



Employee Advocacy Benchmark 2021

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Executive summary

2021 has shown that companies now use employee advocacy to pursue a more outcome driven approach to their employer branding. Adoption and employee engagement show us an improved activity on selected channels with results in improved brand awareness, increased web traffic and conversion.

Adoption and engagement

This is done by strategically incorporating employee advocacy in their company branding and talent attraction activities. Companies that properly introduce employees to the program are seeing significantly higher adoption rates; with best practice companies experiencing up to 75% employee adoption.

Regarding participation, employee engagement is practically unchanged compared to the 2020 report. In 2021, companies reached 45% employee engagement rate on average and best practice companies boast an employee engagement rate as high as 78%.

Employee shared content perform better

Employee advocacy is effective across channels but LinkedIn is still the most used social media channel across sectors. 91-93% of all content shared through Sociuu is shared on LinkedIn. What the report also shows is that organic employee shared content performs 3 – 5x better than company shared and sponsored posts (measured in CTR)

Trends and tendencies

We see a clear tendency for companies to set more nuanced goals for employee advocacy. Employee advocacy especially supports and increases the value of an employer's brand, with a significantly improved presence on social media (SoMe). An increase in employee activity on social media can also be seen to have a significant increase on web traffic from SoMe channels.

Content generally relates to:

- Recruitment
- Marketing and brand awareness
- Thought leadership
- Sales support

Key focus areas in our detailed Benchmark Report 2021, show what actually drives successful employee advocacy:

- Employee adoption & engagement
- Content & channels
- Value & Outcome

Applied terminology and abbreviations

Adoption

Employees who are active in employee advocacy program by sharing suggested content

Employee engagement

The average engagement of employees. A result of the number of employees actually sharing content divided by the number of employees invited to share content

Earned Media Value (EMV)

This shows what the company will save if they would have generated the same activity through paid media. It is calculated by using the companies 'individually defined' value of a click through or video view count on social media

SoMe

Is the abbreviation of “social media”

Impressions

The number of times your content is displayed on social media

CTR

The abbreviation of 'click through rate'. CTR is the number of clicks that your ad receives divided by the number of times your ad is shown (clicks divided by impressions)

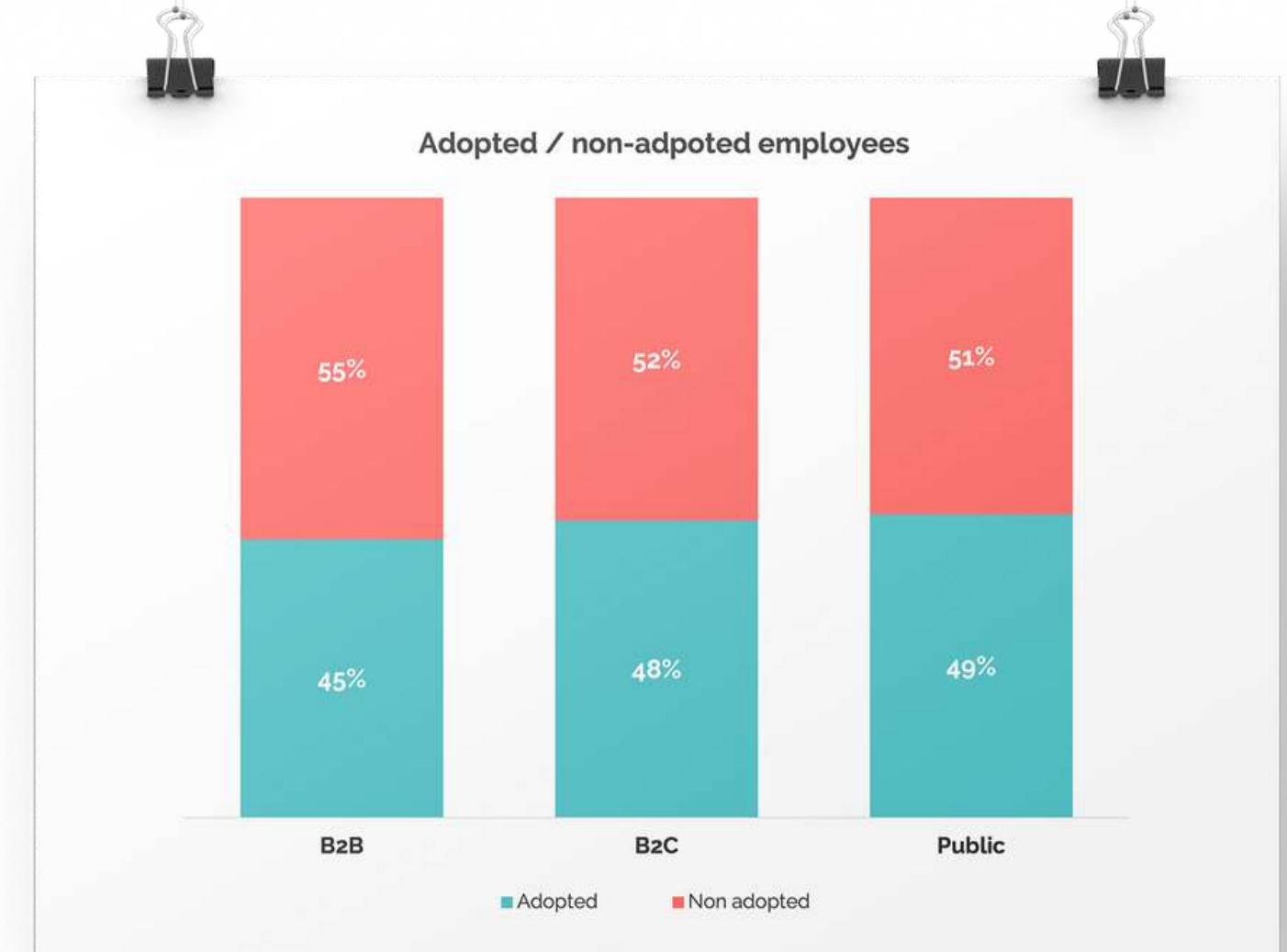
A photograph of two people, a man and a woman, in an office environment. The man, on the left, is wearing a light blue button-down shirt and is smiling while looking at a laptop screen. The woman, on the right, is wearing a yellow sweater and glasses, also smiling and looking at the laptop. They appear to be collaborating. The image has a teal overlay and the text 'Employee adoption & engagement' is centered over it.

Employee adoption & engagement

Adoption

Employees adopting the program have been relative stable since the last report and it can be considered on average that 45%. of Companies with a proper employee onboarding program, see a significantly higher adoption rates. Best practice customers manage to reach 75% employee adoption.

It is interesting to notice that the Public sector on average, is enjoying the highest adoption rate



3 key components of successfully employee onboarding:

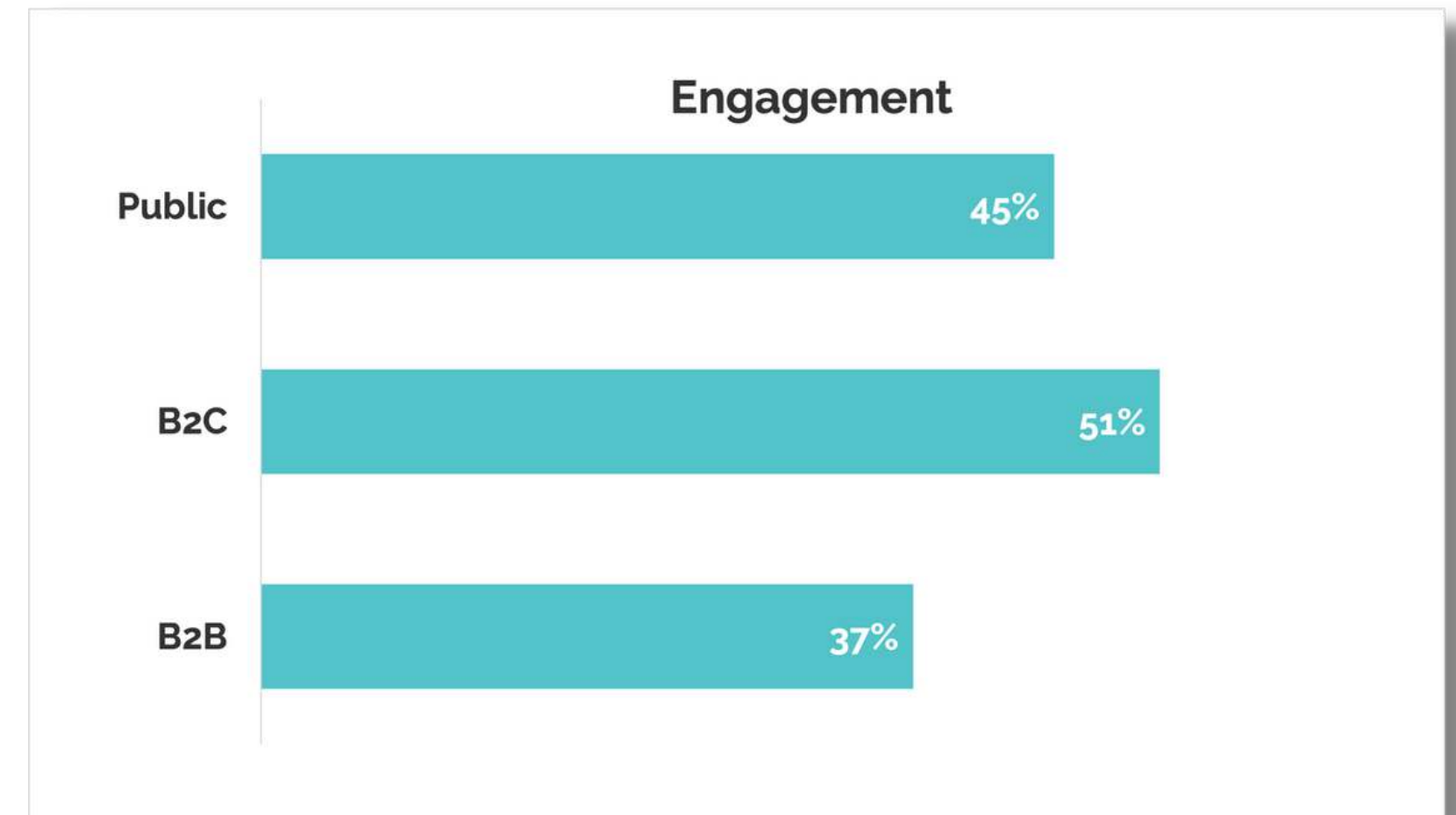
1. Information about the purpose
2. General SoMe training of employees
3. Voluntary participation and presentation with a good mix of content

Employee engagement

Companies that allocate responsibility, frequently follow-up on activity and have business objectives, see the highest engagement results. Best practice companies achieve engagement rates as high as 78%

The average engagement differs from company to company, but we see the B2C sector has the highest engagement rate of 51%. This correlates well with the fact that the B2C sector also has the highest number of administrators per uploaded users. This allows them to create more relevant content for specific employee groups.

Companies which exercise broadcasting (sending the same content to all or many employees) experience significantly lower engagement.



3 key components of achieving high employee engagement

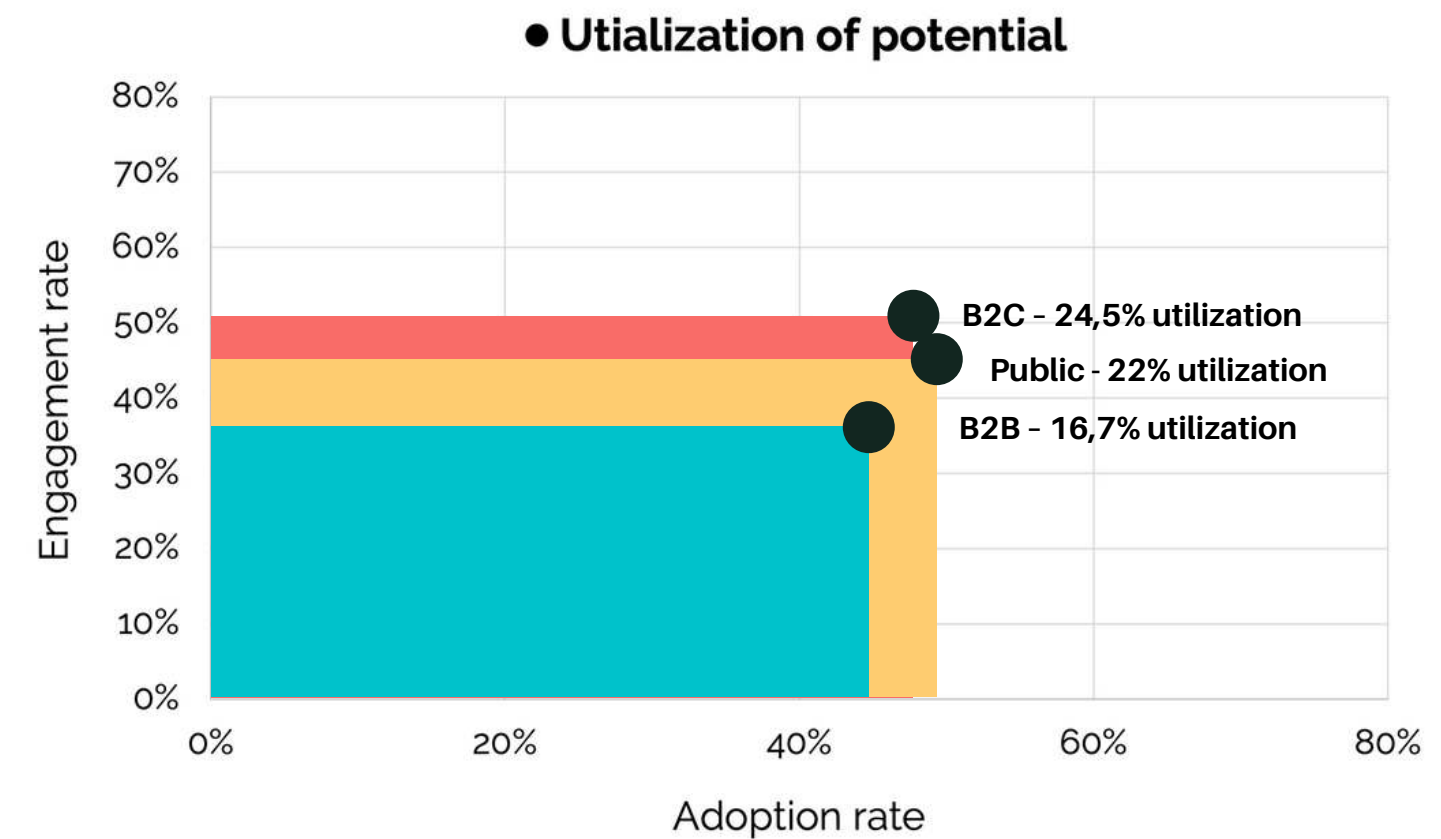
1. Clear purpose and business objectives
2. Allocated ownership
3. Frequent feedback & follow-up

Utilization of employee potential

Across sectors, we see that most companies have employees that can adopt and engage with their programmes. Most businesses and organisations see untapped potential in employees.

Of the 3 verticals represented in the benchmark report, B2C - closely followed by the public sector- have the most frequently engaged employees.

The trend is that B2B and B2C simply add all employees to their employee advocacy programmes from the outset. While the public sector often uses a opt-in method and only includes employees who express interest in participating.



How to read the graph?

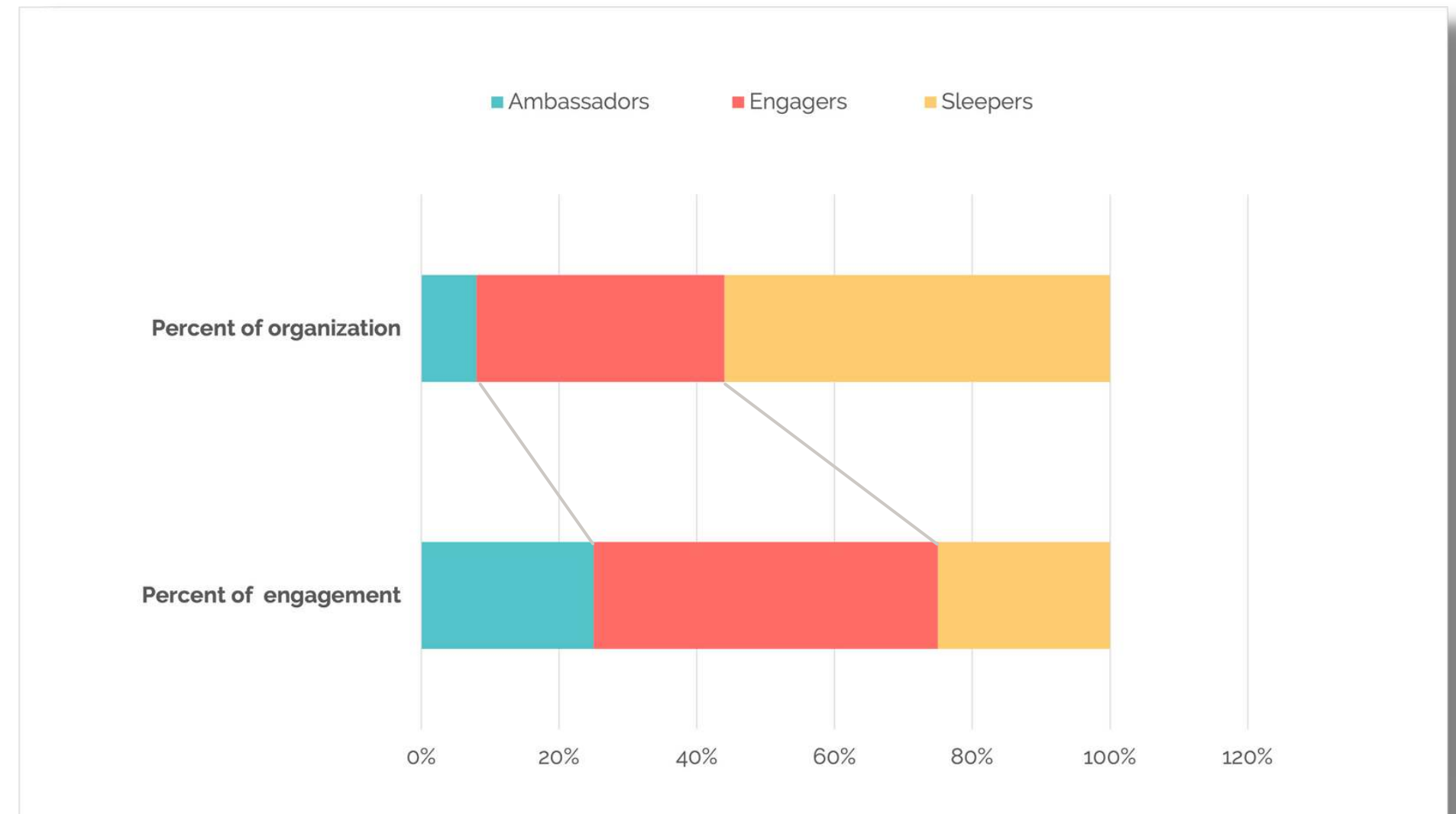
The graph illustrates the net utilization of the potential by examining the correlation between adoption and engagement. Eg. Best practice companies have an adoption rate of 76% and an average employee engagement rate of 75%. The net utilization of their potential is 57%.

44% of employees make up 75% of the results

The pattern from previous benchmark reports has remained unchanged: **44% of employees makes 75% of the results.** This means that companies have highly engaged **ambassadors** who are frontrunners, influencers and thought leaders.

Among the **Engagers** the potential is the largest. This means that if you want to increase your performance, this is the group to spend time on and train. This is also the group where you will find employees with ambassador potential.

Sleepers are the employees who will need a high degree of attention and training. They need to be aware of the purpose of the programme, as well as the need to become more comfortable on social media.



Key finding

The biggest untapped potential is hidden among the Engagers

A photograph of a person's hands typing on a laptop keyboard. The person is wearing a long-sleeved shirt with horizontal stripes. A white disposable coffee cup with a lid is on the desk to the right. The background is blurred, showing some greenery. The entire image has a warm, orange-red color overlay.

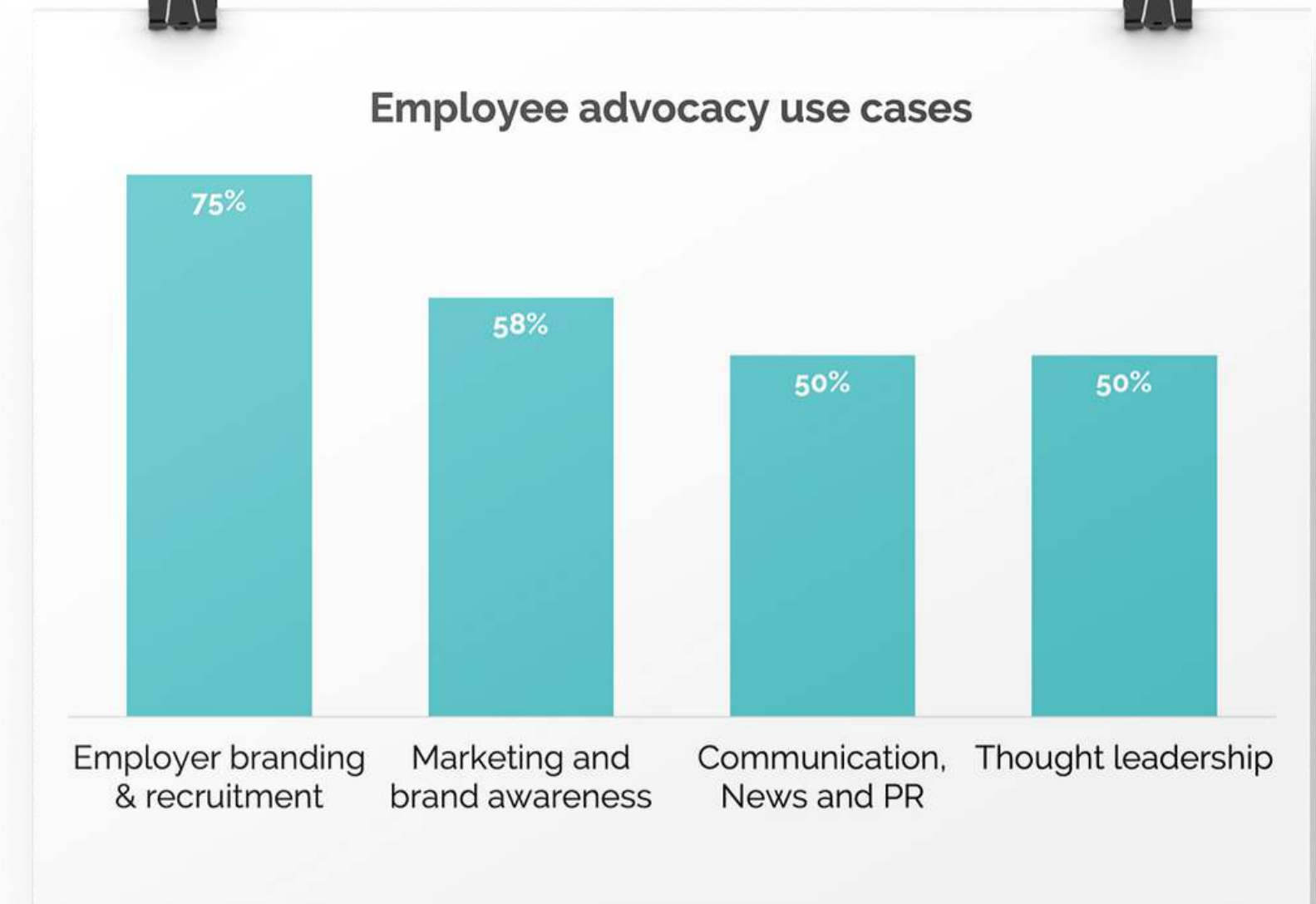
Content & Channels

Employee advocacy use areas

Companies name 'Employer Branding and recruitment' as the major driver for their employee advocacy programme.

Employee engagement is core to successful employer branding and employee advocacy and we see that employees prefer to be involved with a mix of relevant content.

To measure the effects, the vast majority of companies combine the 'direct response, clicks and views' as aspects of being more present on social media.



Key finding

'Employer branding and recruitment' are the major drivers for employee advocacy

Social media post "types"

Regular social media post

This type of post is customised for employees. It includes a deep link and they are clickable. These types of post are by far the most popular. Link posts are an effective way to drive awareness and traffic .

Direct social media post

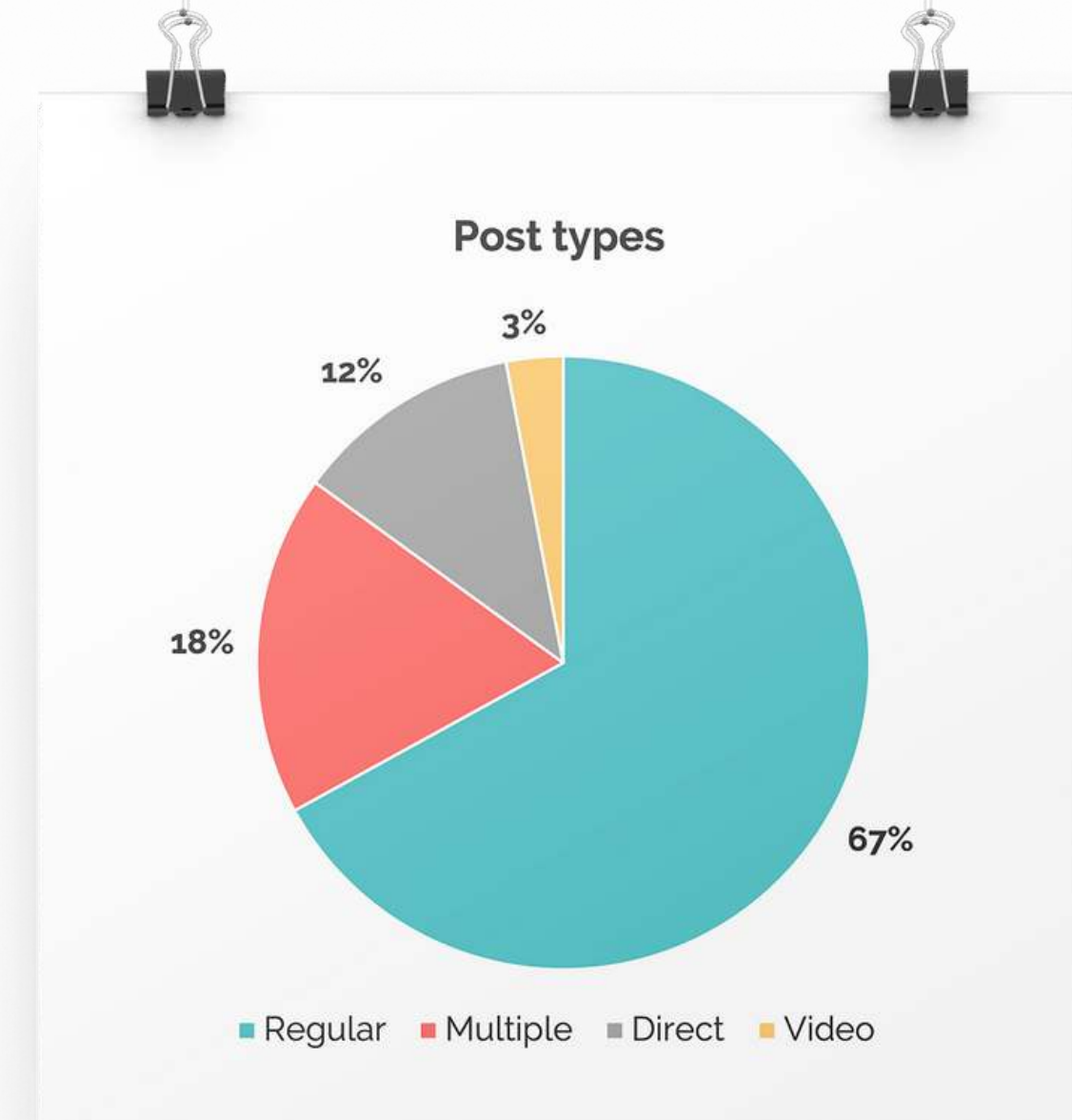
Direct posts are a "re-share" of posts from a social media company page or employee generated content. They boost existing posts and do not connected to a landing page or web URL.

Video posts

Video post are integrated videos on company profiles on social media. Even though, videos are generally popular content, it is interesting to see that video posts only represent approx. 3%. of the created

Multiple social media posts

This type of sharing has increased significantly and is expected to continue to increase because this is a great way to cater to employee interests, with a wide content mix



Key finding

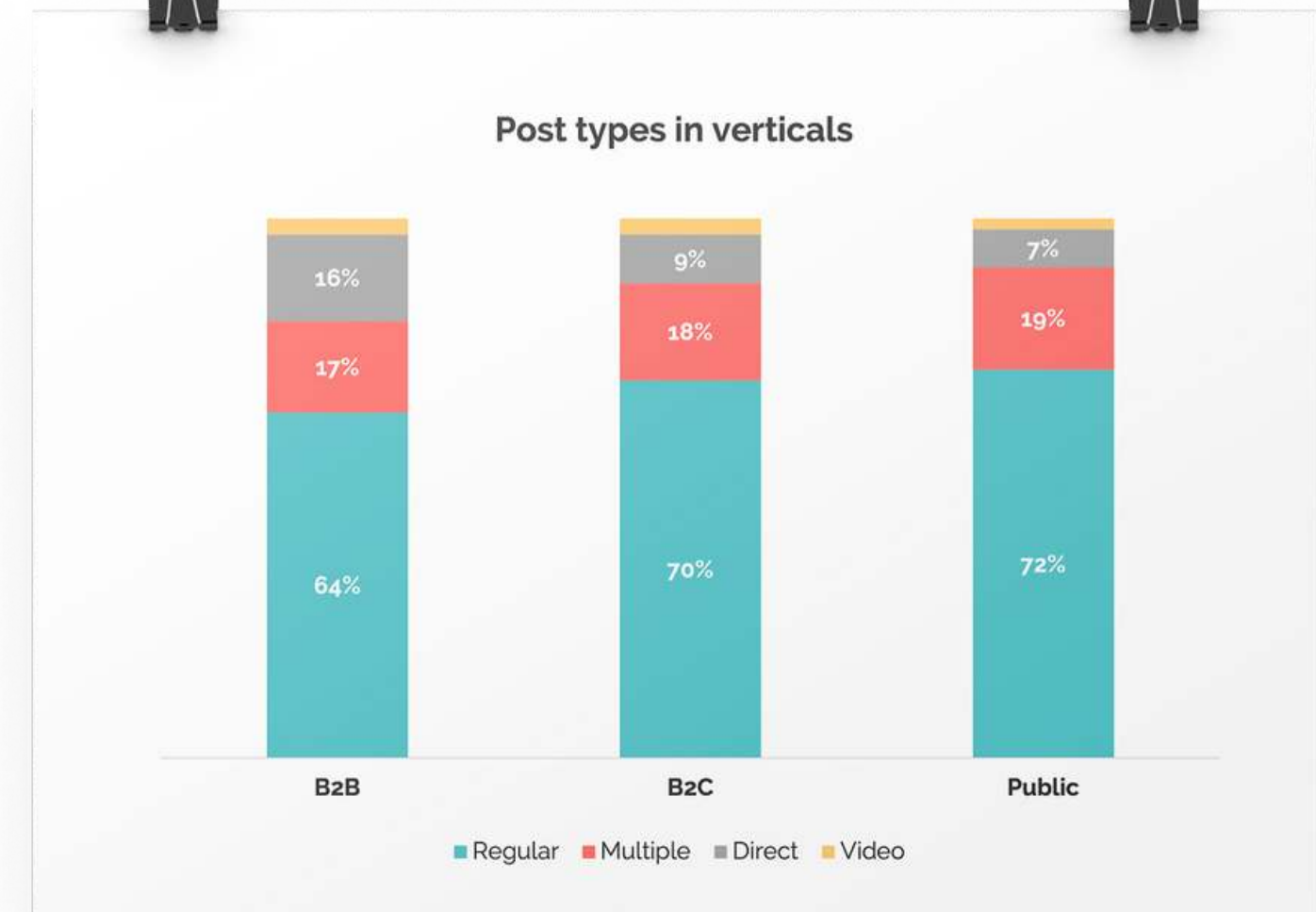
Employees are interested in a wide mix of content

Social media post types by sector

There are very few differences in post creation behaviour, across: B2B, B2C and the Public sector.

LinkedIn is the most dominant channel for employee advocacy and is often selected as the single network that employees can share on.

Besides network preferences, the biggest difference is that the B2C and the public sector do not push employees to re-share existing social media posts (via direct shares) as often as B2B.



Key finding

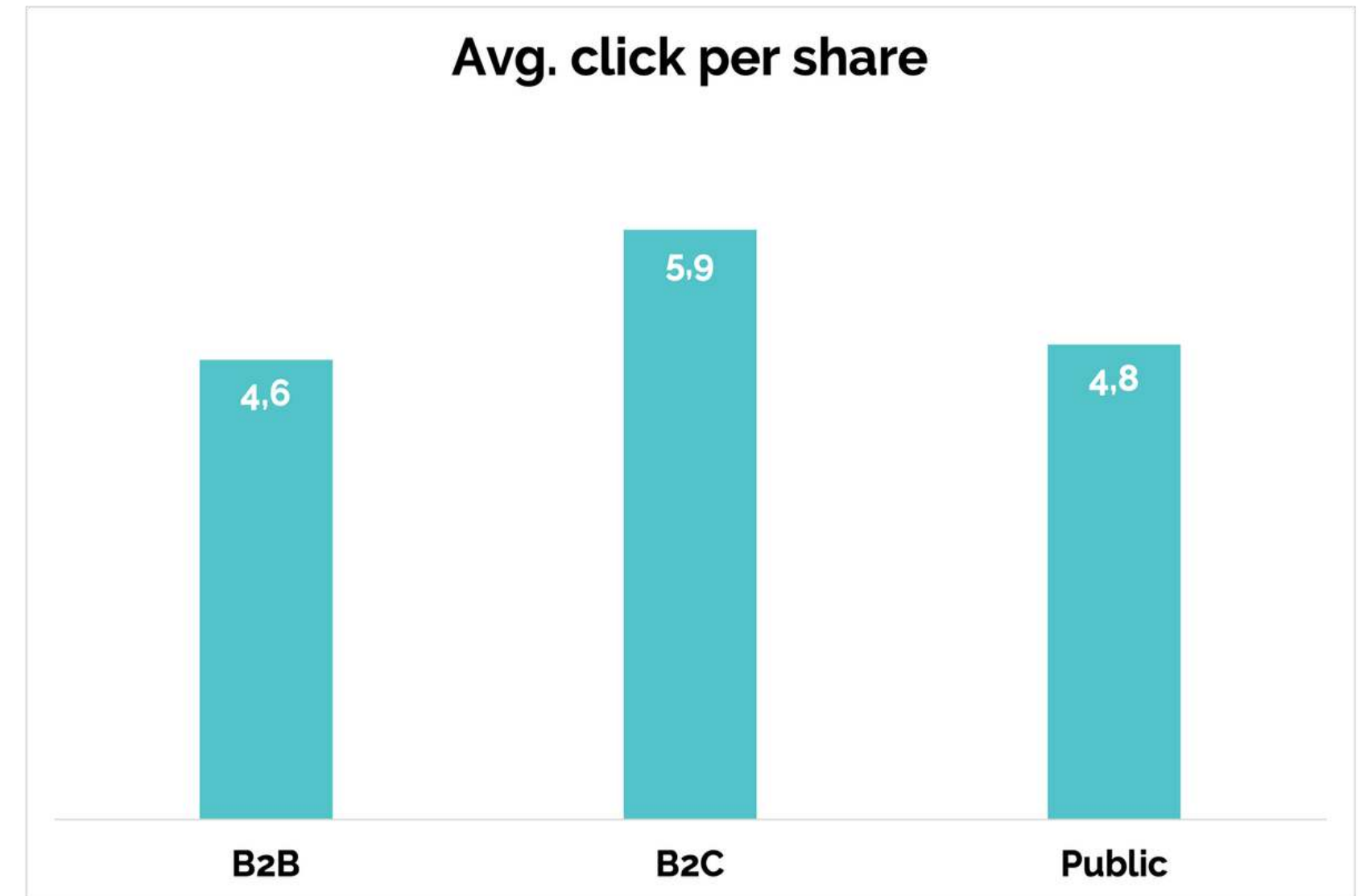
Regular posts are the most popular post type for employee advocacy

Click per shared post

The graph shows how many clicks each employee gets from a shared post on average.

The difference in click rate from B2B to B2C is explained by the fact that B2B are more likely to re-share existing social media posts rather than create customized posts for employees. Re-shared social media posts – in Sociuu terms known as 'direct shares' – are by definition "not clickable".

The Public sector pushes quite a number of posts directed more to awareness, than click through



Key finding

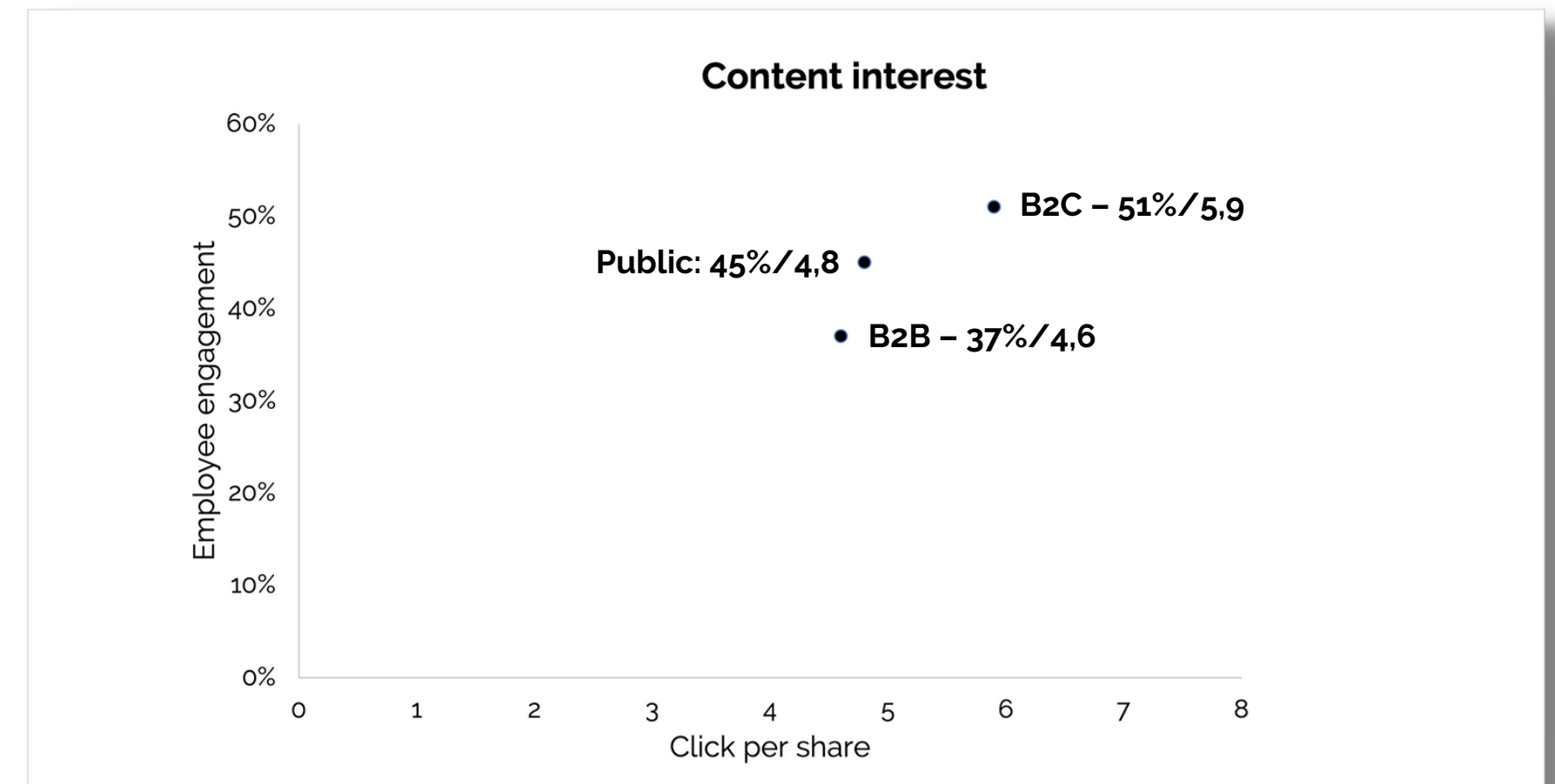
Employees receive 4.6 - 5.9 click per post

Content effectiveness

The graph shows the correlation between employees' interest in sharing content and their networks' interest in reacting on it.

An employee engagement of up to 50% on average shows that employees generally want to represent their company, While, click per share show us that networks want to interact with the content.

Content shared by employees on average get between **4.6 - 5.9 click per post**.



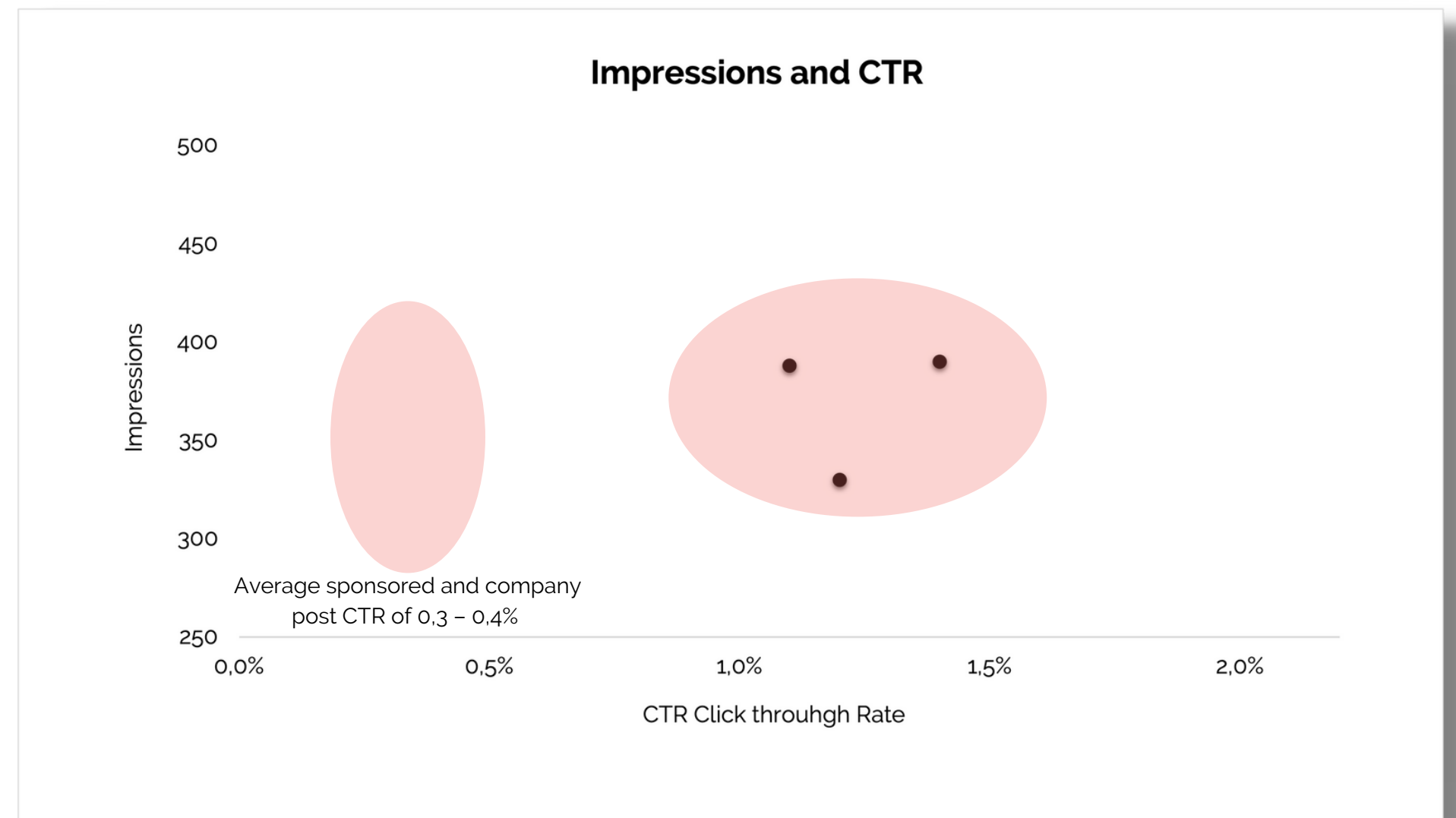
Key finding

Employees want to represent their company and their networks are interested in the content they share

Employee shared posts' CTR is 3 – 5x higher

Employee shared content have an average CTR between 0.8 and 1.4
While a targeted analysis for CTR show that the average CTR for sponsored and company posts is only 0.3-0.5.

The result, employee shared content has a 3-5x higher CTR.



Key finding

Employee shared content has a **3-5x higher CTR**

A photograph of two women sitting at a wooden desk in a bright, modern office or cafe. The woman on the left has long blonde hair and is wearing a blue denim shirt. The woman on the right has dark hair, wears glasses, a black leather jacket, and an orange turtleneck. They are both smiling and looking at a document held by the blonde woman. A laptop is open on the desk to the right. The background shows large windows and warm interior lighting. The text "Value & Outcome" is overlaid in white in the center of the image.

Value & Outcome

Content frequency

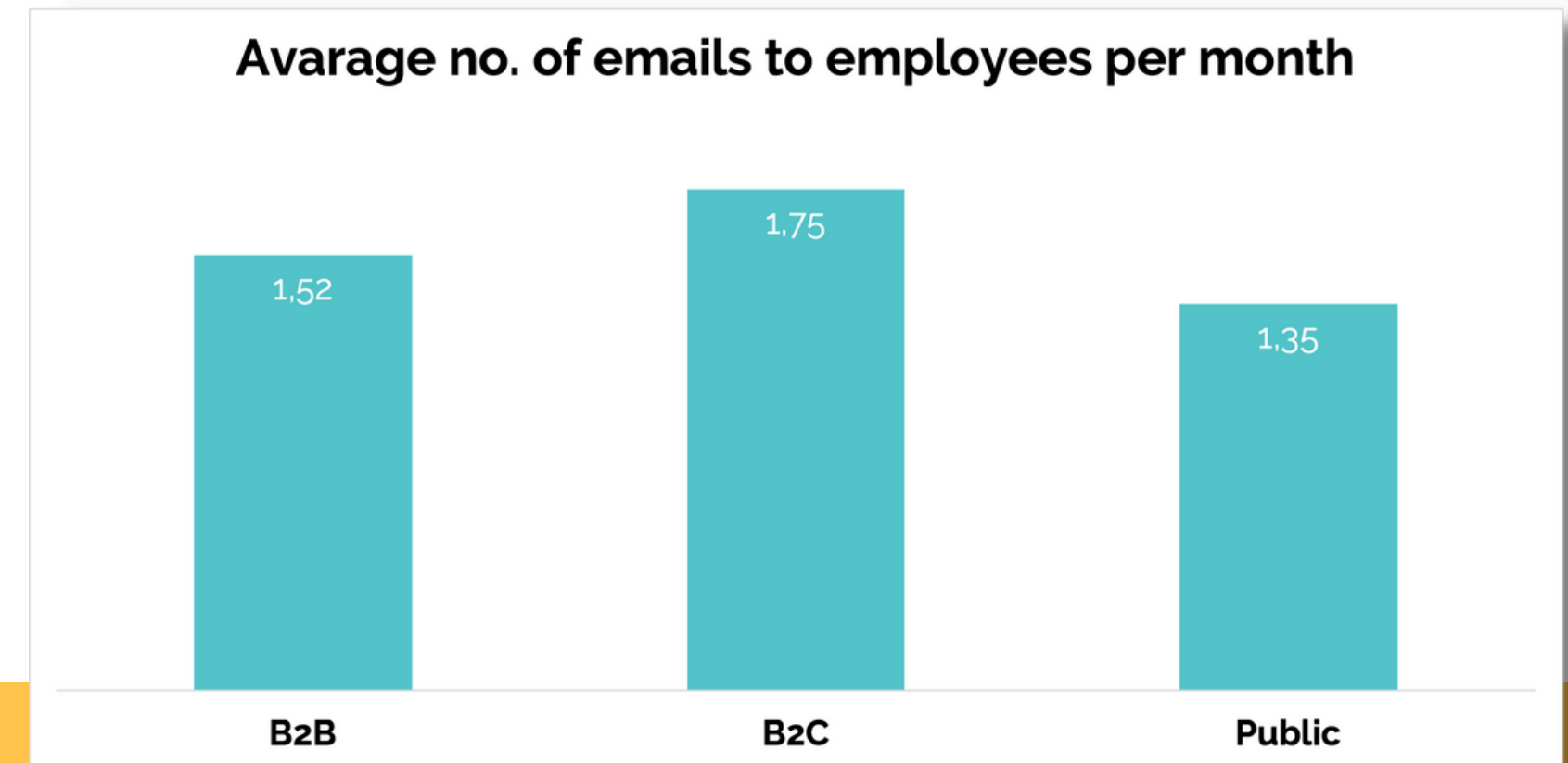
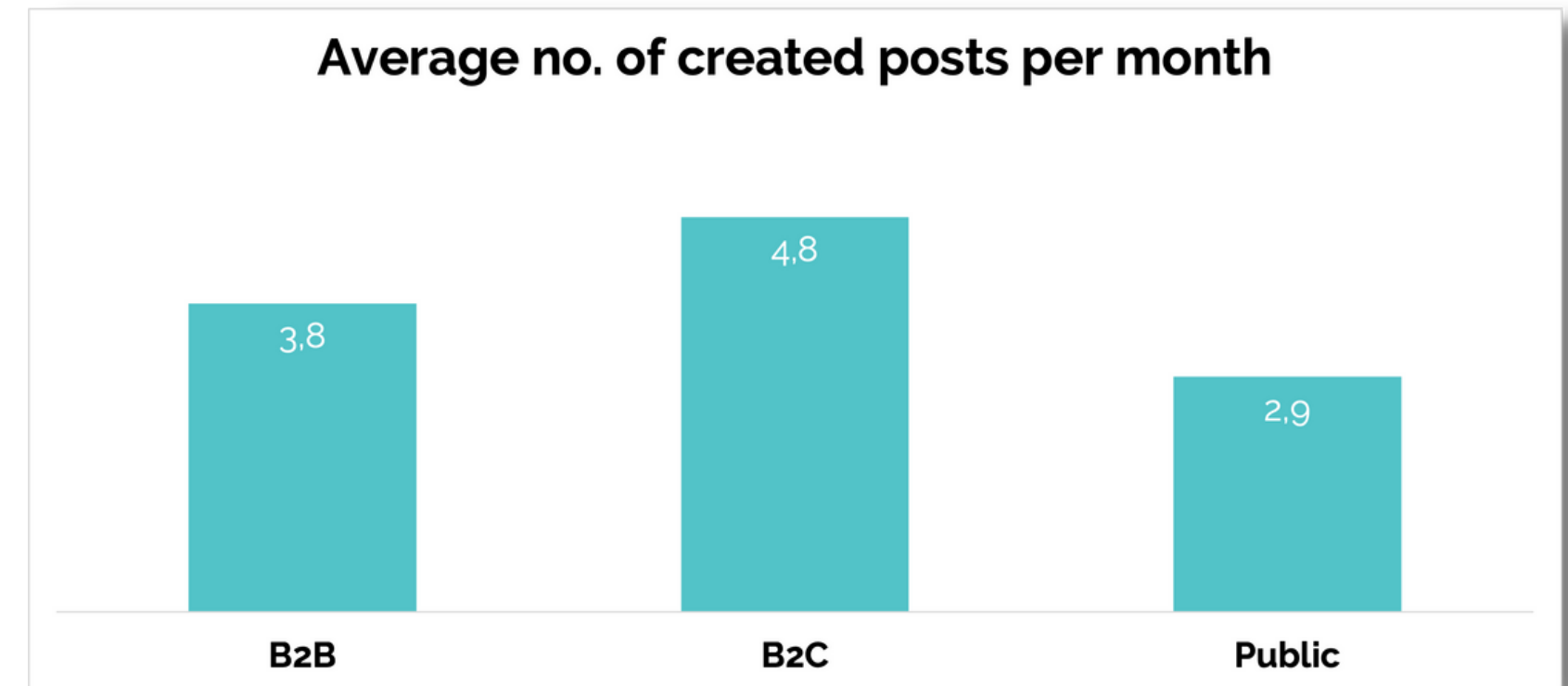
Companies are creating between **2.9 to 4.8 posts per month**. You can decide to invite all employees to share the content or target smaller, more relevant groups. Here, we can see that most choose to target employees to have a high relevance of content. On average, employees are asked to share content **1.35 to 1.75** times per month.

B2C companies are clearly the most active in creating targeted posts for employees – On average, **an employee receives 36%** of all post created

The Public sector shows that **employees receive 46%** of all posts on average. Even though they invite larger groups of employees to share content than B2C and B2B, the employee groups in the Pubic sector's programmes seem to be more homogeneous, ensuring that relevant employees are receiving relevant content.

3 key components of frequency

1. Create a diverse and customized content mix for employees
2. Target relevant content for relevant employees
3. Narrow casting and broad casting content, influences frequency



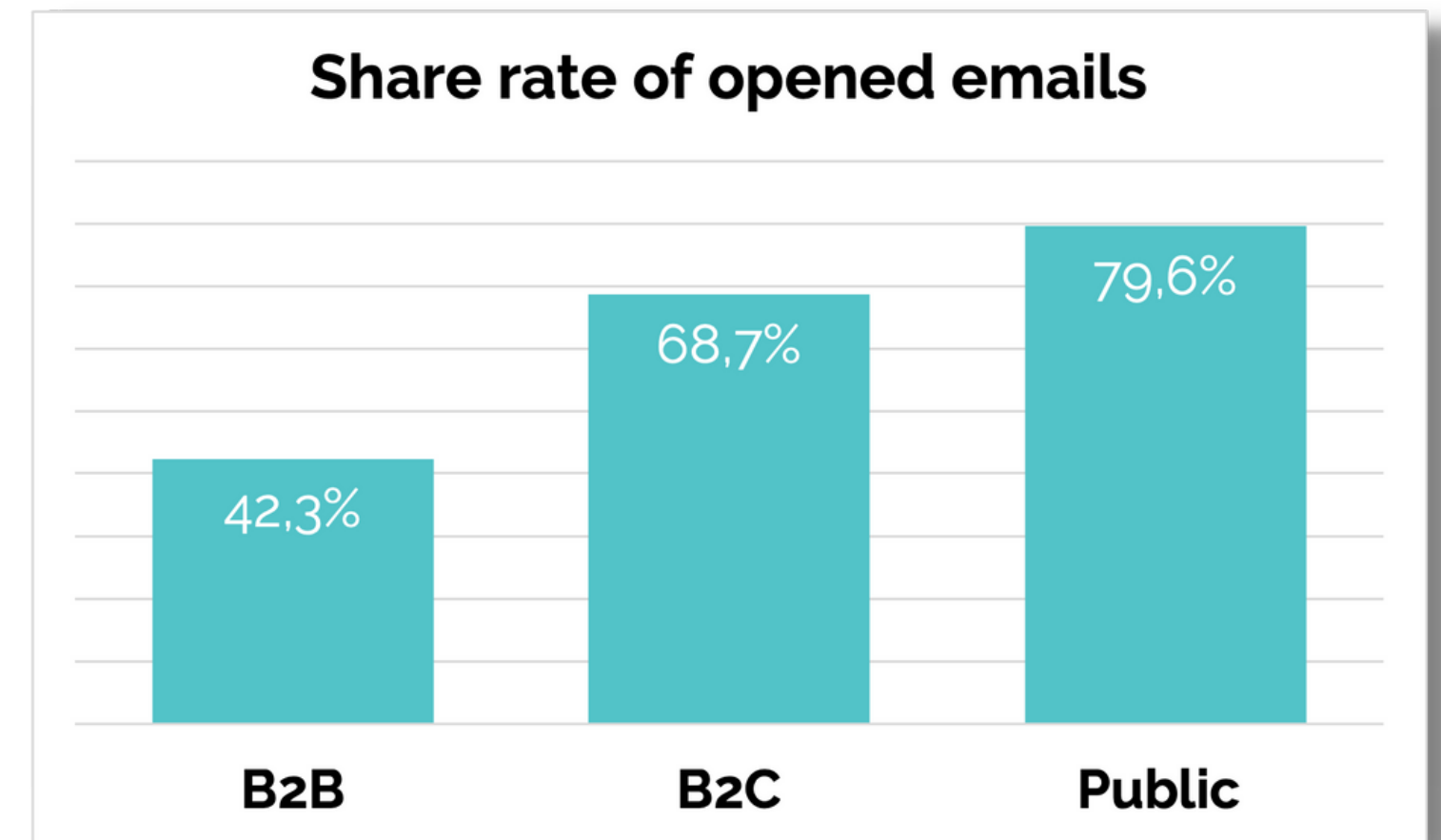
Push content to see results

A precondition for a successful employee advocacy is naturally that employees are active. Pushing content to employees is an effective way to inform and involve them. First step to being an active employee is to open the email invitation with customized content.

To achieve high email open rates, the email subject has to be interesting, the sender has to be relevant and the content needs to resonate with the employees field of work and expertise.

Notably, you see the huge difference in share rates cross the sectors. The public sector manages to make the invitation relevant for the individual employee with an **share rate of 79,6%**

Analyzing B2B, the main reason for their **share rate of 42,3%** is related to their willingness to send the same content to much larger groups or even all employees.



3 key components for high open rates

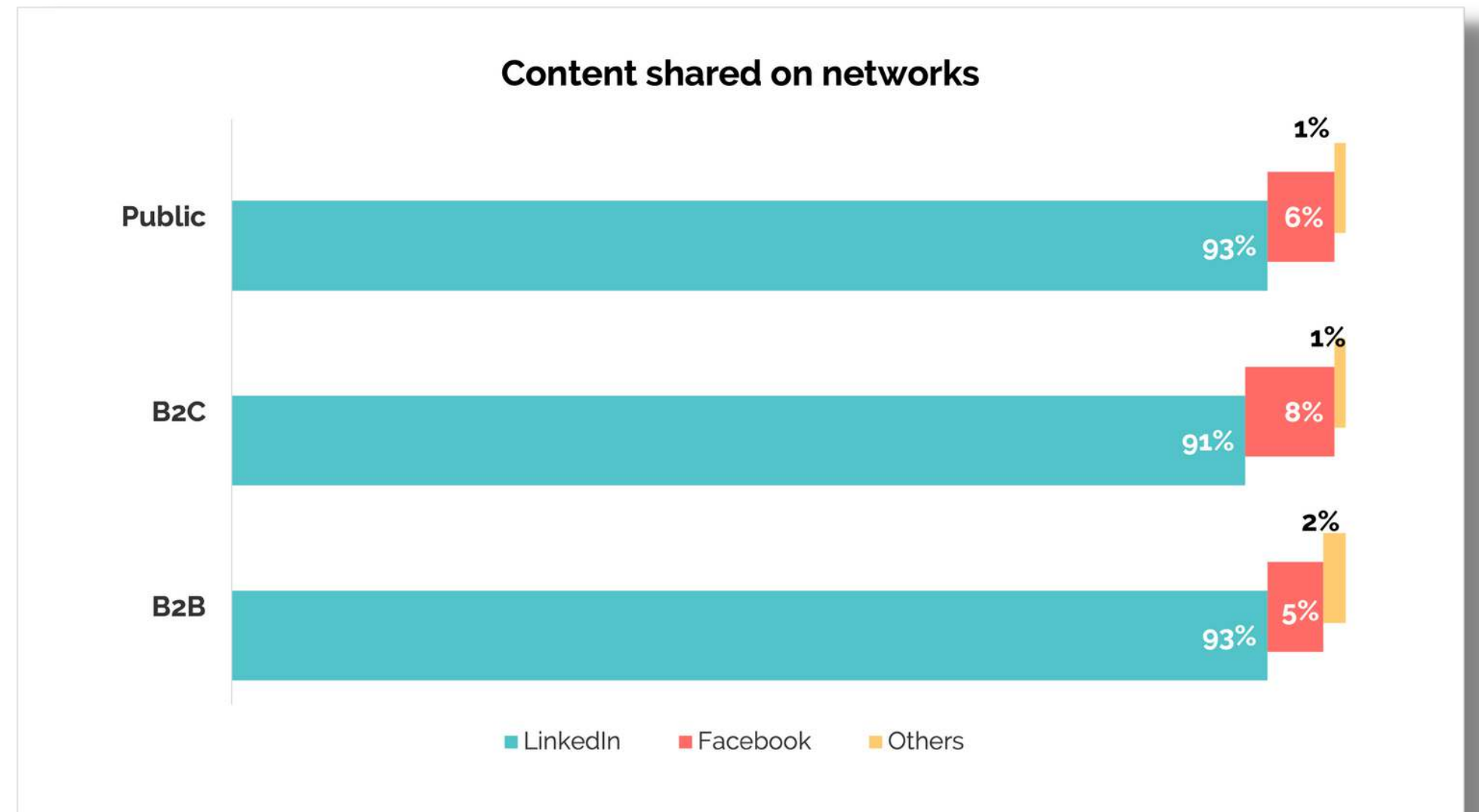
1. Interesting subject line
2. Known sender
3. Relevant content

Average
email open rate
54%

Social media networks used

LinkedIn is the most used social media network for employee advocacy. Other channels as Facebook and other media networks are frequently used to target employees who are not active on LinkedIn or as a mix in a general campaign approach.

The content sources are a mix of websites, blogs, images, videos, jobs etc and are in that sense, not single channel specific.



Key finding

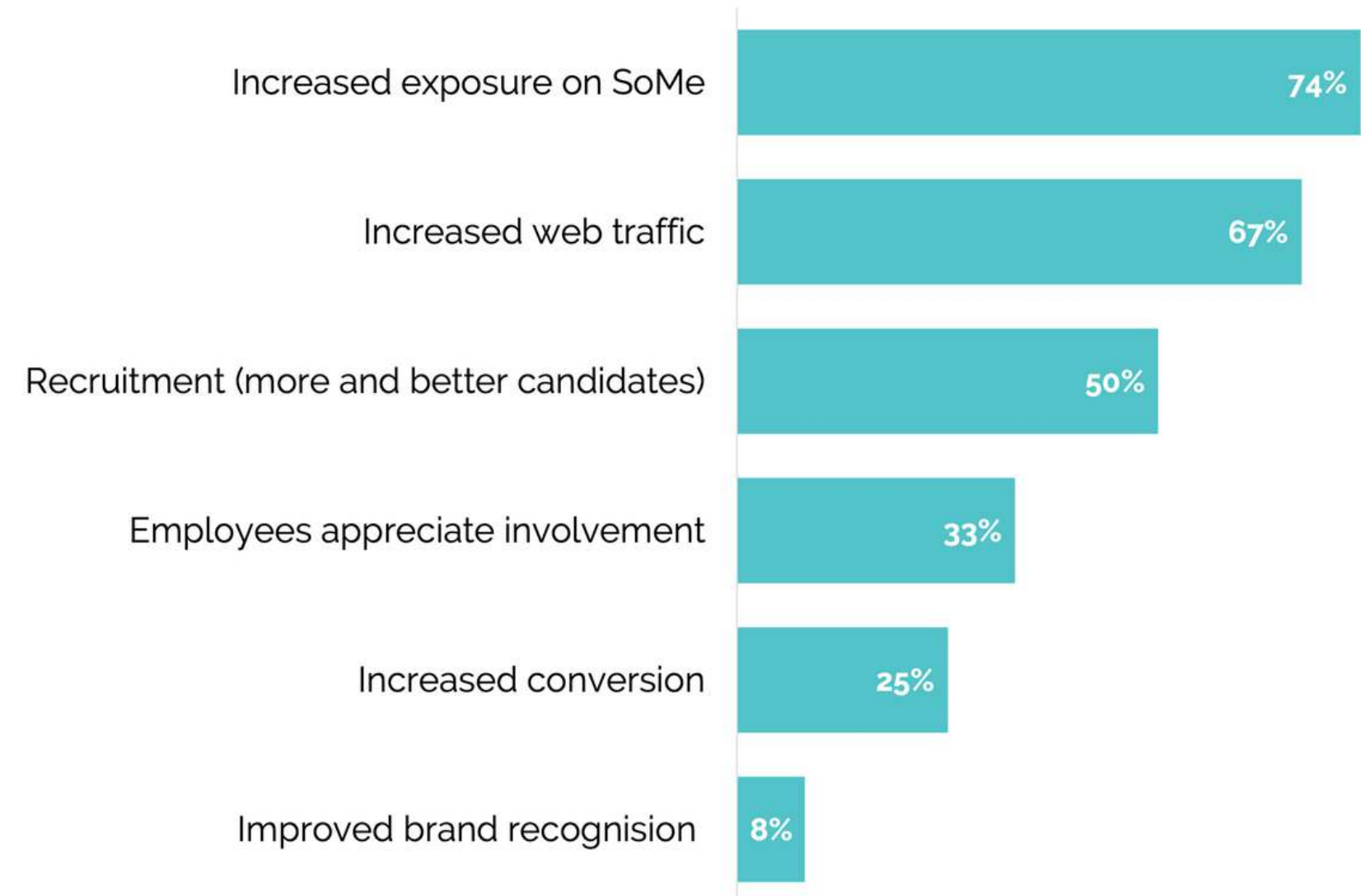
LinkedIn is the preferred channel for employee advocacy

Results of employee advocacy

Companies confirmed that the increased exposure and web traffic on SoMe is the largest derived effect of employee advocacy..

It is also interesting to notice that 50% of all companies see improvement in targeting, increased and higher quality candidates for recruitment through employees social networks.

Derived value of employee advocacy

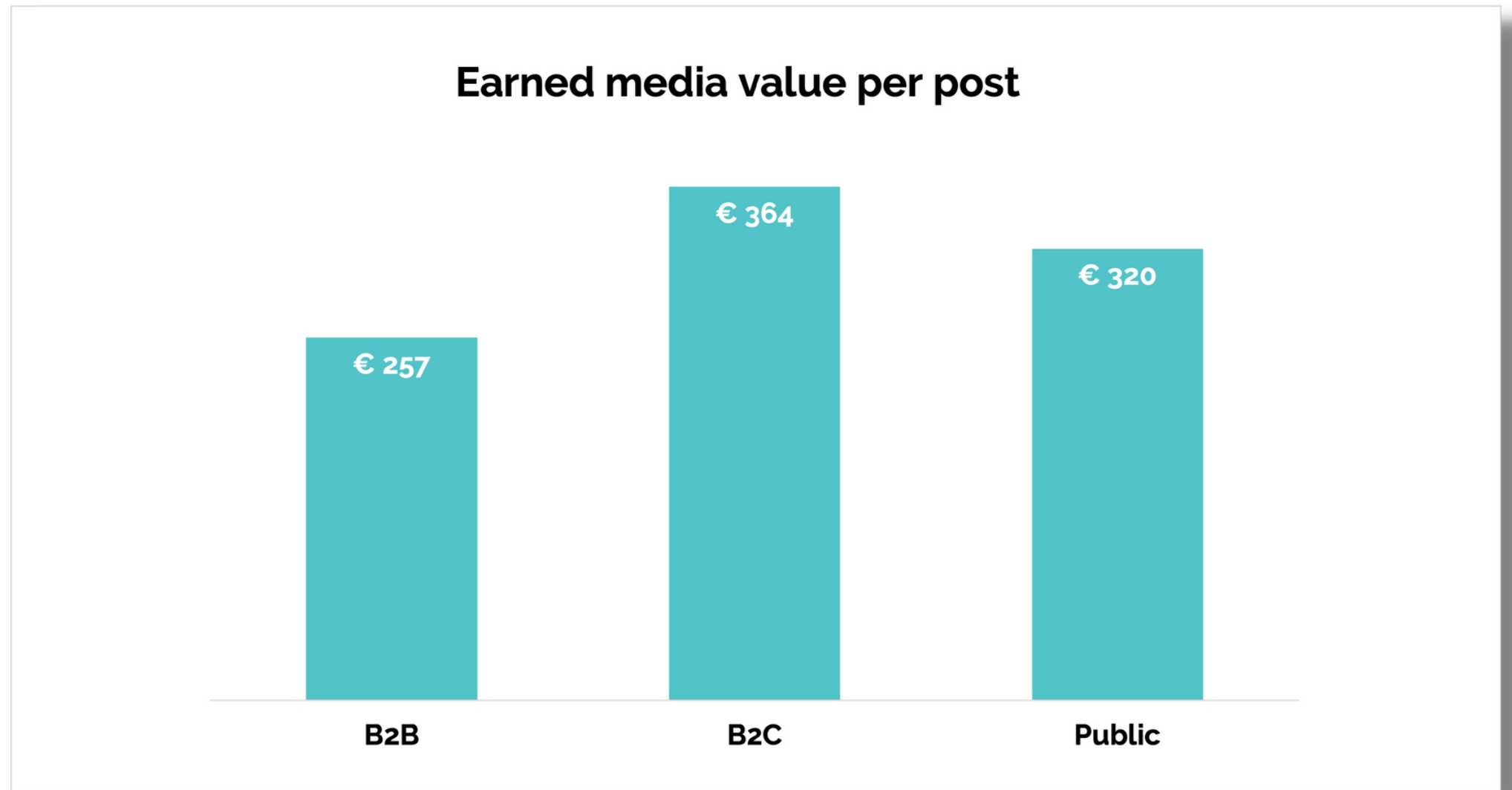


Key finding

Increased exposure and web traffic are the major derived values of employee advocacy

Earned Media Value (EMV)

The average earned media value per post ranges from €257 to €364. Earned media value is the monetary value of clicks on organically shared posts and is calculated on the basis of an average CPC rate across channels.

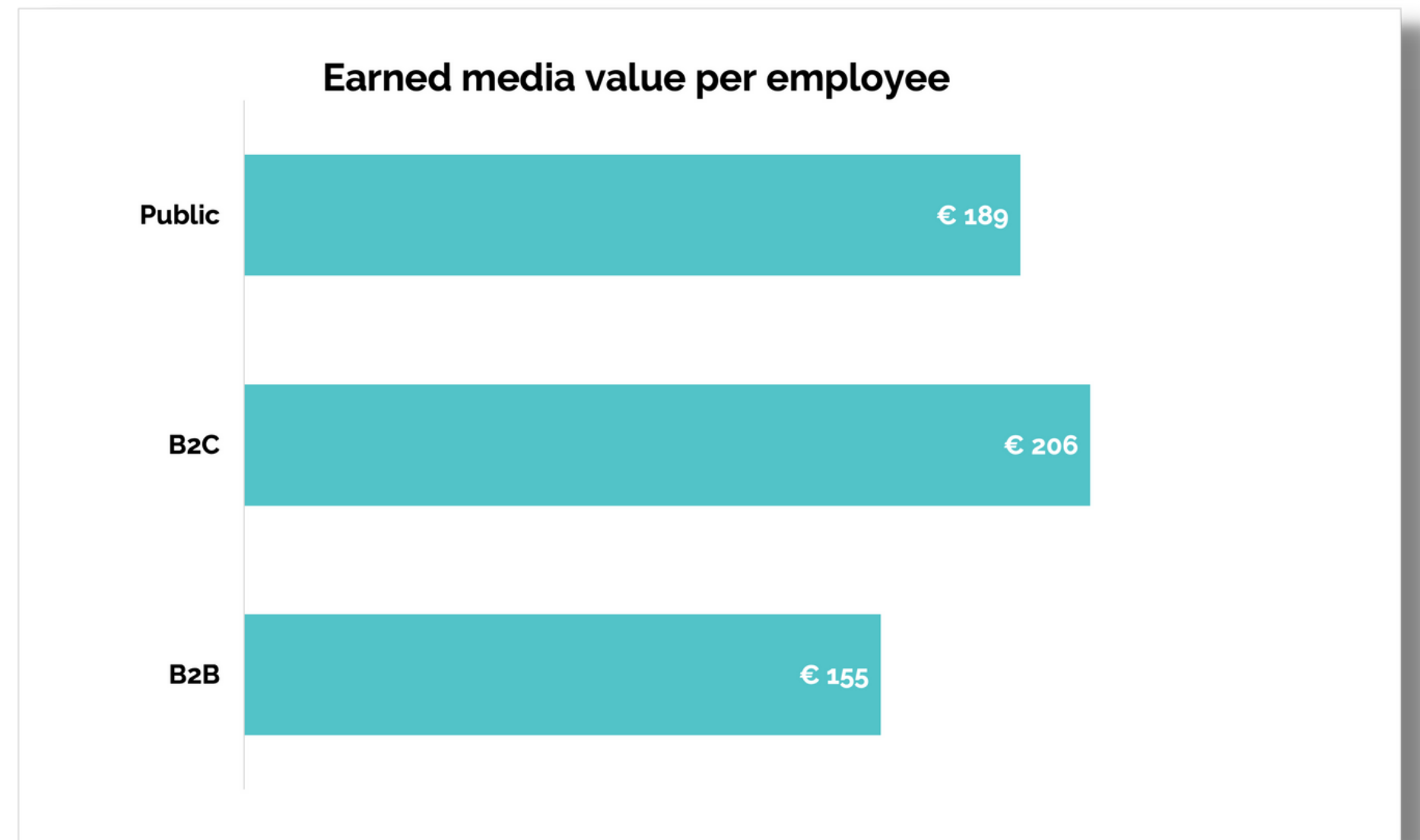


Key finding

The average earned media value per post ranges from €257 to €320

Earned Media Value (EMV) per employee

An employee annually contributes **€185 in earned media value**. This EMV only includes the value of clickable content, meaning the total EMV an employee creates annually rises to approx. €228. (If you include the CPM value of "direct shares")



Key finding

An employee generates €228 annually in earned media value

A photograph of two women sitting at a desk in a modern office or co-working space. The woman on the left has blonde hair and is wearing a blue shirt. The woman on the right has dark hair, wears glasses and a black leather jacket over a turtleneck, and is holding a pen. They are both smiling and looking at a document. A laptop is open on the desk to the right. The background shows large windows and a lamp. The entire image has a blue color overlay.

Benchmarks - how to use them ?

Unlocking the potential of 'The social employee'

Whether you already have established a platform based employee advocacy program, are running a more "hand-held" effort - or planning to implement employee advocacy, the benchmarks can be very useful.

First of all, you can understand what 'the social employee' can contribute to your presences on social media - and the various use areas with employee advocacy:

- 90% of your employees have a profile on LinkedIn & Facebook
- Each employee can contribute with an avg. €228 in earned media value per. social media post
- Talents, leads and potential business relations are 3-5 times more likely to click on content shared by employees over corporate/paid content.
- Employees gain on avg. 5.1 clicks per shared social media post
- Employees have a social media reach 10X larger than the company's corporate presences.



Get an overview of your potential with Employee Advocacy & Sociuu

As the benchmark show there is very little differences in verticals and industries, and use areas of employee advocacy.

With this in mind, we would like to offer you an inspirational session focusing on;

- Your companys potential and opportunities with employee advocacy.
- How you can organise the effort.
- Best practice onboarding and activation of employees.

Book your session right here;



The Benchmark Report Data Set

The benchmark report is based upon the following data sets:

- From Sociuu platforms during the period August 1st 2020 to July 31th 2021
- Sociuu Customer survey performed July to August 2021

To get a comparable dataset with last year's benchmark report, we randomly selected 60 accounts covering B2B, B2C and Public.

The dataset includes

- 39,000 uploaded users in Sociuu
- 4,100 published posts on social media

All company identification has been anonymized before the data extraction to secure the confidentiality of the companies selected and and privacy of the individuals.



Please contact us for questions or comments:

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Sociuu is a leading provider of SaaS platform for Employee Advocacy with offices in Copenhagen, London, Amsterdam and Hamburg