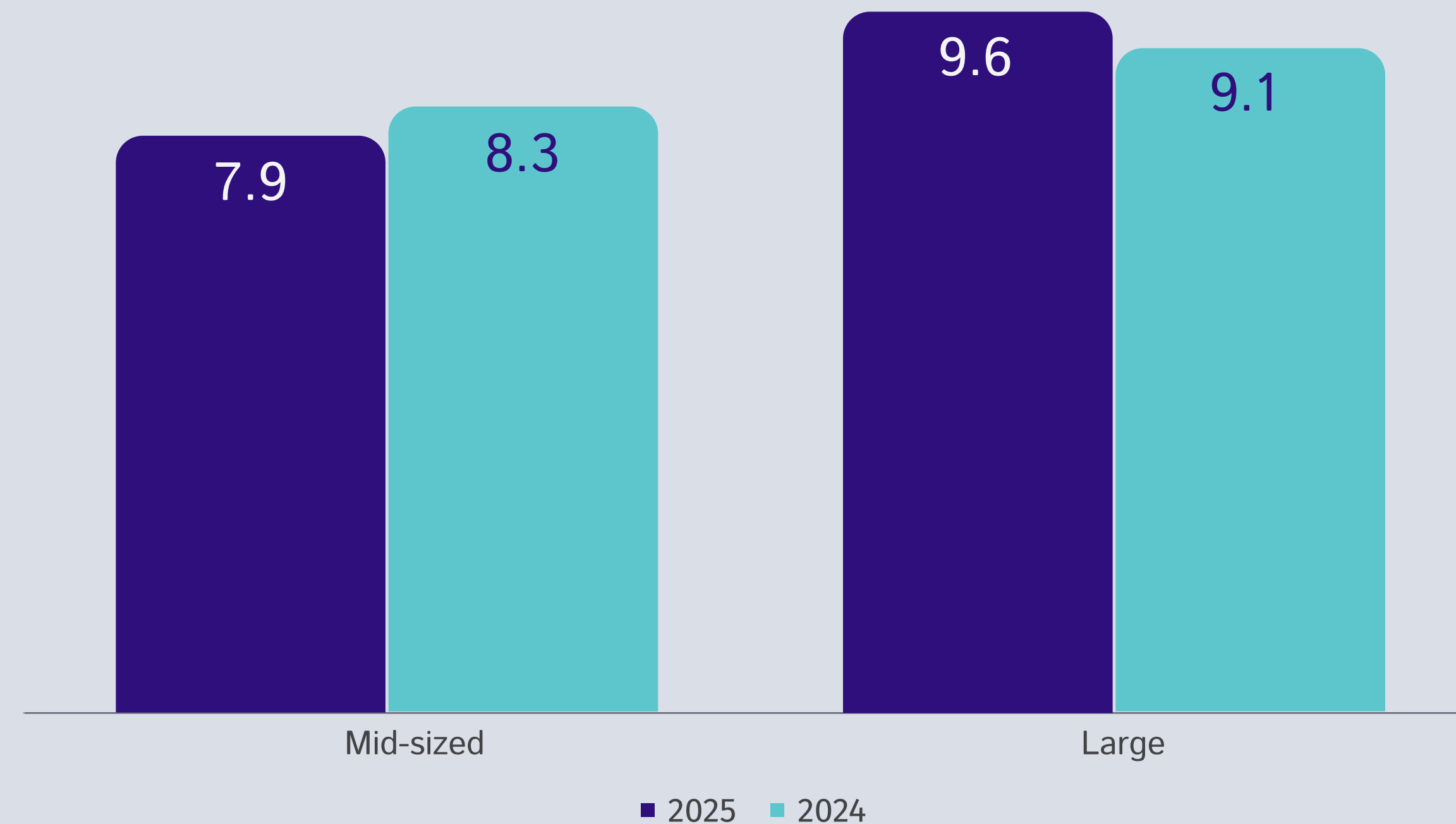


① Looking at the graph above, for example, the median of the lowest quartile of post amplifications effect corresponds to a 22% of the total content engagement obtained on LinkedIn

Content engagement shows clicks, comments, reshare and reactions to a post.

Our data shows:

Content Engagement/Share



Variations in content engagement across business verticals is relatively insignificant.

10–15%

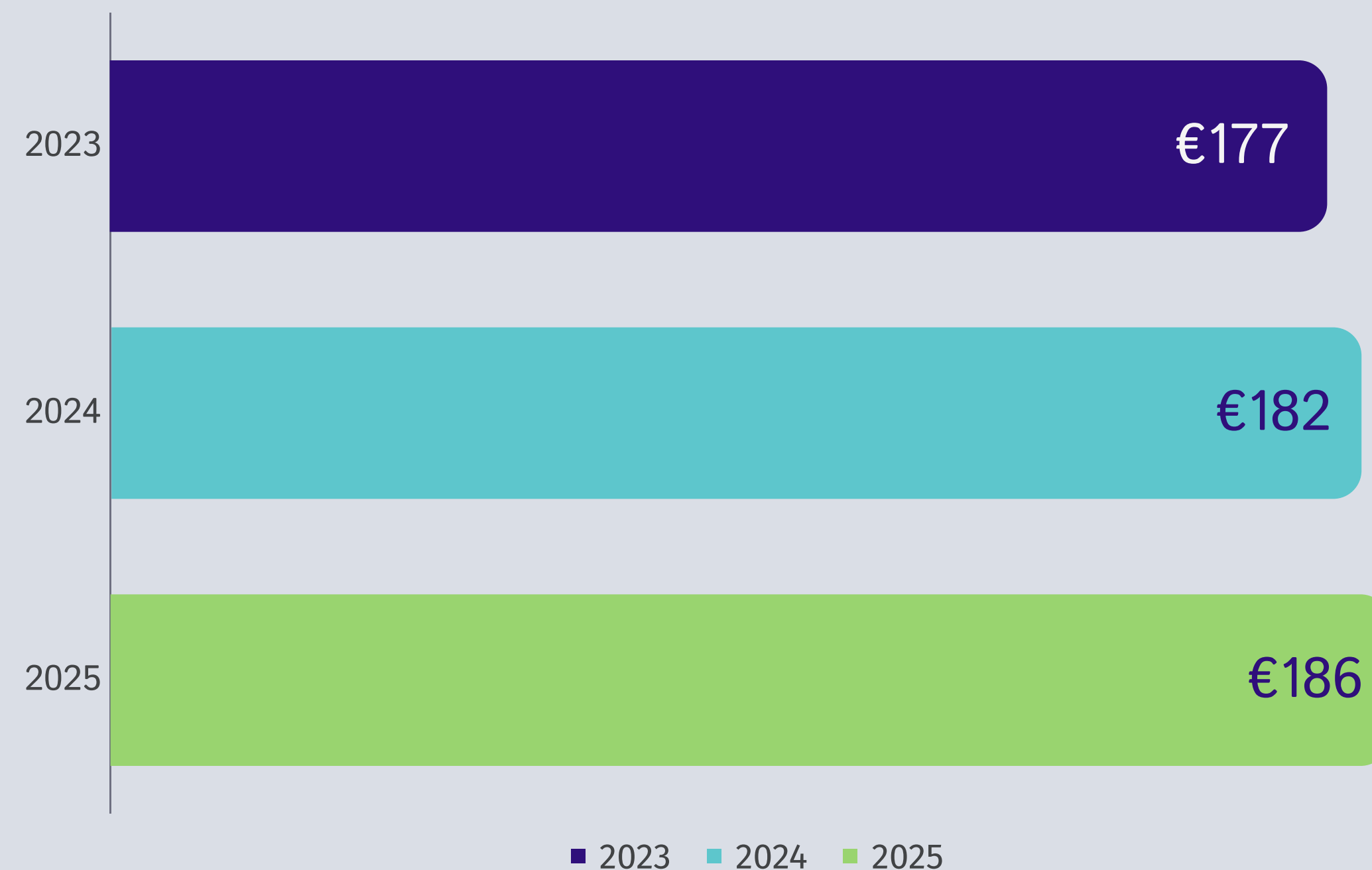
higher content engagement in “large” programs (500+ employees participating in the employee advocacy program).

① Overall, average content engagement ranges between 1.9 – 2.3% of impressions, which can be considered very good.

There are no significant changes in the Earned Media Value per participating employee. we see best practice companies realizing 4-5x higher EMV per employee

Our data shows:

EMV Contribution/Participating Employee



Increasing push share invites does not hurt employee adoption - it increases outcome.

As a key finding in the 2025 Benchmarks! There is no measurable difference in employee adoption with increased number of push invites per. month. But there is a very significant difference in the outcome (EMV), as going from approx. 1,7 push invite per month to 3 increases the outcome with a factor 3x

07

Key Takeaways

Hybrid Sharing

No API

It's imperative for a full-scale successful employee advocacy program that companies are catering both Employees that want to connect personal LinkedIn account through LinkedIn API as well as employees there just want to share without making the LinkedIn API connection

Multiple Posts

44% more effective

When making your employee advocacy campaigns to employees, you do yourself a big favour in including 2-4 different posts to share. In this benchmark we documented that multiple posts are 44% more effective than single send outs.

Native posts

Mix Native & Link Post

We see best practice customers using a mix of link-posts and native posts to avoid that all visuals on LinkedIn are the same images.

Gamification

Boost Engagement

Nothing is stronger than having enthusiastic users! Gamification drives engagement and consistent participation in employee advocacy by making content sharing fun, rewarding, and competitive.



Launch

1. Use “self-sign-up” to mobilize strong and engaged employee advocates.
2. Have the “Why, What, How and When” clearly defined.
3. Make sure employees understand the “win-win” partnership - ie. both their personal presence on social media, and that of the company, will benefit.



Nurture

1. Communicate results frequently.
2. Use of scoreboards as the fun gamification element.
3. Secure campaign frequency and use multiple share suggestions.
4. Enable the Employee content hub to combine push & pull.



Thrive

1. Include more business units for diverse content and outcomes.
2. Make sure to use “AutoFlow” to secure frequency.