



SOCIAL & MOBILE MEDIA:

Critical Elements For A Successful Employee Ambassador Program



Less than 33% of U.S. workers feel they are engaged in their jobs or within their company.



81% of senior leadership believe they are advocates for their companies, **but only 37%** have ever shared company news or information on their social channels.



74% of employees feel that they're missing out on company information and news.



59% of employees overall would be excited to share things related to their company's products or services on their social channels.



Opportunity:
Organizations should strive to create content about their brand and culture designed specifically for employees to share with their families and friends.



Idea:

Fun, short videos of on-the-spot interviews with employees will engage the employees and showcase the culture of your company. Make them available for employees to share on their social channels.



50% of employees are active on social media and are sharing about their employer, while **only 12% of companies** offer formalized social media training.



53% of employees said a single platform/application to consolidate all company info would make it easier for them get and share content on their own social networks.



Of those employees who don't believe they are an advocate today, **41%** said that they would be if their company had a formal and organized program.



55% of employees said that a mobile application would help them be more informed and engaged with their company.



Opportunity:
Rethink your internal communication plan and channels and think social platforms and mobile apps.

Idea:
Create a group of internal "Trendsetters" – well-respected, peer-nominated individuals who can ideate great ideas and ways to communicate, educate, and share the brand values and culture within the organization, and show employees how to become "social" with the brand.