



Employee Advocacy benchmark report 2024





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APPLIED TERMINOLOGY AND ABBREVIATIONS

Adoption: Employees who are active in the Employee Advocacy program by sharing suggested content from the company

Employee engagement : Shows the average engagement of employees, calculated as the number of employees actually sharing content divided by the adopted employees invited to share content.

Earned Media Value: Earned Media Value (EMV) indicates what the company saves if it should have generated the same activity through paid media. EMV is calculated by using default or company-defined click values for different SoMe channels.

SoMe: Is the abbreviation of “Social media”

Impressions: Impressions are the number of times your content is displayed on social media networks

CTR: Is 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 dived by impressions)

Push and pull campaigns: Push campaigns are content distributed to employees on different distribution channels. Pull campaigns are posts employees choose to personalize and share from their personal Sociuu Hub



Trends & Tendencias





In today's competitive business landscape, building a strong brand presence is paramount. One of the most effective yet often underestimated strategies is the implementation of an Employee Advocacy Program.

Amplify Your Reach: Your employees are your greatest advocates. By encouraging them to share your company's content, you tap into their networks, exponentially increasing your reach and visibility.

Authenticity Matters: Consumers trust recommendations from real people more than traditional advertising.

Boost Engagement: Employee advocacy fosters a sense of belonging and empowerment. When employees actively participate in promoting the company, their engagement levels soar, translating into increased morale and productivity.

Talent Magnet: A robust advocacy program showcases your company as an attractive workplace. Potential hires are more likely to be swayed by positive endorsements from current employees, leading to a stronger talent pool.

Expanded Reach: Companies with active employee advocacy programs can experience up to a 561% increase in reach compared to their official brand channels alone.

Higher Engagement: Content shared by employees receives 8 times more engagement than content shared by brand channels.

Credibility Boost: 76% of people trust content shared by average employees more than content shared by the company's official channels.

Talent Acquisition: Employee advocacy can lead to a 20% increase in job applicants and a 50% reduction in cost-per-hire.

Revenue Uplift: Companies that integrate advocacy programs into their marketing strategies see an average of 26% increase in year-over-year revenue.



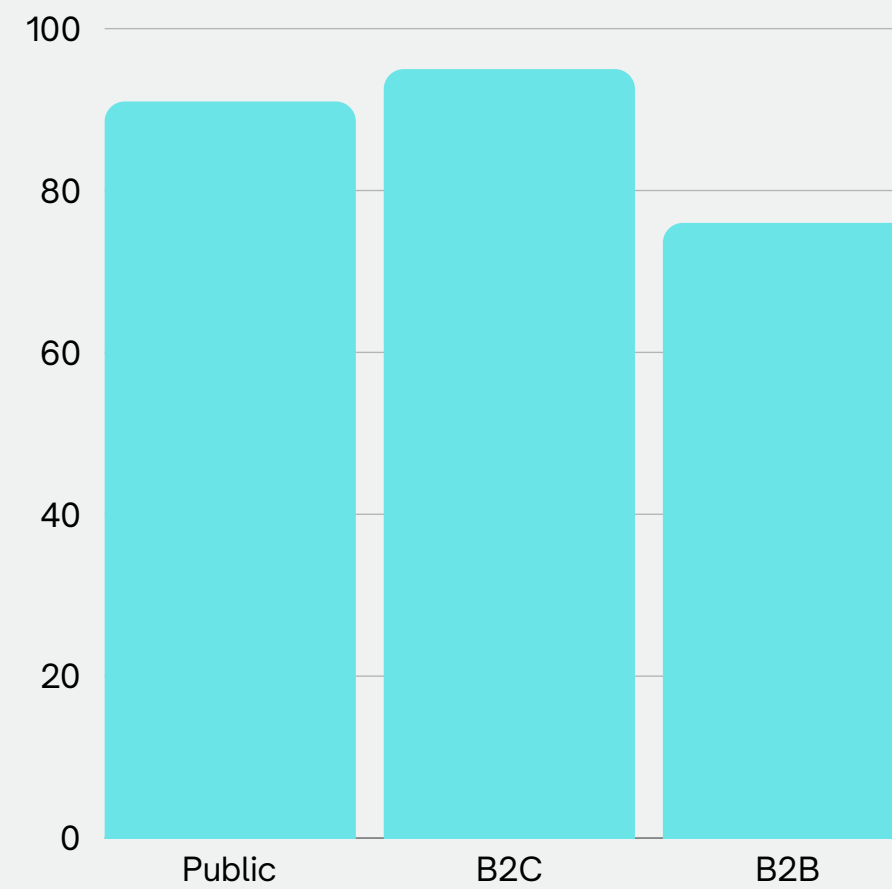
Employee adoption & engagement

Creating and sustaining high employee adoption and engagement is key for running successful employee advocacy. Whether you are up and running, or at the starting point, these benchmarks are valuable as KPI's.



Employee inclusion

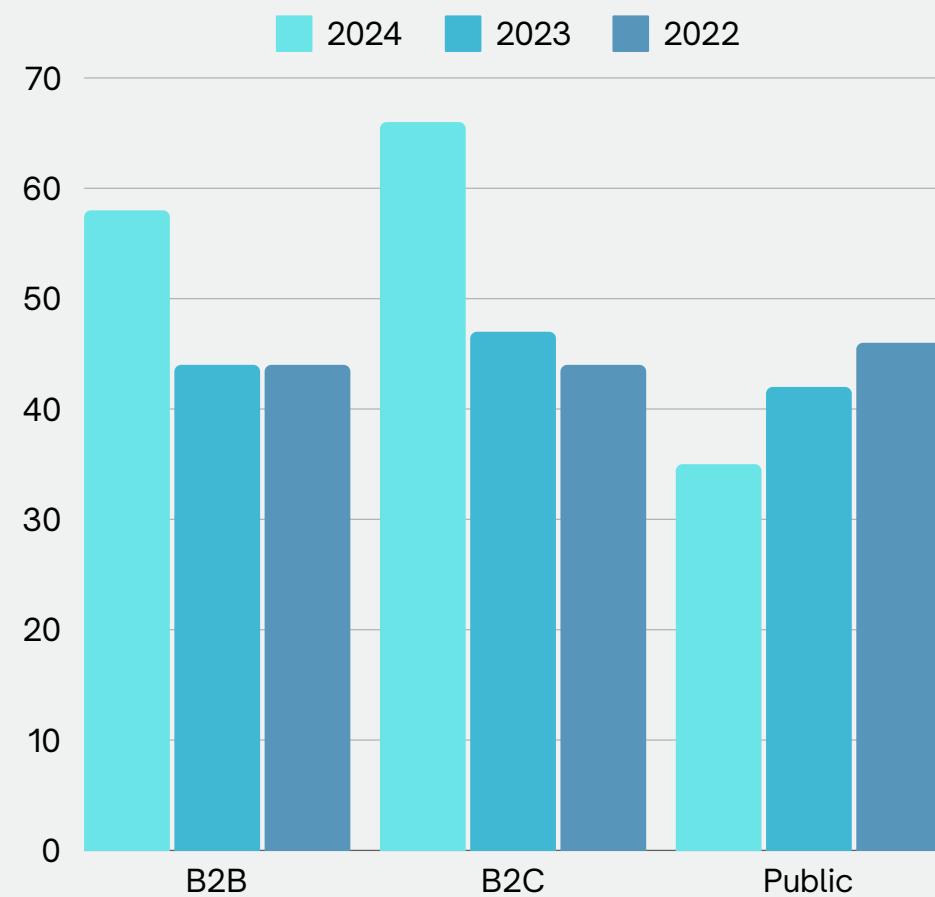
Employee inclusion is in average on level with previous years. Enterprise B2B is to a larger extent acquiring enterprise licenses and enrolls employees over time, thus the lower inclusion number



Employee adoption

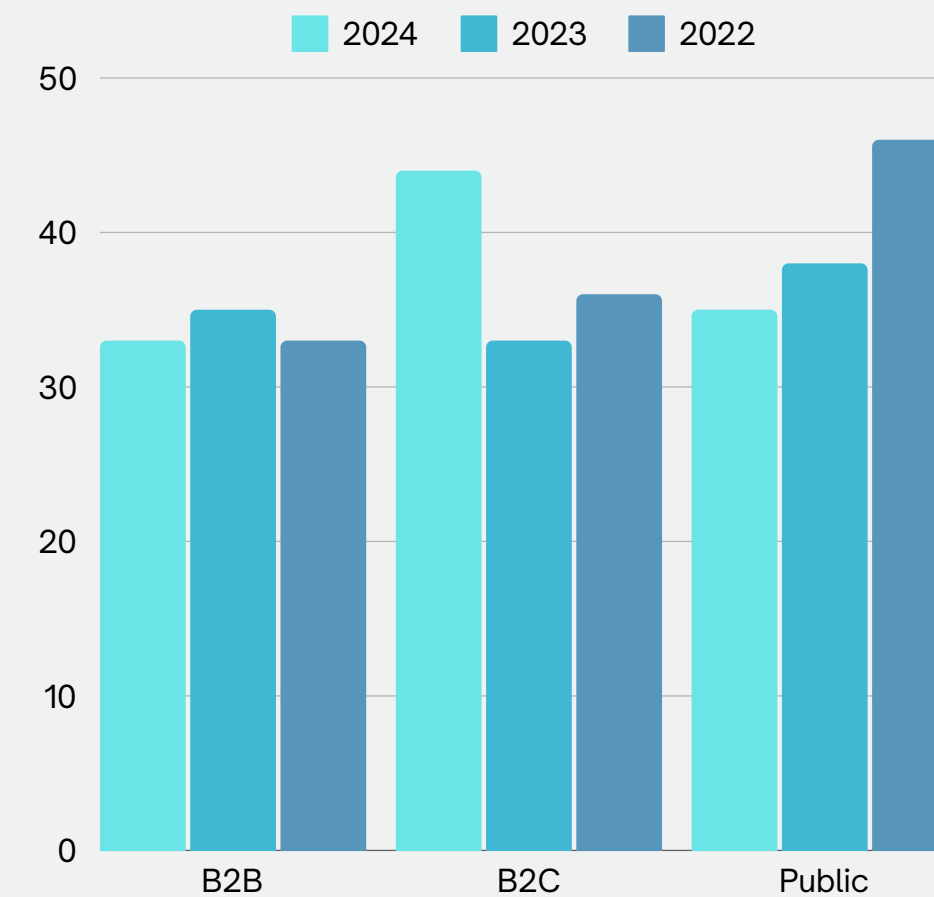
The implementation and promotion of the Employee content hub is clearly motivating more employees to join the Employee Advocacy program.

The employee adoption rate is for B2C positively impacted by the fact that B2C companies has adopted the Employee content hub fast, and employees have embraced the possibility of “being in control” of when and what to share.



Employee engagement

The overall engagement rate cross sectors are on level with previous years. The main reason for B2C enjoy a significant engagement increase is the sectors quick and widely use of Scoreboards, as a motivation factor.



Combining push & pull

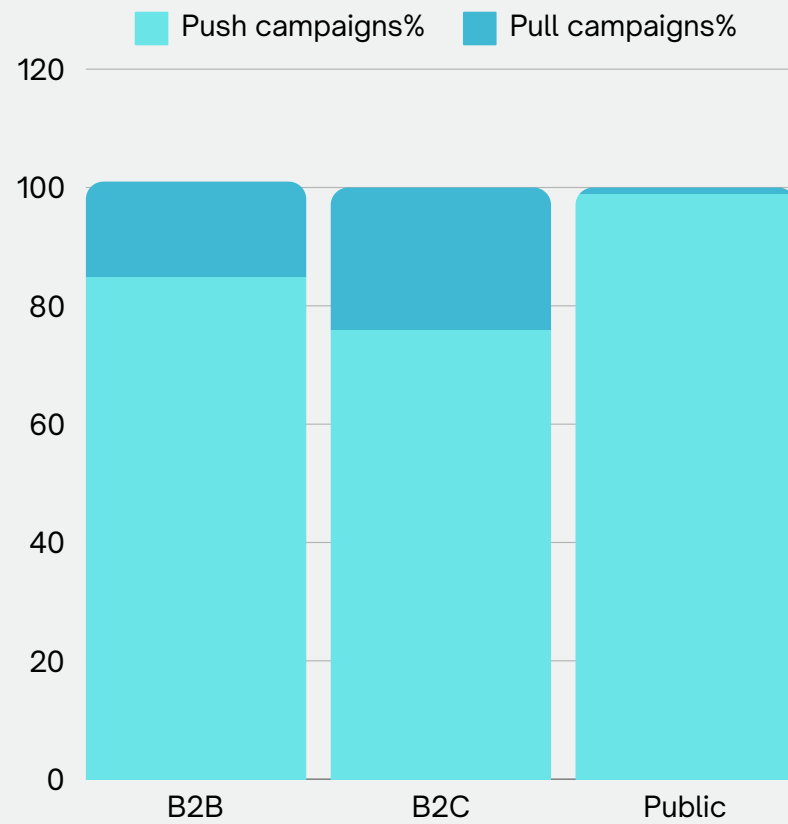
With an almost double enablement of social media content hubs for employees from 2023 to 2024, and a steady increase in combining pull and push in campaigns, we foresee significant growth in this combination



Pull campaigns is increasing

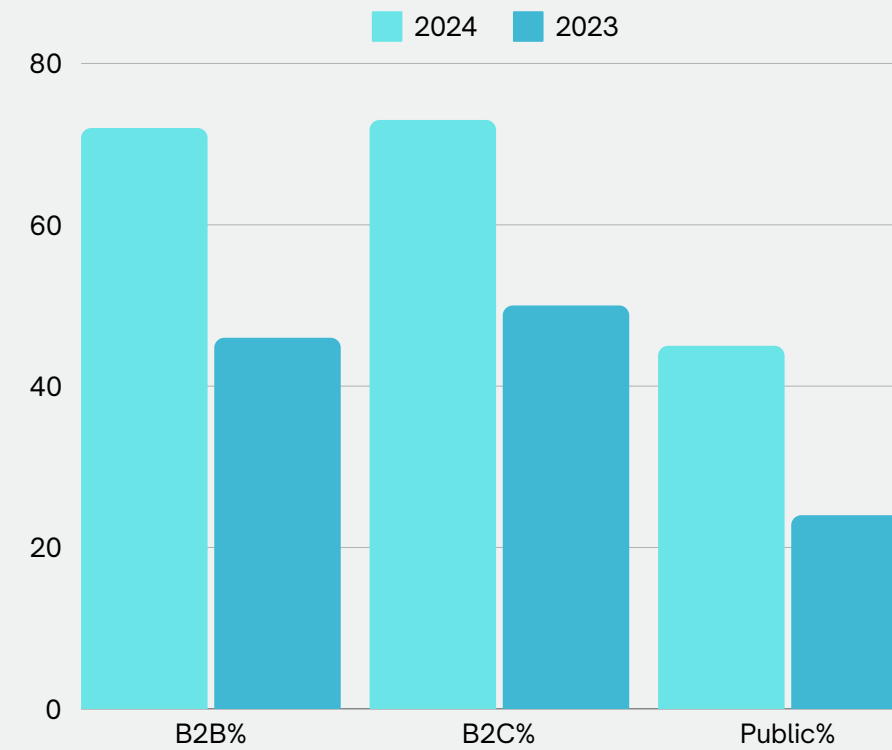
We see a clear trend that companies are embracing employee advocacy to become a natural element in general employee engagement activities rather than a standalone activity for promoting specific content on Social media.

By not only “pushing” content, activating the employee's personal Social media hub, enables employees to decide what content to subscribe to, what and when to share as well as see what impact they created through own dashboard, has been a “game changer” in how Employee advocacy fit in to the “employee engagement” activities.



Employee content hubs on the rise

From 2023 to 2024 the enablement of Employee content hubs have almost doubled across the board.



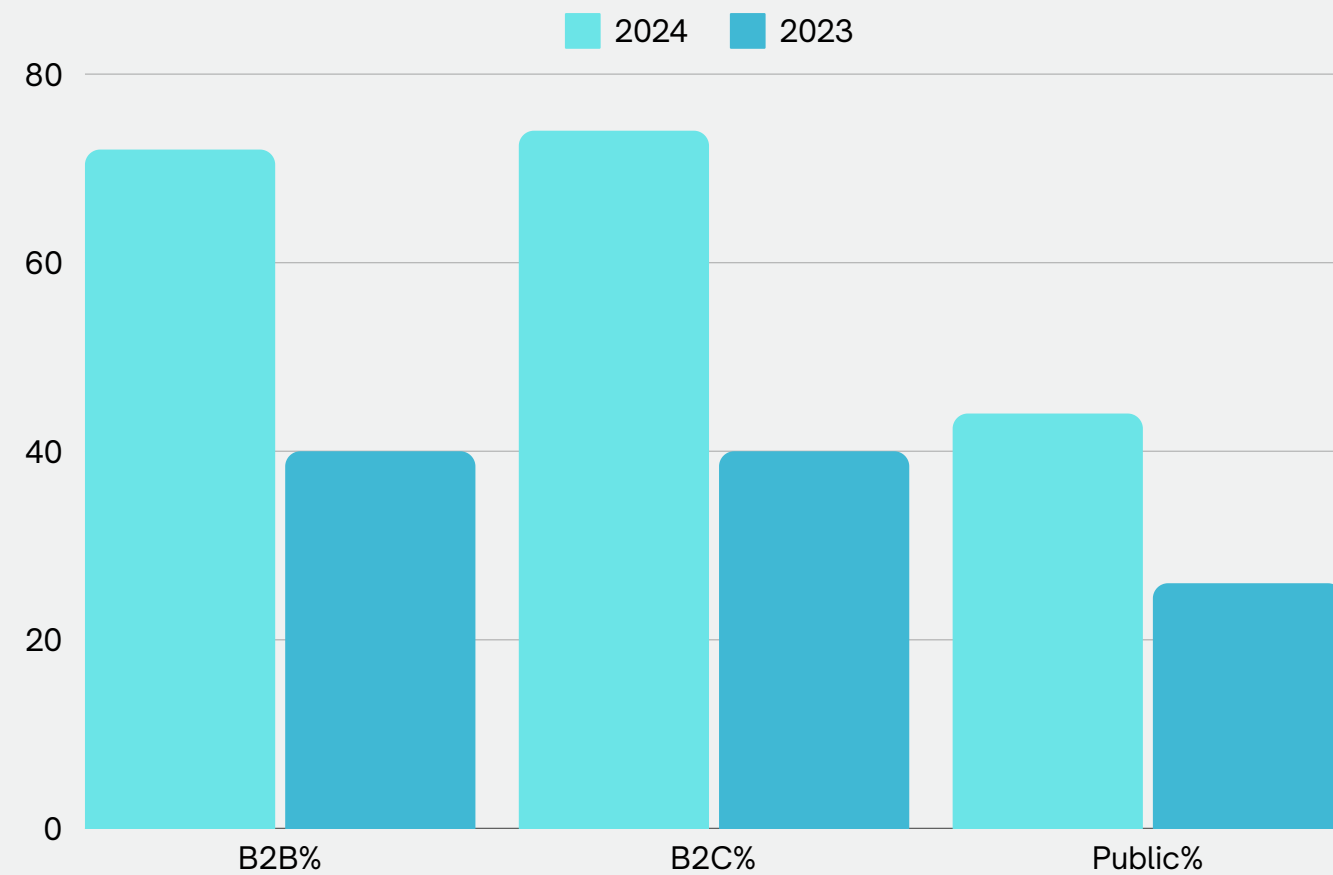
Enter scoreboards

Enabling scoreboard “competition” is gaining traction. Some companies mainly use scoreboard competition between departments and others on an individual level. Scoreboards drives engagement, and involves employees in the results of their individual, as well as the collective efforts.

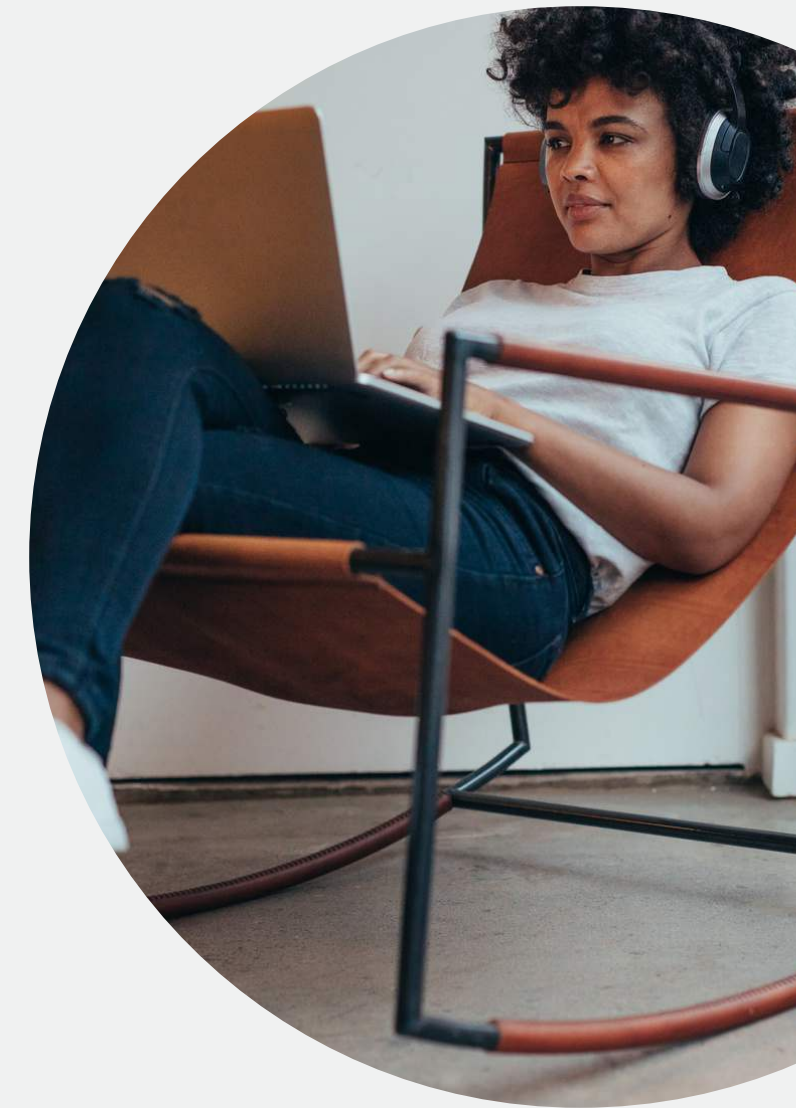


Game on!

With an increase of use in avg. of 30-40% from 2023 to 2024, Scoreboards play an active role in both driving employee engagement, but also adding an element of friendly competition amongst peers.



Moreover it is likely that Scoreboards also drives employee engagement by involving them more in the results, and it naturally nudges more employees to discover the Employee content hub, and use it more frequently.



Content distribution & campaigns

With the majority already adding the Employee content hub with a positive lift in engagement, it hasn't really impacted the use or the outcome of distributing share invites and campaigns to employees. In fact, employee adoption is not affected by the frequency of share invites, and increasing it can give up to x5 times the outcome.

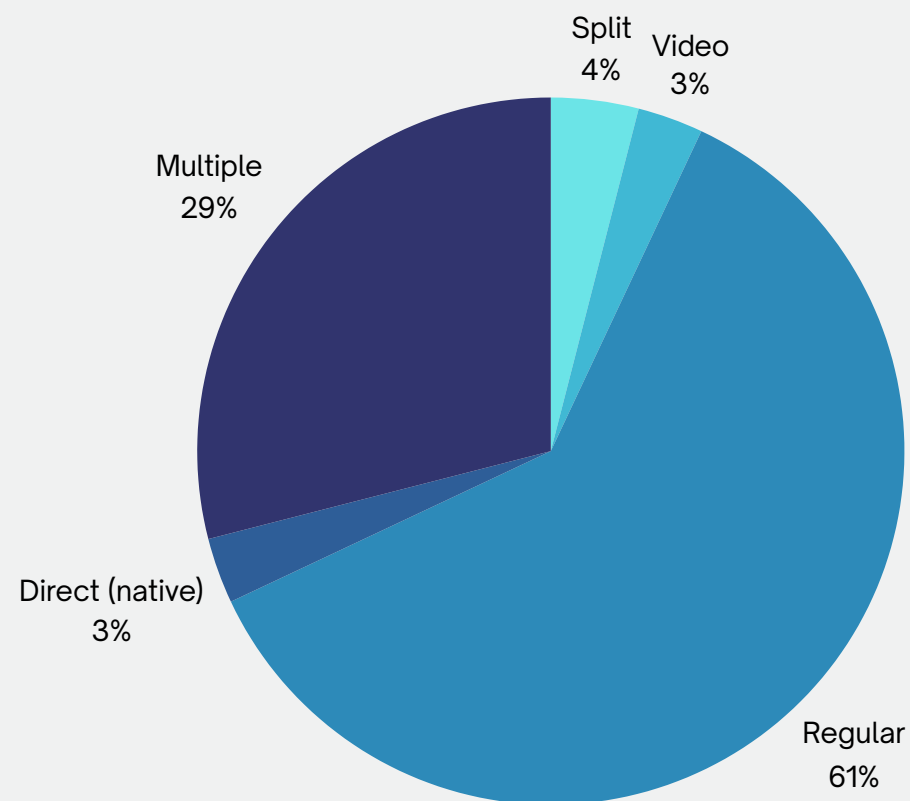


Push campaigns

There is not a big difference from previous year in the post and invitation types.

It is evident that the Multiple post invitations have a better share performance than the single post invitations

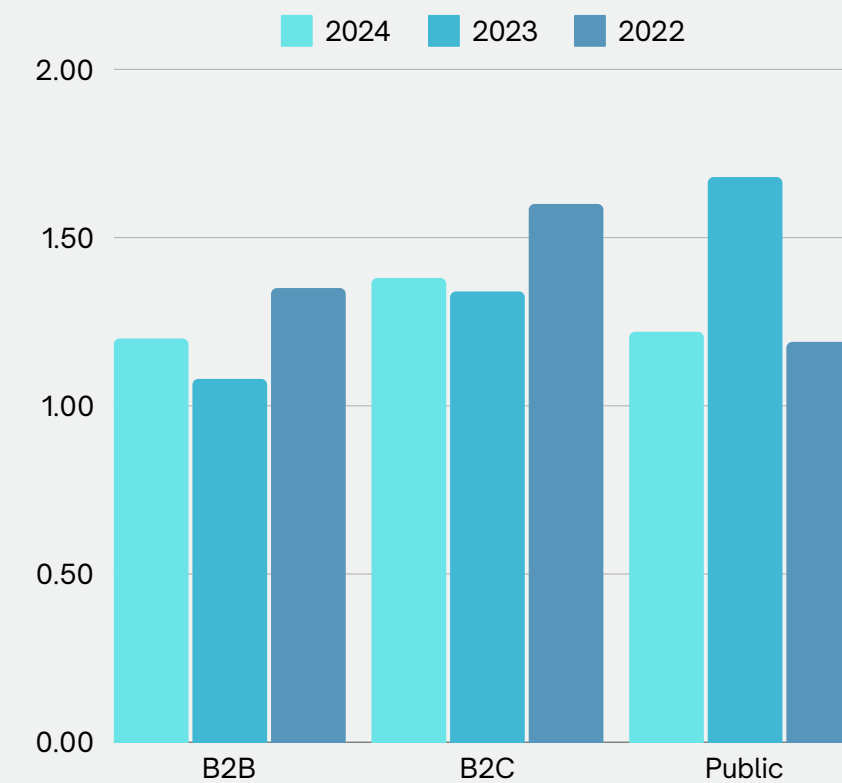
For multiple post campaigns, the average numbers of included post are 3,4 posts per campaign.



Push share invites

Push share invites is being reduced as Employee hub finds its footing and used in the companies.

The graph clearly shows that both B2B and B2C is well on the way to introduce the Employee content hub and getting same total results when “balancing” push & pull.

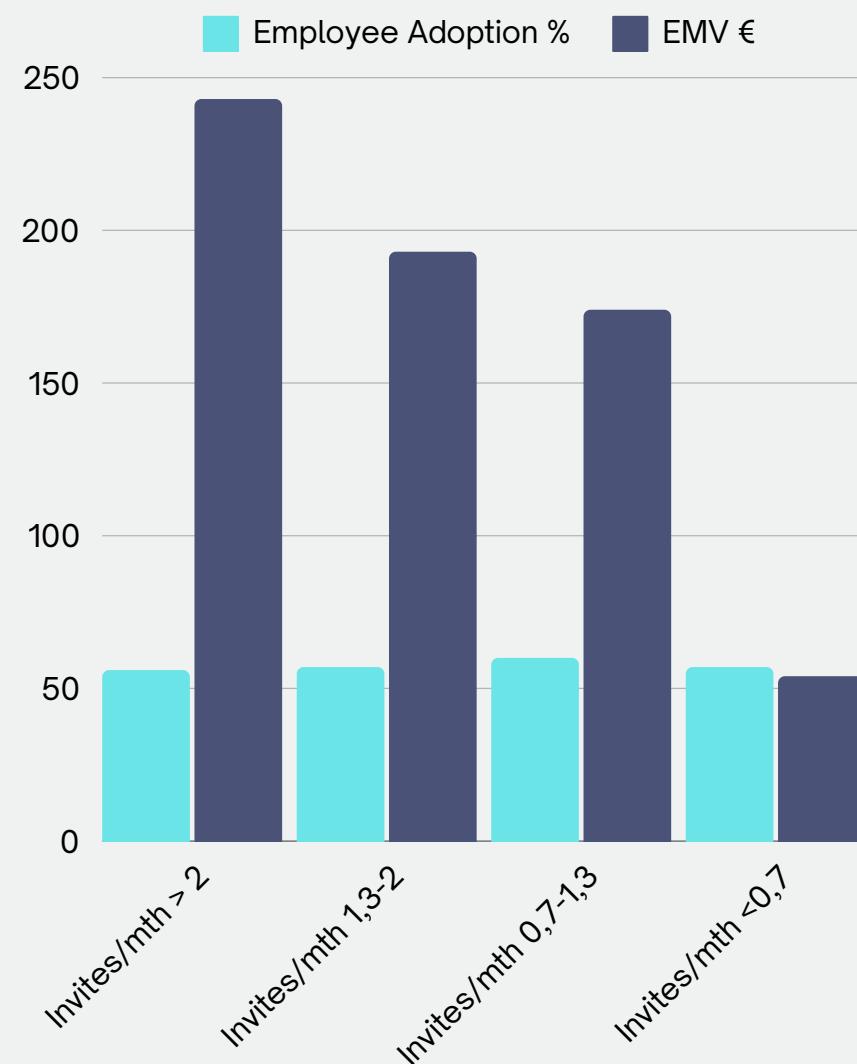


The average number of push share invites/employee/month



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

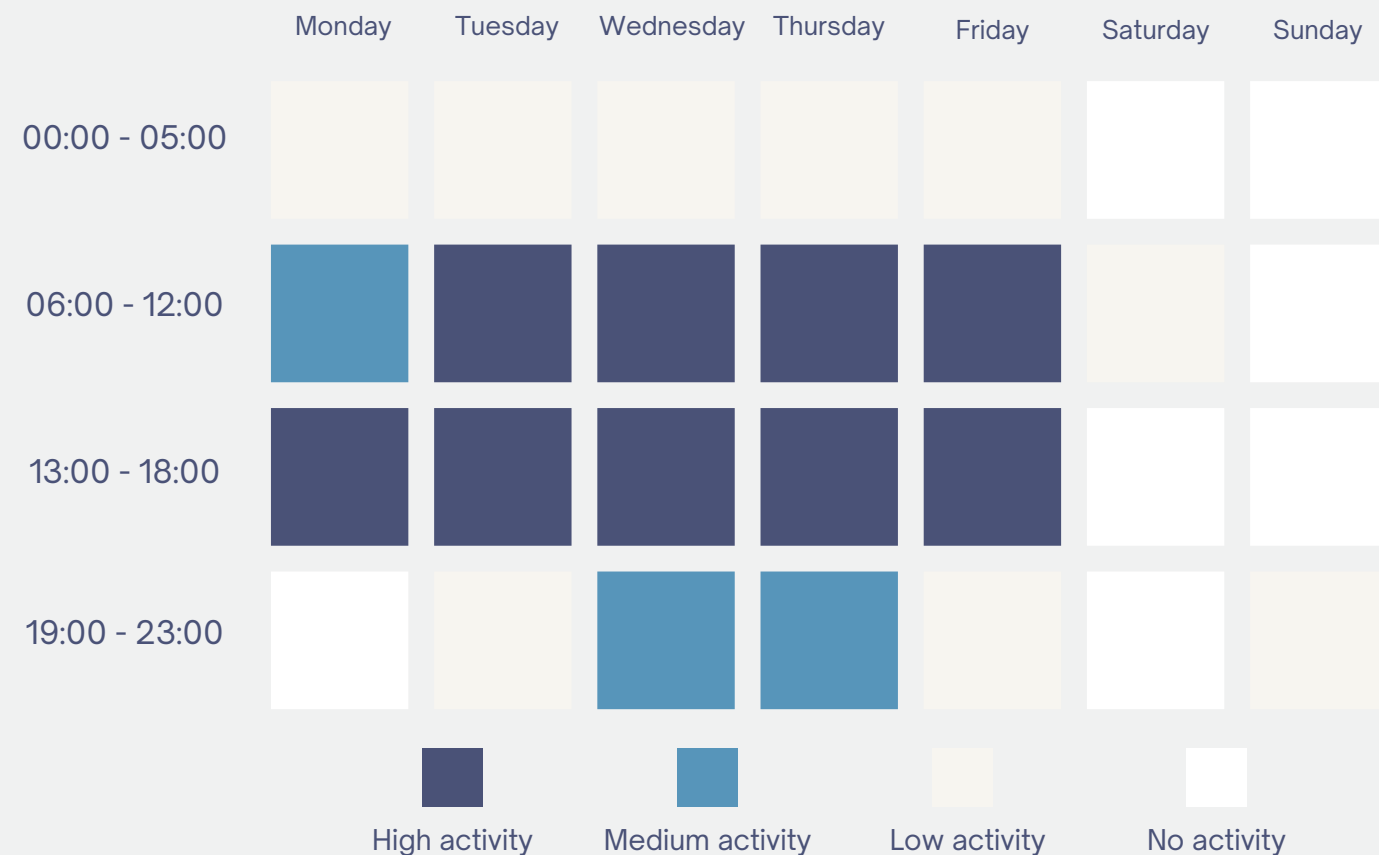
As a key finding in the 2024 Benchmarks, there is no significant difference in employee adoption vs number of push invites per. month. But, there is a very significant difference in the outcome (EMV), as going from apx. 1 push invite per month to >2 increases the outcome (EMV) x5.



Employee share “pattern”





This benchmark included more than 100.000 shares. The graph shows a heatmap of when employees share 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 on social medai posting as shown below with the exemption that employees also include Fridays to share on linkedin



There are many analysis and different opinions of best practice for postings, however; there seems to be reasonable consensus of the below datapoints measured on global datasets.

Half duration (half-life) time; In digital marketing, half-life is defined as the time it takes for a piece of content to receive half of the total number of clicks or engagement that it will ever receive.

				
<i>Half-life duration time</i>	24 hrs	2 hrs	24 mins	20 hrs
<i>Best engagement time</i>	Tuesday, Wednesday & Thursday 9am to noon	Tuesday & Thursday 8am to noon	Tuesday, Wednesday, Thursday & Friday 8am-10am & 6pm to 9pm	Tuesday & Wednesday 9am to Noon



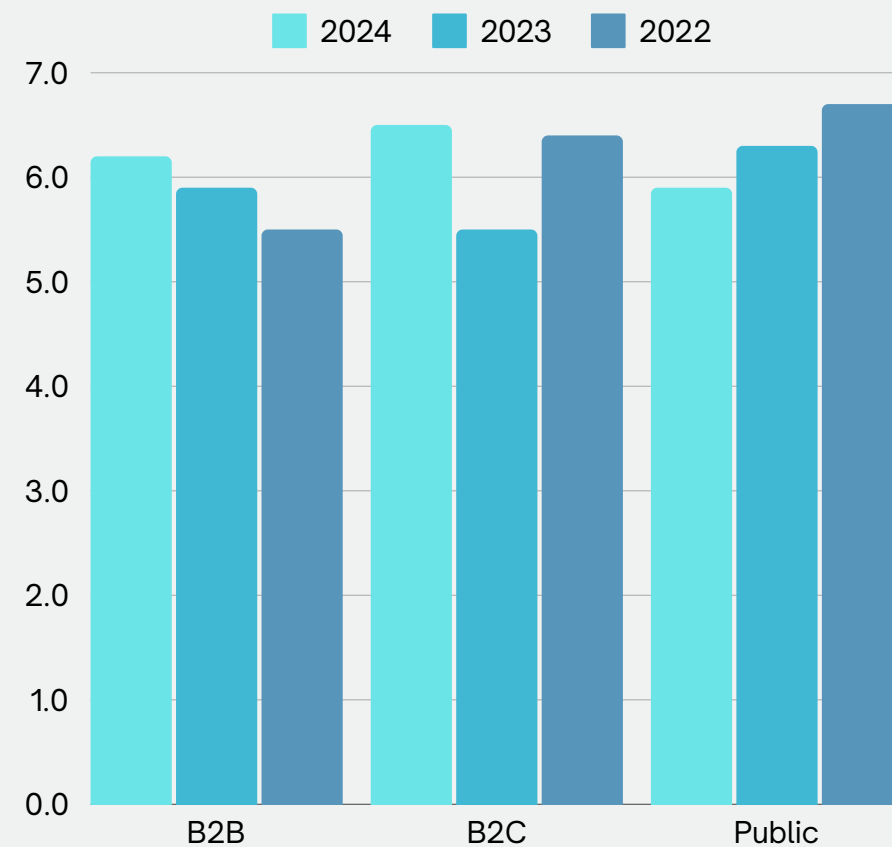
Value & outcome

In general the base premises of employee advocacy, authenticity and trustworthiness, holds year over year. Based on direct outcomes; click through rates and earned media value , numbers have only increased, and is far from saturated. As employees are increasingly active on social media in a professional context, the use of employee advocacy is becoming “a household staple”.



Click/share (CTR)

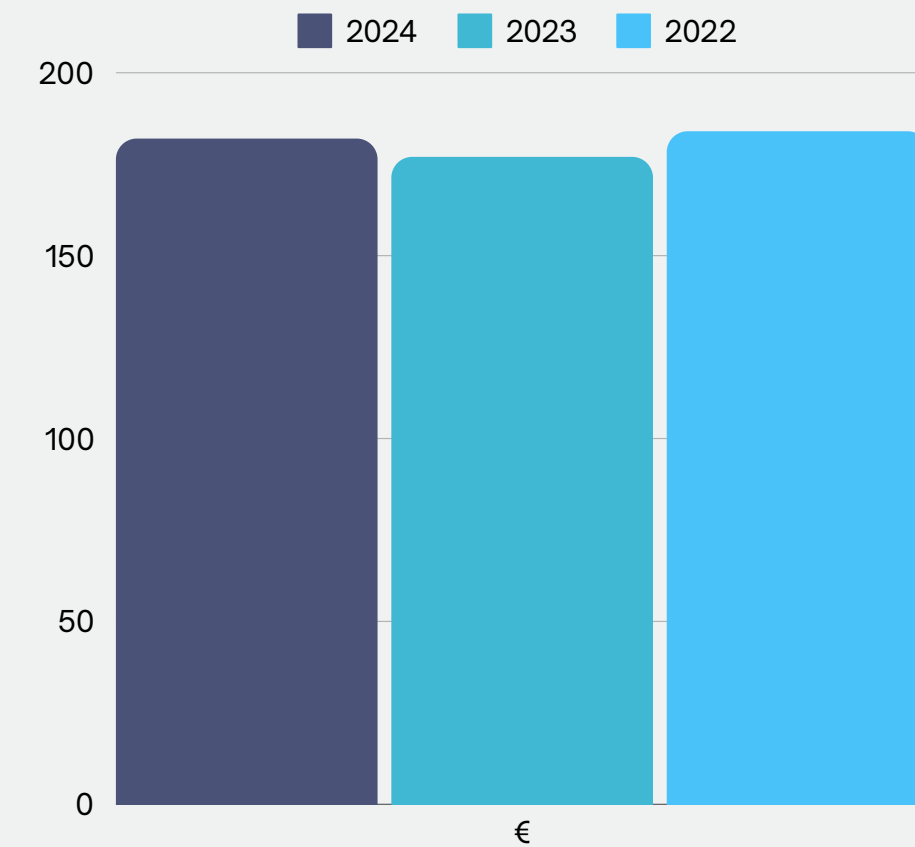
It is very interesting to see that the verticals implementing the Employee content hub and scoreboards are experiencing a higher CTR. Notably, B2C has realized a 17% increase, which is a result of individual employees choosing what to share, thereby being able to relate to it better.



Earned Media Value (EMV)

YOY there is very little fluctuation in the derived EMV (Earned Media Value) from employee advocacy.

Each employee brings in apx. €182/year, when measuring only on clicks generated from sharing company content with their networks on social media.



Earned Media Value provides a monetary assessment of a brand's non-paid exposure. This metric is essential for understanding organic reach and brand sentiment.

EMV also serves a strategic purpose. It informs resource allocation by identifying which channels and campaigns are most effective in generating organic engagement.



Key takeaways

Enabling Scoreboards will increase employee engagement, and nudge employees to use the Employee content hub.

Increasing push invites will improve outcome by up to x5, and it will not hurt employee adoption.

With a YOY steady to positive development of both outcome/employee, employee adoption & engagement rates and click/share, time for scaling to involve more employees is ideal.

Enabling the Employee content hub only adds to engagement & outcome.



In/out platform; best practices

Entry

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

Sustain

- Communicate results frequently.
- Run campaigns with clear purpose & goals.
- Use insights and stats to adjust content formats, post frequency and push invites.
- Enable the Employee content hub to combine push & pull and encourage employees to suggest social media content via the Employee content hub.
- Use Scoreboards.

Grow

- Include more business units for diverse content and outcomes.
- Schedule/Automate proofed tracks/campaign types.
- Increase push invites.



The Benchmark Report Data Set

The benchmark report is based upon the following data sets:
From Sociuu platforms during the period June 30, 2023 to June 30th 2024

To get a comparable dataset with last year's benchmark report, we randomly selected 120 accounts covering B2B, B2C and Public sector.

The dataset includes;

- 4,000 created posts on social media
- 100.000 employee shares

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

