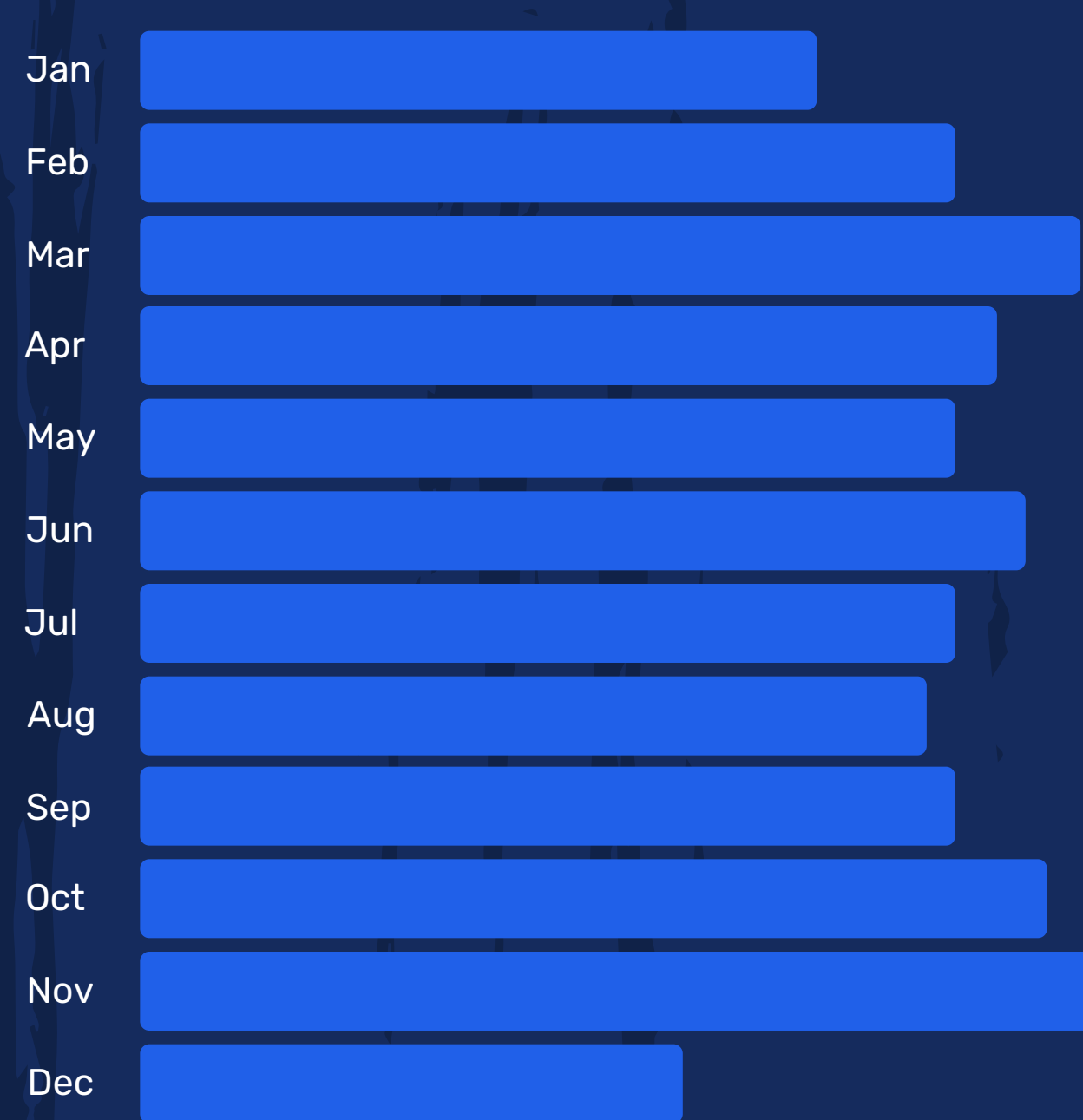


What Does Employee Advocacy Bring to the Table for B2B Brands?

When Advocates Share the Most

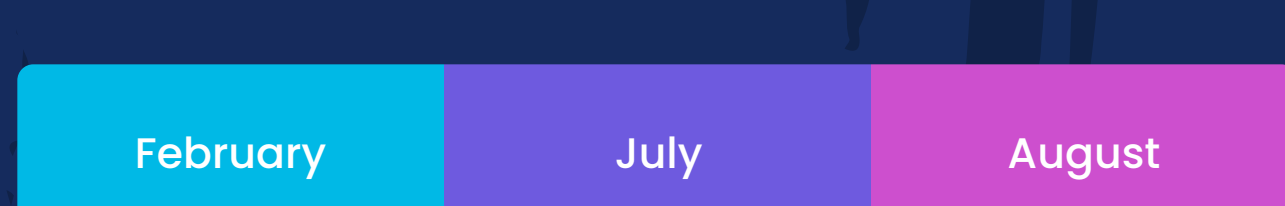
Number of Employee Advocacy Shares in 2021 by Month



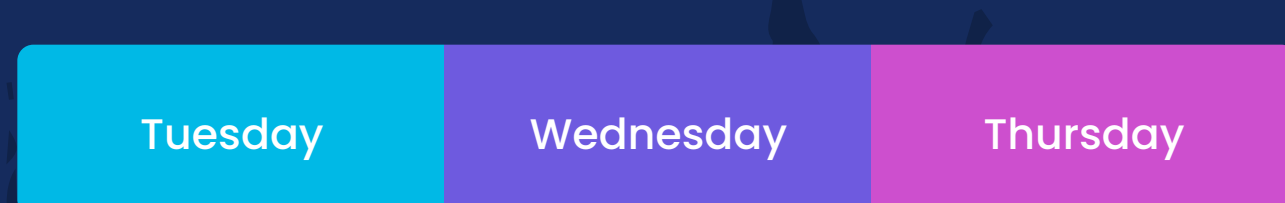
Top 3 Months for Sharing



Months with the Fewest Shares



Top 3 Days for Sharing

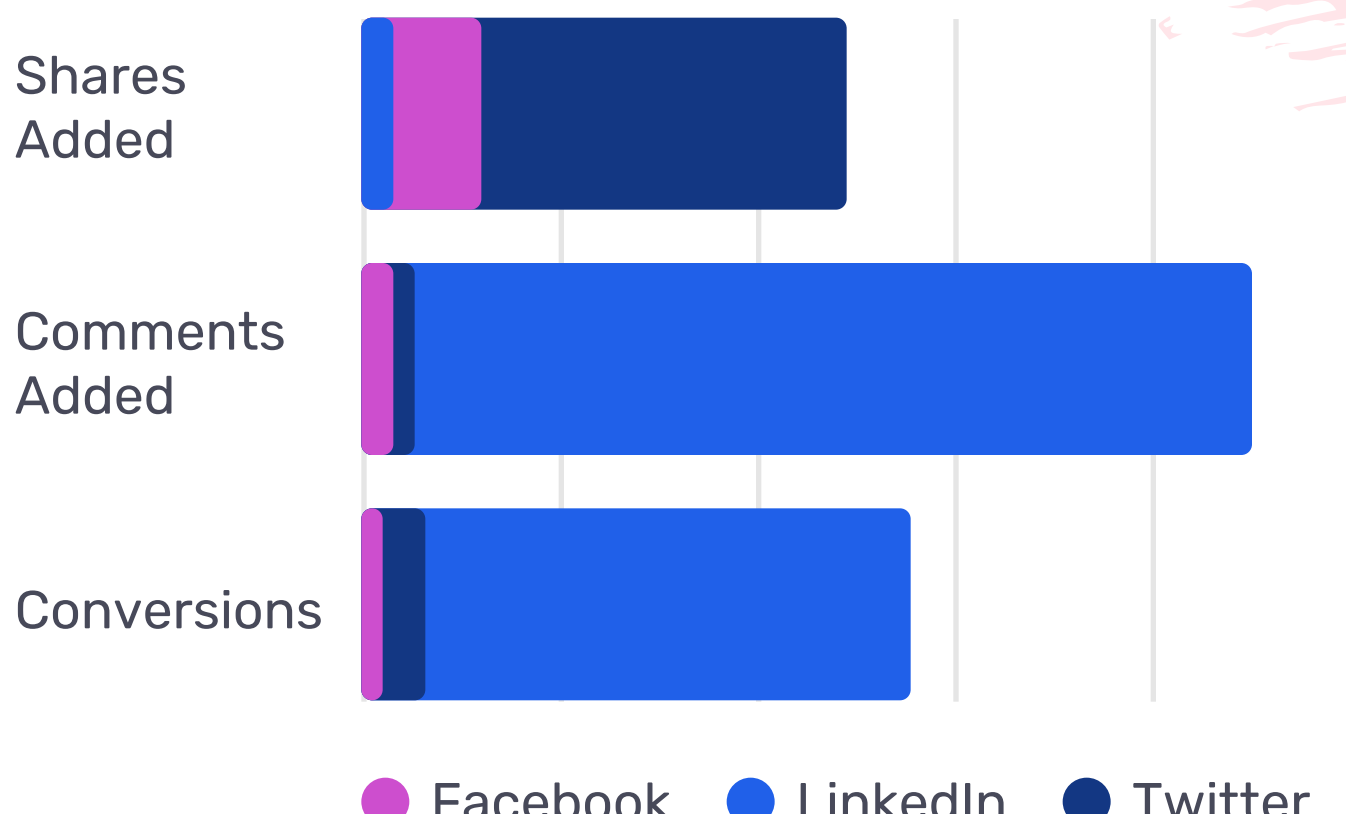


Advocacy Pro-Tip: Incentivize your advocacy program with regular contests, raffles, and other competitions to keep motivation high year-round.

Advocacy Pro-Tip: Plan important events and campaign launches Tuesday through Thursday for maximum employee sharing.

Best Performing Social Networks for Employee Advocacy

Advocacy Shares, Comments, and Conversions by Social Network



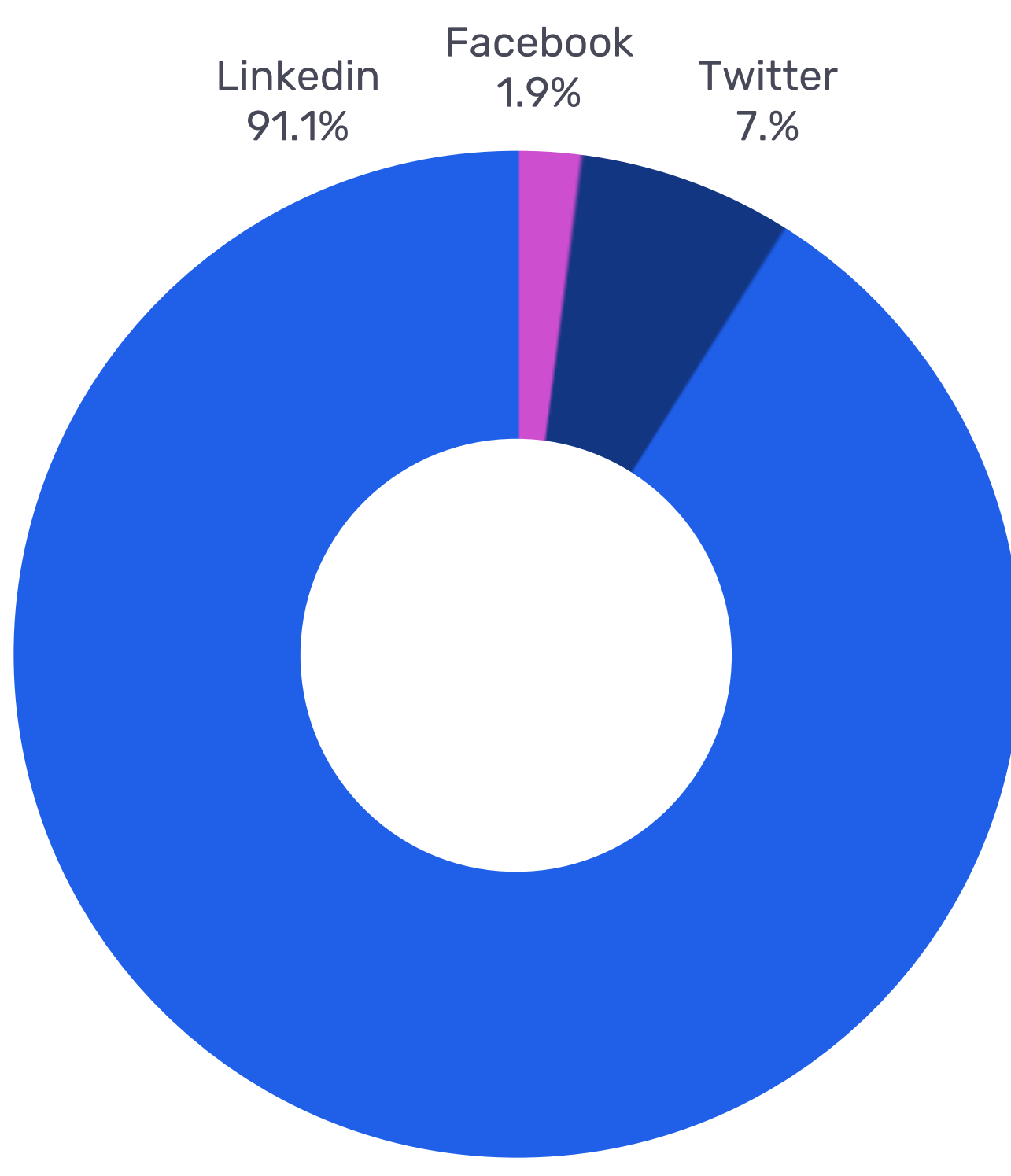
Twitter accounts for nearly **85%** of all shares generated by employee advocacy posts.

LinkedIn drove **24** times as many comments as Facebook and Twitter combined.

Twitter drove **3.7** times the number of link clicks that Facebook generated.

LinkedIn generated over **91%** of all link clicks from advocacy posts, making it a champion for driving traffic.

Advocacy Link Clicks by Social Network



LinkedIn accounted for nearly **95%** of total conversions via employee advocacy.

The Real Impact of Employee Advocacy

Having an advocacy program increases total social engagement for an account by at least 25%-40%.



Fujitsu experienced **3.6x more ROI** on employee advocacy posts over the same amount spent on paid social.

ACI Worldwide saw a **130% increase in traffic** from social media & **40% more converted leads** from employee-shared content.

Capco received **20x their customer sign-up rate** with employee advocacy compared to paid media.

Burwood enjoyed an **80% CTR lift and a 400% increase in social conversions** from employee advocacy.

There's never been a better time to launch an employee advocacy program.

[Read the full Report](#)

Sources:

- www.oktopost.com/ebooks/employee-advocacy-benchmark-report
- www.oktopost.com/case-studies/fujitsu
- www.oktopost.com/case-studies/aci-worldwide
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