



# Employee advocacy checklist: 10 steps to build out your program

## 1 Define your objectives

- Identify key business goals (e.g., [brand awareness](#), lead generation, employee engagement).
- Set measurable KPIs for the program (e.g., increased website traffic, and [social media reach](#)).

## 2 Choose your initial advocates

- Audit employees' existing social networks to assess reach and activity.
- Select socially active employees who are passionate about the brand.
- Include representatives from diverse teams and roles.

## 3 Invite your advocates to join your program

- Send [personalized invitations](#) inviting your advocates to your program.
- Build excitement with pre-launch teasers or incentives (e.g., swag or exclusive perks).
- Effectively communicate to your advocates why they have been selected.

## 4 Develop a Content Strategy

- Provide a steady flow of shareable content (e.g., blogs, industry insights, company job openings, thought leadership content).
- Include a mix of company-branded and curated industry content to keep posts varied.

## 5 Host a kick-off session

- Explain the purpose of employee advocacy and the program's goals.
- Highlight the benefits of employee advocacy for both your company and its employees.
- Demonstrate how to use your advocacy tool, share content, and edit posts.

## 6 Train your advocates

- Share the company's social media policy to prevent missteps and build confidence.
- Train employees on optimizing their profiles and crafting personalized posts.
- Teach best practices for engaging captions, hashtags, and tagging.

## 7 Maintain momentum through incentives

- Run [friendly competitions](#) and use leaderboards to engage participants.
- Offer meaningful incentives (e.g., gift cards, professional development, exclusive perks).
- Recognize top performers through shout-outs or internal newsletters.

## 8 Collect feedback from advocates

- Send surveys to understand what's working and what can be improved.
- Conduct 1:1 interviews with key advocates for deeper insights.
- Encourage advocates to suggest content to keep a pulse check on what they're most excited to share.

## 9 Measure and analyze your results

- [Evaluate the impact](#) of employee advocacy by tracking participation rates and content performance.
- Share program success with leadership to secure buy-in for expansion.
- Share program success with advocates to keep motivation high.

## 10 Roll out your program to the wider organization

- Gradually include more employees across the organization.
- Onboard new participants with training and regular updates.
- Refresh content and incentives to keep the program engaging over time.

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