

# Soar to New Heights on Social

A Guide for Boosting Employee Adoption, Engagement, and Impact on LinkedIn



# Your Journey



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# Introduction

## A Dream Becomes Reality

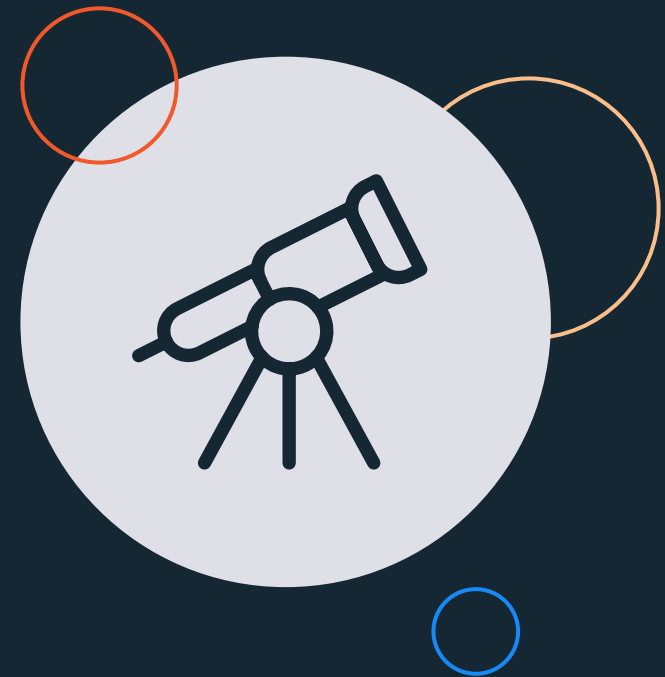
Humans have dreamed of flight for thousands of years. Dreams turned to purposeful study and design more than 500 years ago with Leonardo da Vinci's elaborate illustrations of flying machines.

Humans took to the sky in hot air balloons a few hundred years after that, first in tethered flights then soaring free above the French countryside in 1783.

120 years later it was powered flight as Orville Wright flew at Kitty Hawk for 12 historic seconds. Things really accelerated after that.

Just twenty-four years later Charles Lindbergh piloted the Spirit of St. Louis from New York to Paris.

Two decades later business travelers and vacationing families reclined in luxury as they jetted off to destinations around the world.



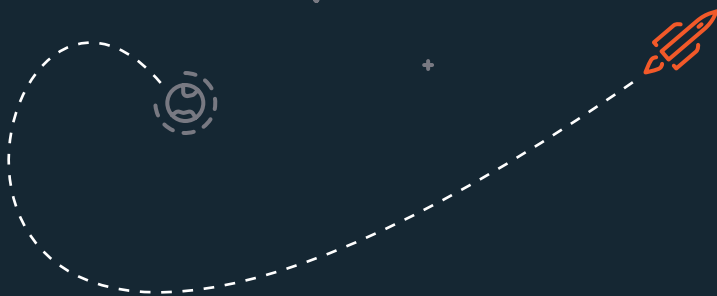


## Soaring Ever Higher

It wasn't long until we looked far beyond the skies, with the first satellite launched in 1957, the first human in orbit in 1961, the first space walk in 1965 and, of course, the historic moment when the first human set foot on the moon in 1969.

Remarkable advancements have continued ever since, and we'll begin a new epoch as a multi-planetary species before this decade comes to an end.

Few examples of exponential change are as vivid and as inspiring as the history of flight.



## Landing the Metaphor in Employee Advocacy

While nothing we do in employee advocacy rivals the challenges or the thrills of space flight, our ambitions are bold and the rate of advancement is rapidly accelerating.

We see a future where our firms soar far above the intensely crowded and competitive markets we operate in, lifted by the enthusiastic and authentic expertise and passion of our people.

But today, in most companies, we're not getting far off the ground.

Despite the best of intentions and a lot of very hard work, most employee advocacy programs struggle with adoption, engagement, and business impact.

## A Journey to a Brighter Future

Join us as we uncover what's holding us back. Let's chart a course to a much brighter future.



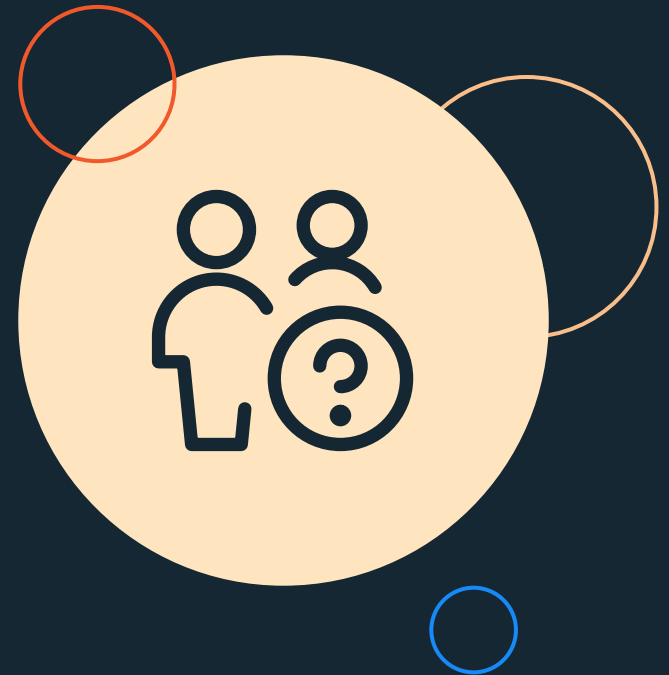
# Six reasons why your employee advocacy program struggles



# 1 It's not clear what's in it for them

If all the emphasis is on how social sharing helps the company, with little regard for how it benefits the individual, can you blame them when enthusiasm fades?

Sure they'll make an initial effort. Many will anyway. But a month from now? Six months? Not so likely.

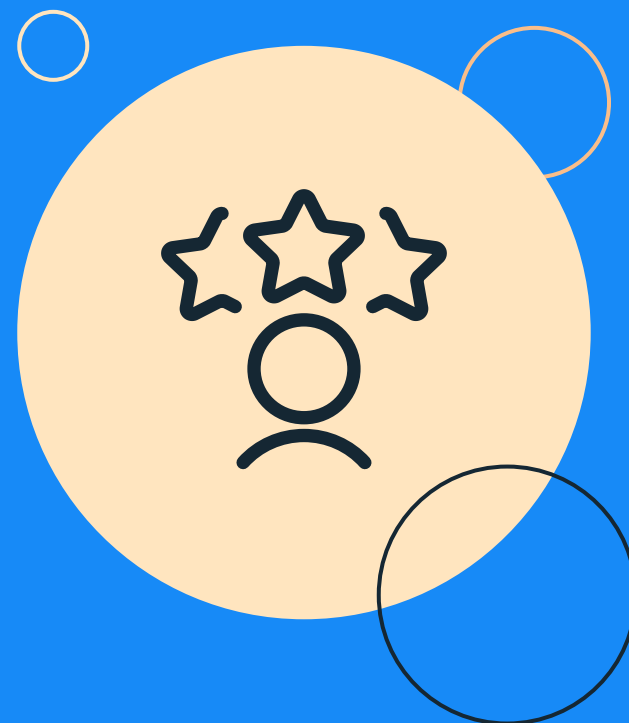


## Do this instead:

**Make clear the personal development and personal reputation benefits of being an active, value-adding participant in social media.**

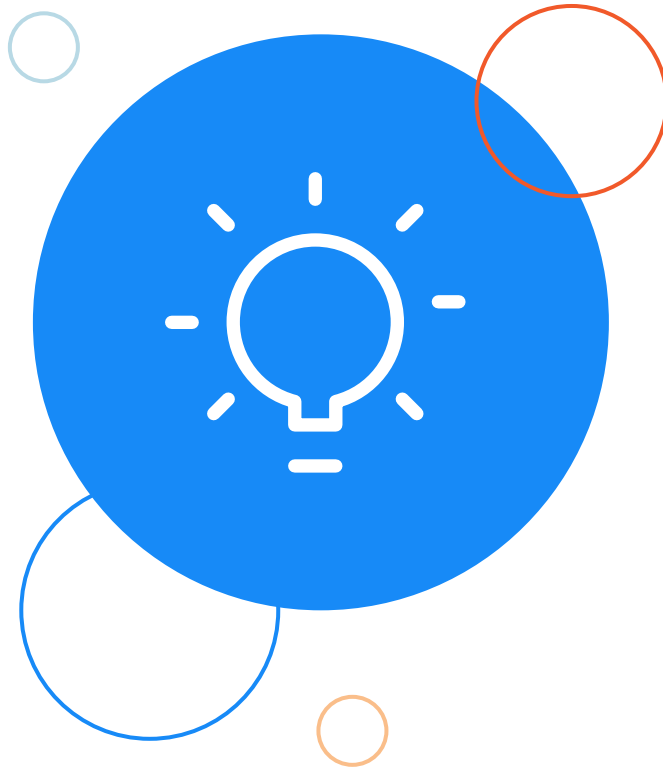
Salespeople elevate themselves above their competitors when they publicly demonstrate subject matter expertise and authentic customer-centric passion. This enhances their credibility and helps them spark new opportunities, increase win rates, grow deal sizes and accelerate sales cycles. It's a powerful thing when you're the salesperson that people respect, trust, and actually want to speak with.

Marketers who move beyond pushing their company's own content learn faster and build upward momentum in their career by staying on top of the latest strategies, tactics, metrics and tools deployed by others. They learn from reading industry blogs and publications. They learn from reading LinkedIn posts from other marketers. They learn from finding their voice and actively engaging in online discussions.



### Tip:

Social media is best understood as a conversation. Don't just broadcast... discuss. Value conversations over views and likes.



Everyone who helps shine an authentic light on what a great place your company is to work – and the big impact you’re having on your customers’ lives and results – helps you attract more talented and experienced people. Top performers don’t generally need a job. They choose to leave a good job to take a great one. And when your company becomes a magnet for excellent people, everyone wins.

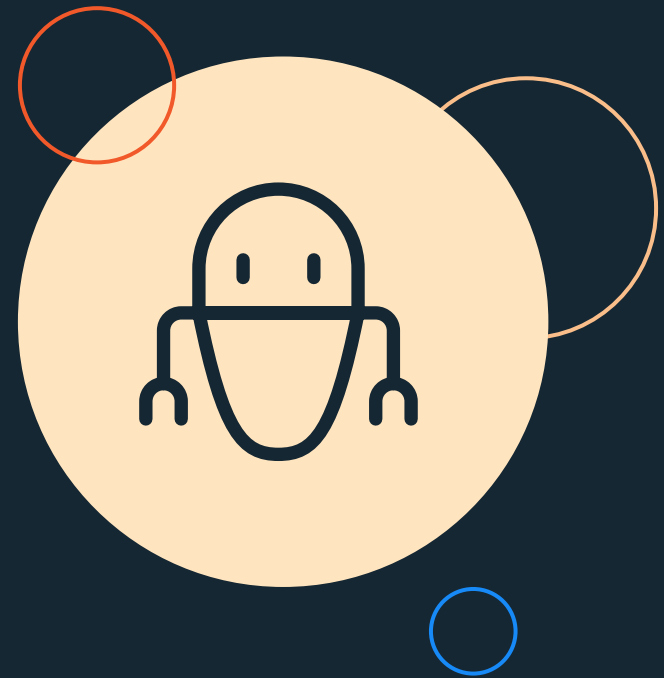
Yes, you want to drive more website traffic. Yes, you want to increase consumption of your company’s content. Yes, you want more people to know you won that award. All these corporate goals are fine.

Just don’t stop there and wonder why you struggle to sustain momentum in your advocacy program.

2

## They don't want to look like corporate drones

Who would? Some of your people will come right out and say it. Others just think it while being "too busy" to participate.



## A few things to consider to minimize this pitfall:



**You're never going to get everyone on board.**

That's okay. Don't attempt to force, shame, or marginalize people who see social media as an entirely personal presence and activity.



**For many of your people, this really ties back to the first issue: They just don't see what's in it for them personally.** Help them to see how they benefit inside your own firm and for years to come wherever their career journey may take them.



**Ensure that your program isn't actually just an advertising function.** If your entire employee advocacy program is based on sharing the company's promotional content, can you blame them for being hesitant? That really doesn't make them look like a true professional. Valuable 3rd-party content from industry publications, news media etc. plus their own voice and perspective is critical to a program that elevates your people as well as your brand.



### Tip:

Avoid "random acts of content." Share content that demonstrates an understanding of what's important to your target audience and what supports your personal brand.



3

## They earn very little engagement

This is a huge issue with most employee advocacy and brand ambassadorship programs. They start with high hopes then fizzle out as it becomes clear that hardly anyone is building any meaningful audience engagement.

You eagerly fire off those first few posts and very few people – if any – like or comment. You're not one to give up so easily so you keep at it and nothing seems to be changing.

It's not long until your enthusiasm wanes, you post less and less, then one day you stop altogether.

## To avoid this fatal flaw, be sure to:



**Manage expectations from the outset.** You don't master a new skill or accomplish a meaningful goal quickly in any other aspect of your life or your work. This is no different. Building a strong network and a reputation as a subject matter expert in your space takes time and commitment. Most people – and most companies – quit before they make real headway.



**Train and coach for mindsets.** It's essential to consider why people are on LinkedIn. It's not to be hunted. It's not to be advertised to. People are on LinkedIn and other channels to learn, to build and nurture valuable relationships, and to further their own goals. Success is rooted in audience-centricity and delivering interesting and valuable insight and content.



**Help people write better posts.** Posts with an authentic opening get more readers and more engagement than those without. Why are you sharing this piece of content? What did you learn? What excited or surprised you? Are there parts of it you think are particularly important? Perhaps some parts you disagree with? Tell us! You'll be far more likely to build real traction when you add your own voice to the conversation.







**Teach and encourage people to comment, engage, and celebrate others.** Commenting on other people's posts boosts your visibility, helps expand your network, and builds reciprocity. People will be far more likely to engage with your posts if you engage with theirs.



**You're not done.** You're never done. Training and coaching social media success is a process, not an event. New people join your company all the time. Long-term employees decide it's time to step up. Active participants want to improve or need to be reinvigorated. You need to commit to ongoing support to keep building momentum.



**Celebrate commitment and emerging success.** Don't just celebrate your superstars who earn boatloads of engagement. That can be very demoralizing for everyone else who thinks they'll never reach those levels of success so why bother trying? This is especially true when some of your executives are top social performers. Just by the very nature of their titles they'll likely get lots of people – internally and externally – seeking to gain their favor such that they get hundreds of likes and comments on every post. Celebrate improvement and growing success at every level.



### Tip:

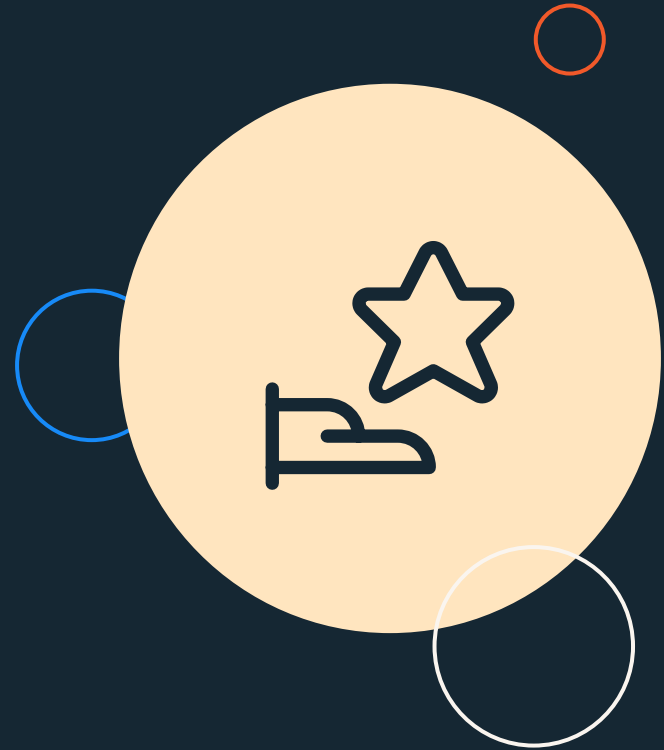
Far more people will see you engaging through comments and conversation than will ever view your profile page. Join the conversation and demonstrate the passion and expertise that makes you great!

4

## Social activity isn't appreciated, celebrated, or consistently practiced at the top.

The wrong behavior gets modeled higher up in a lot of organizations in two different ways. Both undermine the success of your employee advocacy program.

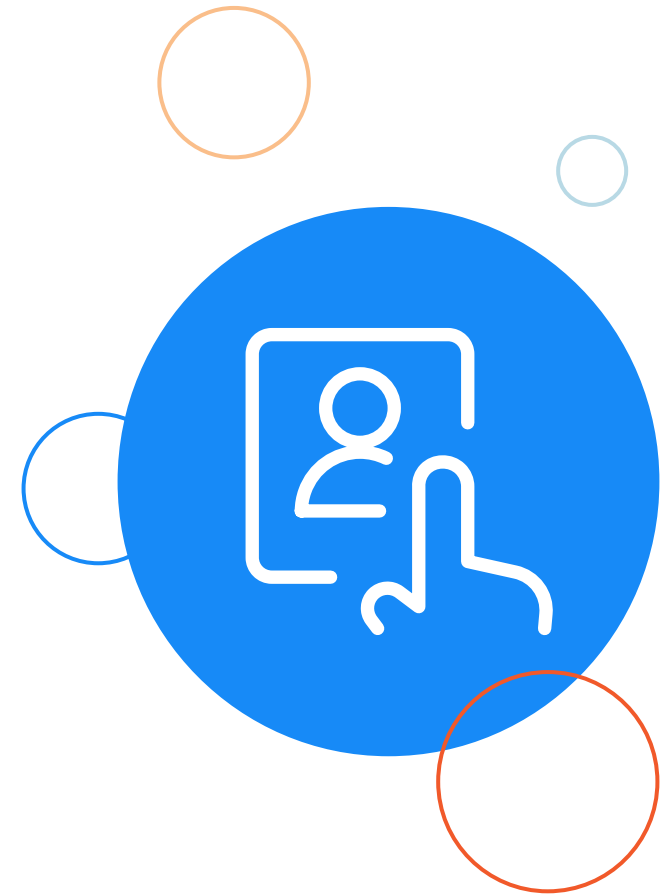
One problem arises when senior people don't participate on social. They're sending the message that this isn't important. It's not that every leader needs to be active, but if there's not a good showing from a variety of people in senior positions, it's going to be very hard to build or maintain momentum across the organization.



Secondly, several different problems arise when leaders' social profiles are managed by agencies or by the marketing team.

- The posts may be too perfect, too corporate, and lacking authenticity. They look and sound not like the voice of a human but like the polished marketing pieces they are. People notice, and you've lost the opportunity to bring the real person forward, to build trust, and to help the audience develop a sense of 'knowing' the executive.
- When an agency or the marketing department runs the executive account, it's almost always 'broadcast only'. They never comment on other posts and they seldom even respond to comments on their 'own' posts. Huge missed opportunity and, again, a blow to trust and authenticity.

If your employee advocacy program is going to thrive, you've got to get a good number of senior people to step up and do their part. There's nothing wrong with helping them, but they've got to get in there too. Their own impact will be substantial, and the ripple effect throughout the organization is vital.



### Tip:

Lead by example. Enablement leaders who consistently engage on social media will be much more knowledgeable – and much more credible – when they ask others to step up.

## 5

## Old mindsets prevail

So many old mindsets are going to get in the way of your program success. They include:



Social media is a fluffy function for the marketing team to worry about. Probably a pretty junior marketer too.



LinkedIn is for job search. If you're active there you're probably job hunting.



Salespeople should view LinkedIn as a giant hunting ground and relentlessly pitch everyone who at all looks like a potential customer. Spray and pray! Sales is a numbers game!



Marketers should view LinkedIn as a place to harvest emails with gated content. Got to hit that MQL number no matter what!



I'm not an English major. I'm not a company spokesperson. I don't have anything of value to say so I won't participate on social.



People who are active on social are shallow, self-promoting narcissists. That's not me!



If our people make a name for themselves they might be recruited by the competition.



If people are actively commenting and conversing on LinkedIn they're wasting precious time that should be spent "working".



These mindsets and more are common, and if not addressed and put to rest they're going to slow your progress in countless ways.

## Corporate social success is always a matter of:



**Mindsets**



**Skillsets**



**Toolsets**

Underestimate the impact of damaging mindsets at your peril. Identify them and work tirelessly to replace them with a much more modern, empowering understanding of what the real opportunity is for your people and for your firm.



### Tip:

Think carrot not stick. Compelling your people to be active on social is very unlikely to succeed. Far better – and far more respectful – to educate, empower, and enable them. This is about their success as much as the company's success.



6

## They believe a new shiny object will soon replace it

We've all been there. Leadership rolls out a new initiative. It's the NEXT BIG THING™ that's going to transform the company and set us on a path to tremendous success.

There are training sessions. Posters on the wall. Cheerleading emails.

But then a strange thing happens. Time passes. Fanfare dies down. Are we still even doing that thing?



Six months or so later, perhaps after the arrival of a new executive, the **NEW NEXT BIG THING™** is unveiled.

Some people are going to be skeptical. Perhaps this has happened in your company in the past. Perhaps they've lived it in previous firms. The temptation to sit on the sidelines and see if this *really* matters is strong.

Address the elephant in the room. Make it clear that this isn't a quick fix or a flash in the pan initiative that will soon fall by the wayside.

Then make it real. Make it last. Commit up and down the organization and keep at it. You'll build internal trust as you progress and you'll begin to pull in more and more people as they realize this is going to remain important.



# Five ways to reframe and reset the opportunity





1

# This is about your career growth as much as it's about our company growth

We touched on this in the first section but it bears repeating because it's such a common mistake.

Marketers get caught up in the metrics they want to impact. HR gets caught up in theirs. Leaders bubble with enthusiasm about all the ways the company will benefit if everyone would share all the great corporate content and company news.

Nobody gets real about what's in it for individuals.



Start with how it helps each of your people learn and thrive and advance their career. And don't just pay lip service to this. They'll know if you're not sincere.

And if you don't know how building a strong, credible voice **does** help them prosper, you're not yet ready to roll this out.

**If all you're empowering them to do is blast your marketing content and your job postings there's very little in it for them. It's a very different outcome when you encourage them to also share 3rd-party content that's interesting and relevant to them and to their audience, and to add their own voice. Now you're on the path to real success.**



### Tip:

The combined social reach of your people is many times that of your corporate social accounts. Approached correctly, this represents a massive opportunity. Don't waste this opportunity by treating social as nothing more than an advertising channel.

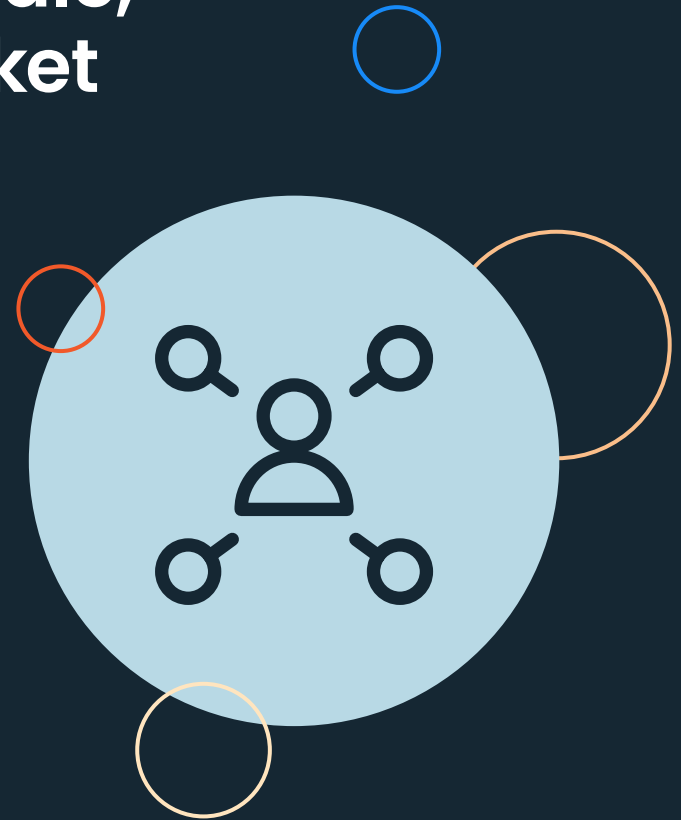
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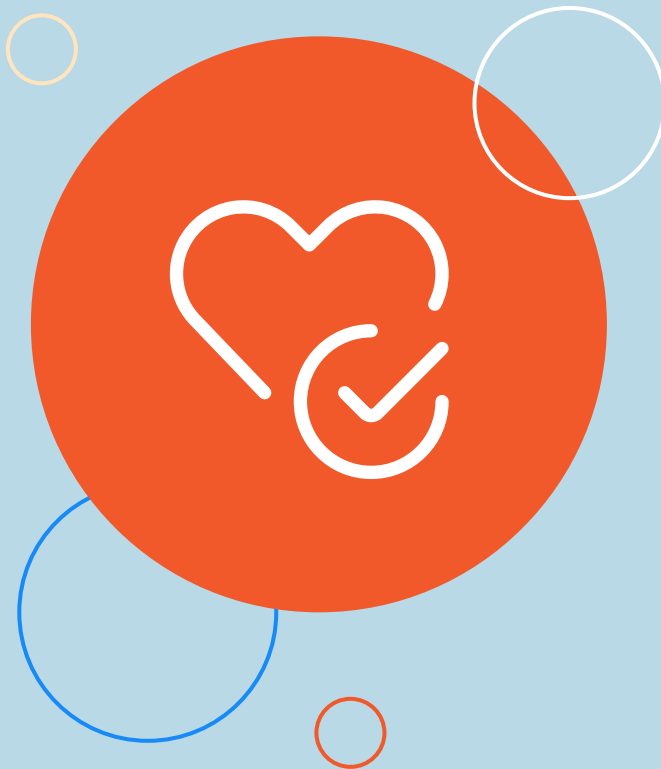
## This isn't transactional. It's about influence, reputation, trust at scale, and shaping the market

Lots of social selling programs and other initiatives to activate employees on social media die on the vine before they have a chance to flourish. Often it's because of short-term mindsets and transactional metrics.

I posted some content. Where are the sales leads? Why didn't any of my posts 'go viral'?

That's like saying I ate a salad today, why didn't I lose ten pounds? Or I went for a run today, why can't I run 10 miles like my neighbor does?





Just like healthy eating and exercise, results build over time and we know that if we trust the process and stick to it as best as we can, we end up far better off than if we quit.

Individuals – and companies – that consistently deliver real value on social media build influence over time. They build trust over time. If they're thoughtful about what they post and how they engage, they begin to shape the market in ways that can fuel their success for years to come.

Most quit before they accomplish much of anything.

Let your competitors flame out early while you build something hugely impactful over time.

3

## Success won't be immediate. It's personal equity + network equity that compounds over time

Building on the previous point, and dialing in more on the individuals here, you're really building two things simultaneously. You're building your personal equity AND you're building your network equity.



Your personal equity is the comfort and competence with which you engage. It's getting a good handle on what content resonates with your intended audience. It's becoming comfortable with expressing your perspective on what you're sharing and why. It's finding your voice such that commenting on other people's posts, engaging in conversations, and perhaps even authoring your own posts becomes easy and impactful. Lots of things that seem awkward at first become very natural and fluid with practice.

Your network equity is the size of your reach on social, and the receptiveness with which they embrace and compound your participation. Growing the number of people you're connected with obviously helps in many ways. Beyond that, remember that they're scrolling through a never-ending feed of more content than they could ever consume. What's going to make them read your contribution? Consistently delivering interesting and insightful content makes you a 'scroll-stopper'. Carelessly spam a lot of low-value content and you'll train them to pass you by.

As you help each of your people build their personal equity and their network equity, the impact of your social program becomes a tremendously powerful force.



### Tip:

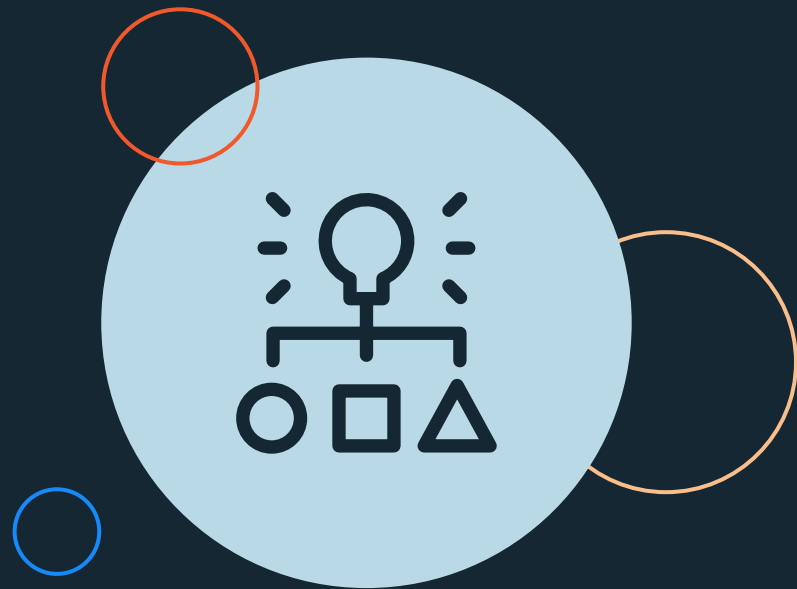
Your LinkedIn profile is much more than your resumé. It ought to be a compelling, customer-centric message to the people you most need to engage and influence.

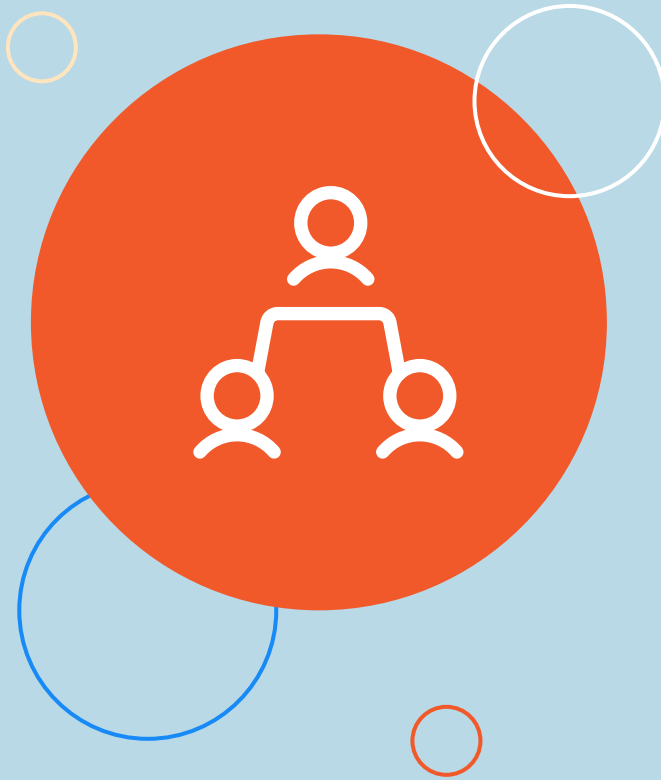
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## This is truly cross functional. Sales, marketing, talent acquisition, workplace engagement +++

If your social program is solely owned by one team – marketing or HR or enablement or any single department – you'll likely struggle.

Different teams will have some different ideas of what success looks like, but it's in coming together as one that you build the foundations for long-term success.





It will also be far easier to build and maintain widespread adoption and engagement if multiple teams have a legitimate co-ownership status.

There's nothing wrong with one team taking an early and primary leadership role, but if they attempt to keep other stakeholders at bay they'll jeopardize the entire endeavor.

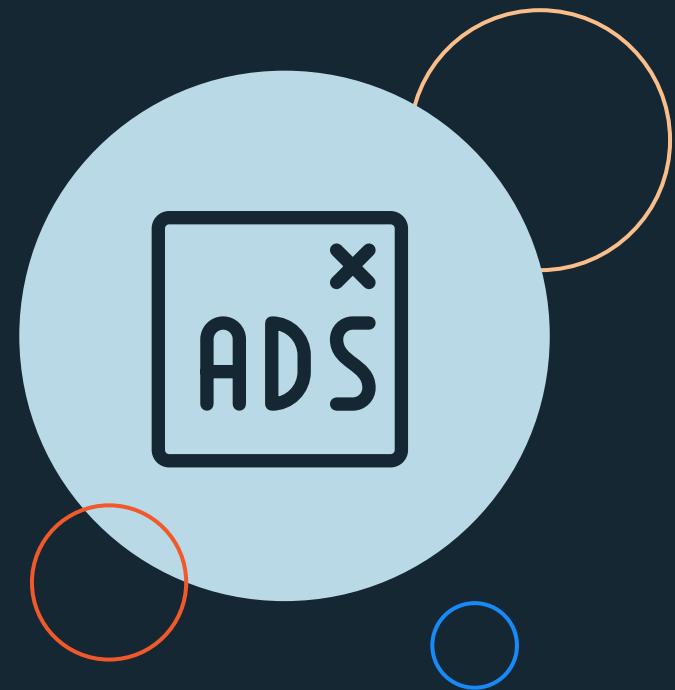


5

## If all you do is advertise and self-promote you'll never achieve what's possible

People who only talk about themselves don't have many friends. They don't get invited back. That one dinner party where they made everything about themselves was more than enough.

Don't be like that on social. And don't encourage your people to be like that either. This can't be stressed enough. People aren't on LinkedIn to be hunted or to be advertised to.



Your people sell to and serve customers in various industries. In various professions. In different parts of the country or the world.

What is going to be interesting and valuable to those diverse audiences?

For your people to build real engagement and make a meaningful impact on social they need more than your marketing content. They need more than a small library of curated content.

When they each have a unique feed of the exact right content for their specific audience, and a simple way to share it and see the impact it's having, it changes everything.



# Four approaches to measurement – and pros and cons of each





## 1

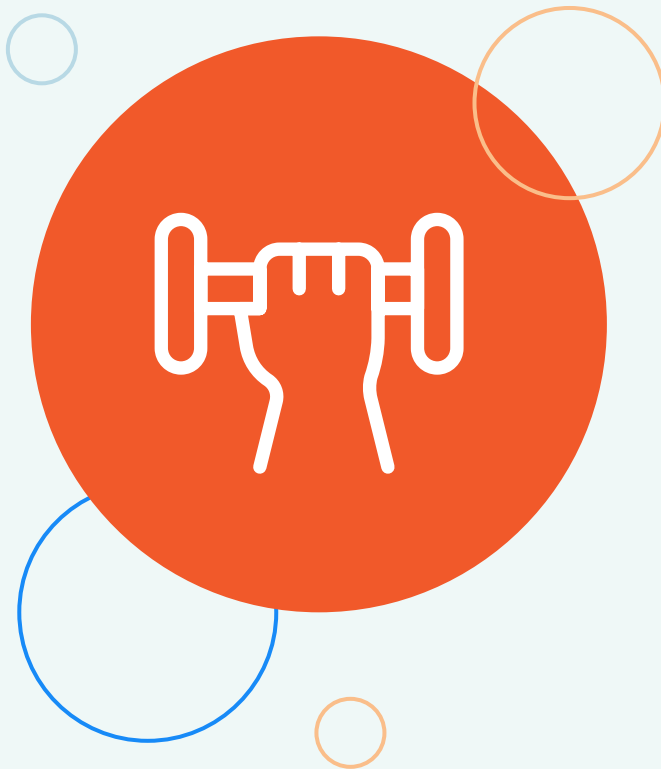
# Program adoption and audience engagement

In the early days of a program, adoption and audience engagement may be all you can measure. And there's nothing wrong with that.

It's like when you're learning a new skill or a new sport. You've got to get good at running and passing and shooting before you can put your full game together.

You'll look at aggregate numbers. What percentage of your people have taken the first steps to participate in the program? How much is that number increasing month over month? How often do they post? How many clicks and likes and comments are they earning?

You'll also look for ways to support specific teams and individuals. Your program onboarding and training will likely be a bit different for your sales team vs. some other teams. Various individuals will need help and encouragement in different ways.



Manage expectations wisely. You're not going to get everyone up and running right away. Some people will struggle to earn engagement with their intended audience. Some people will begin to fade out and need to be reinvigorated. Some people will expect instant results and will question the value of the program when you can't show fast revenue impact.

Focus on building the muscle. Help your people incorporate high-value social into the flow of how they work. As it becomes an established part of what they do, it gets easier and feels very natural.

Then you can start to measure impact in additional ways too.

## 2

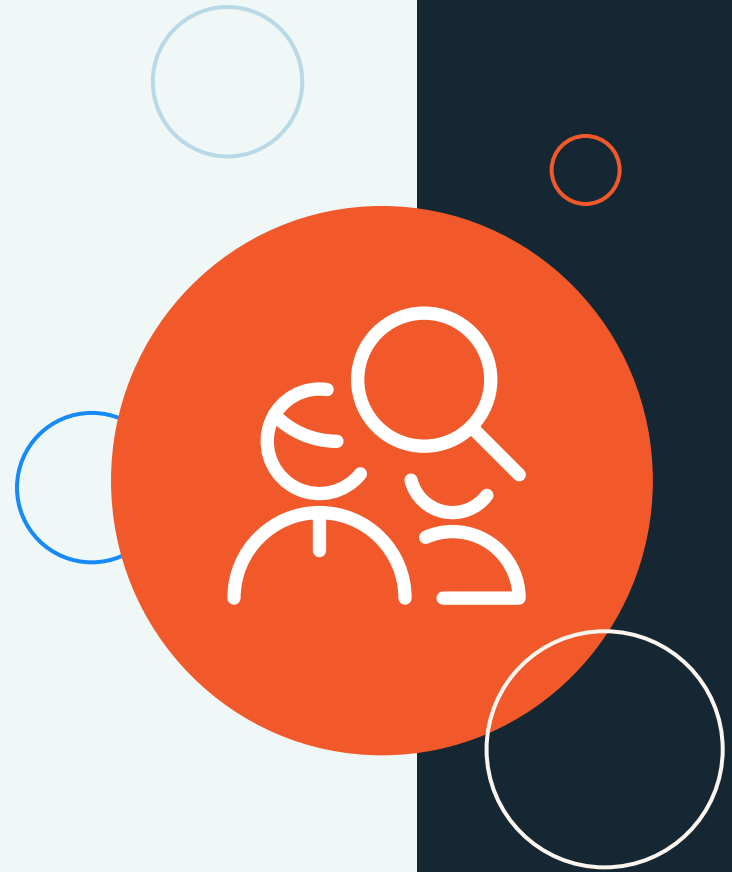
## Direct attribution

Sometimes it's easy to see where and how social engagement results in positive outcomes. A social-sourced lead becomes a new customer. A stuck deal gets unstuck after a series of social engagements and results in a big win. Some of your people attract the right attention and get invited to speak at conferences or appear on podcasts. You hire a top performer after engaging with them on LinkedIn.



Much like the proverbial iceberg that's mostly hidden under the waterline, what you can clearly see and easily measure will be a small portion of what's really happening.

The larger, longer, and more complex your go to market motion, the harder (and less accurate) it is to say 'this deal was advanced on social' and 'this deal wasn't'. It may be a worthy endeavor to measure this way for some businesses and at earlier stages of your social engagement maturity. As more and more of your people become consistently active and routinely build valuable social engagement, you'll likely find that nearly every deal has a social component and this way of measuring becomes less useful.





## 3

## Earned media value

Your company very likely spends money on social media advertising today. The precision with which you can segment and target people by region, company, role and more makes LinkedIn Sponsored Updates a common paid channel for B2B firms.

Similarly, most B2C firms run paid Facebook ads targeting a wide range of audience segments most likely to see value in their products and services. Some firms run both LinkedIn and Facebook, and perhaps Instagram and Twitter as well.

The marketing teams in these companies are very familiar and comfortable with the CPC (cost per click) and the CPM (cost per 1000 impressions) cost of driving awareness, website traffic, event attendance and sales leads on these channels.





## What if you could have a huge increase in all of those things without having to pay?

If your employee social program is earning a large number of organic impressions and organic clickthroughs it's rather easy to put a dollar value on what it would have cost to buy all that visibility and engagement. It can quickly run into hundreds of thousands of dollars for mid-sized companies and many millions for larger firms.

There are a number of considerations that will go into any earned media value analysis. Will you measure the engagement with everything your people share or just some key content? Will you factor down the value of that engagement to account for the fact that you have less control over the audience than you do with paid ads?

Your people's networks tend to be substantially populated with people in relevant roles and industries including your customers, prospects and partners and all manner of former customers and colleagues your people have known throughout their careers. Regularly reaching, engaging and influencing these people has real, measurable value and sorting out your own approach to earned media value is a common exercise as a social program matures.

## 4

## Revenue impact analysis

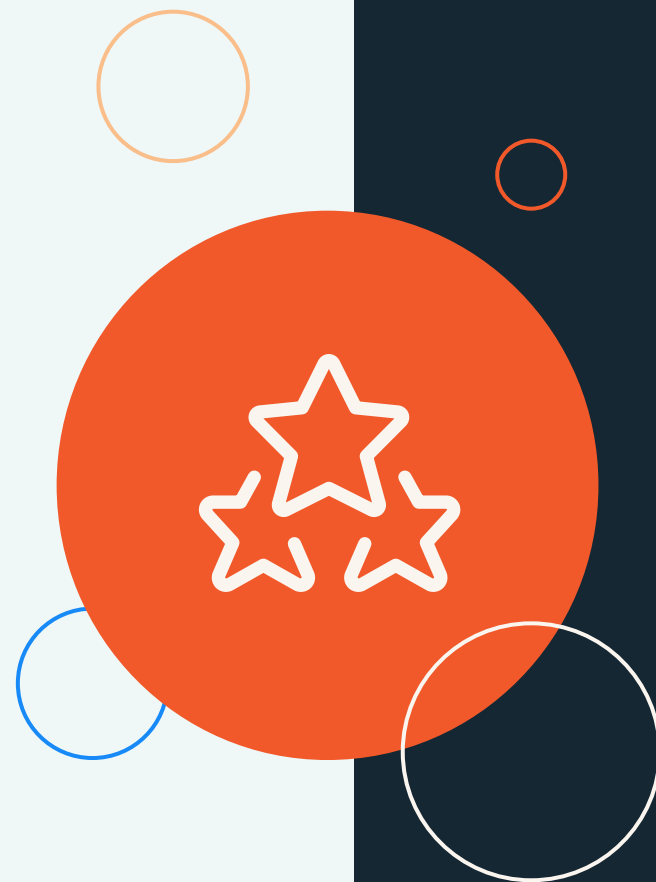
Of course the ultimate measure of any social selling program, and an important measure for any employee advocacy program, is revenue impact.

A firm that successfully empowers and enables their people to show up and speak up, to build relationships and trust at scale, to shape the market and to spark thousands of business-building conversations is going to see a positive revenue impact.



As your people earn a place in the hearts and minds of their market, the benefits become more and more clear.

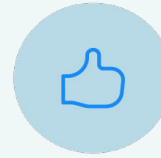
- ✓ **More opportunities** (because you're in the consideration set more often).
- ✓ **Higher win rates** (because you've helped shape their thinking about the problem and about the ideal solution before the first sales call).
- ✓ **Shorter sales cycles** (because the they know you, they've begun to trust you, and they prioritize making it work).
- ✓ **Larger deals** (because they're confident to move assertively and less likely to want to 'put a toe in the water').
- ✓ **Greater client loyalty and retention** (because they enthusiastically deploy your solution and get to value fast with fewer people skeptically sitting on the sidelines).
- ✓ **More advocacy and referrals** (because they're proud to be associated with your company and much less hesitant to make introductions on your behalf).





It may be difficult to isolate the contribution of employee social activity to improvements in these metrics, but a well-established and consistently supported employee social program can and will impact these areas and more in positive ways. And the stronger the program, the clearer the impact will become.

Firms of sufficient size can go further and compare the revenue outcomes of a cohort of active social sellers vs. an otherwise equivalent cohort of less active or non-active sellers. We saw this analysis done in one of the world's largest software companies and the results were clear: Active social sellers with a LinkedIn Social Selling Index (SSI) score between 60 and 80 outperformed their lower-SSI peers across every critical revenue metric including quota attainment, win rate, deal size, and speed to close.



# Three critical mistakes to avoid





# 1 Thinking you've ticked the box

Don't think you've 'ticked the box' on social selling or employee advocacy. As we said in an earlier section, social success is a process not an event.



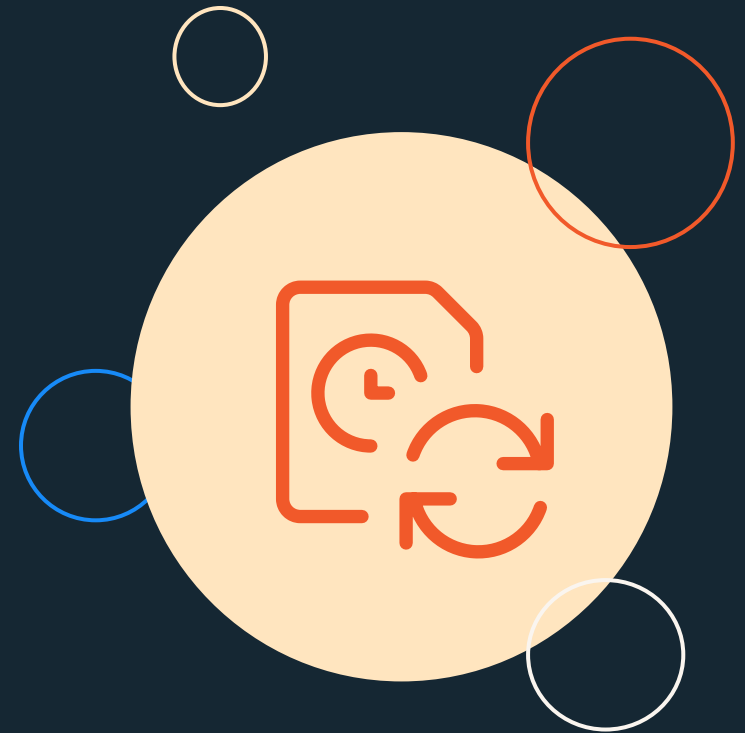
You're not done when you've made a big splash across the company and run a bunch of lunch and learn sessions.

You're not done when you've deployed a tool and taught people how to use it.

You're not done when social is part of your new hire onboarding and employee training manuals.

You're not even done when the impact is clear and celebrated throughout your company.

Just like you don't get in shape then stop exercising, you don't stop measuring, training, celebrating and improving on the mindsets, skillsets and activities necessary to maintain and enhance your social media success.



**Tip:**

You can't just issue a directive or buy a tool and expect a social engagement or social selling program to flourish. Plan for ongoing education and encouragement as you increase adoption and impact over time.

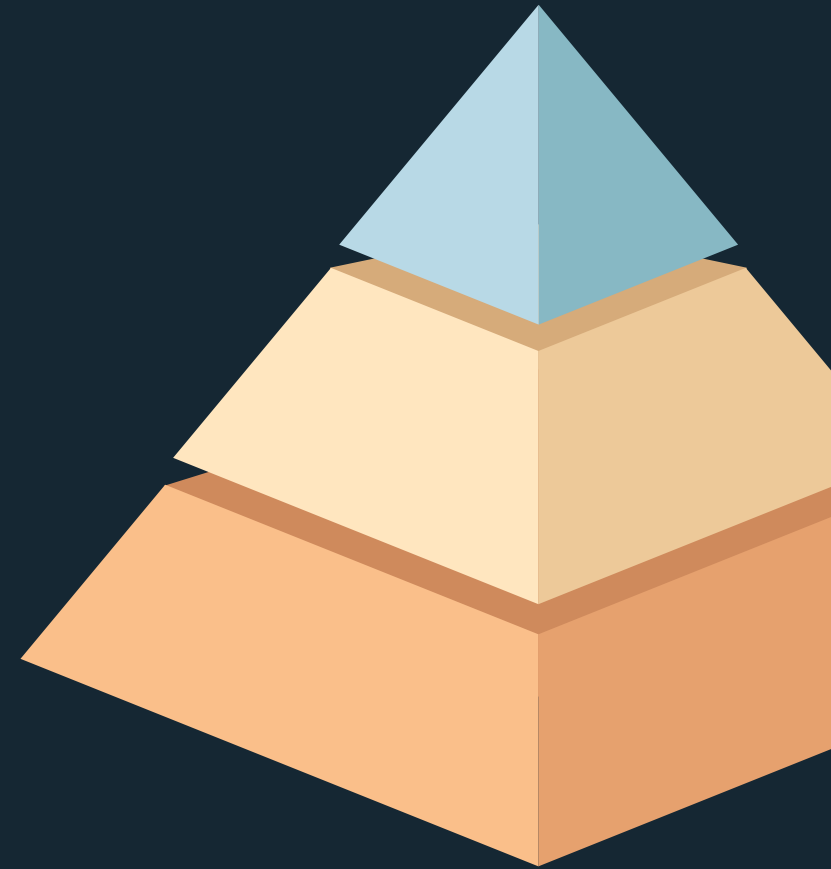
## 2

## Treating everyone the same

Envision the 'Pyramid of Social Engagement' within your organization. At the top are the (likely rather few) people who are excellent at it. They've probably been doing it for some time now. They have a large network, they get tremendous engagement, and they have no doubt about how it contributes to their success.

The middle of the pyramid consists of those who know social can contribute to their success – and to the company's success – and they make an effort. Often this group needs help and encouragement to keep going and to make it easier and more impactful.

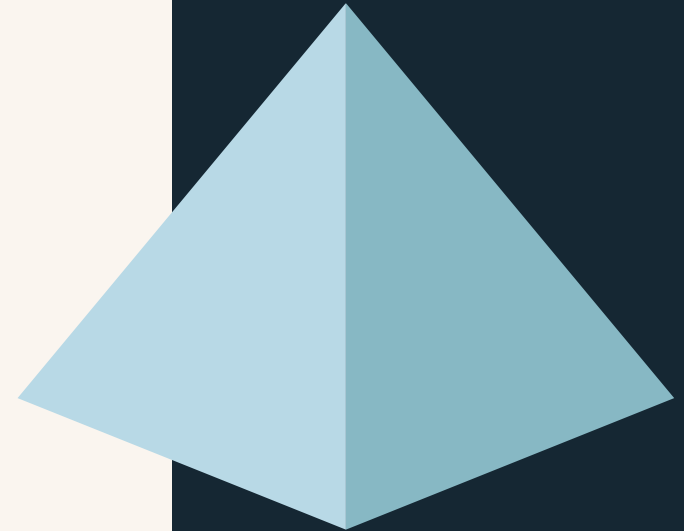
The bottom of the pyramid is those who have yet to embrace the 'Why'. They don't see social as a part of their role and they don't understand how it can advance their own career and the success of the firm.





Now consider what you can do to help each group, and to begin to move people up a notch. Measure your success as you help more people embrace social and get better and better at building meaningful engagement.

At the top of the pyramid, what can you do to help them to get even better than they already are? Data on what topics, what specific pieces of content, and what social channels are performing best for them and best for their peers is one example of how to contribute to the success of a top performer. Often they'll be very happy to help educate and inspire their colleagues. This can be an all-around win as everyone levels up and your internal experts get some well-deserved and much-appreciated recognition.

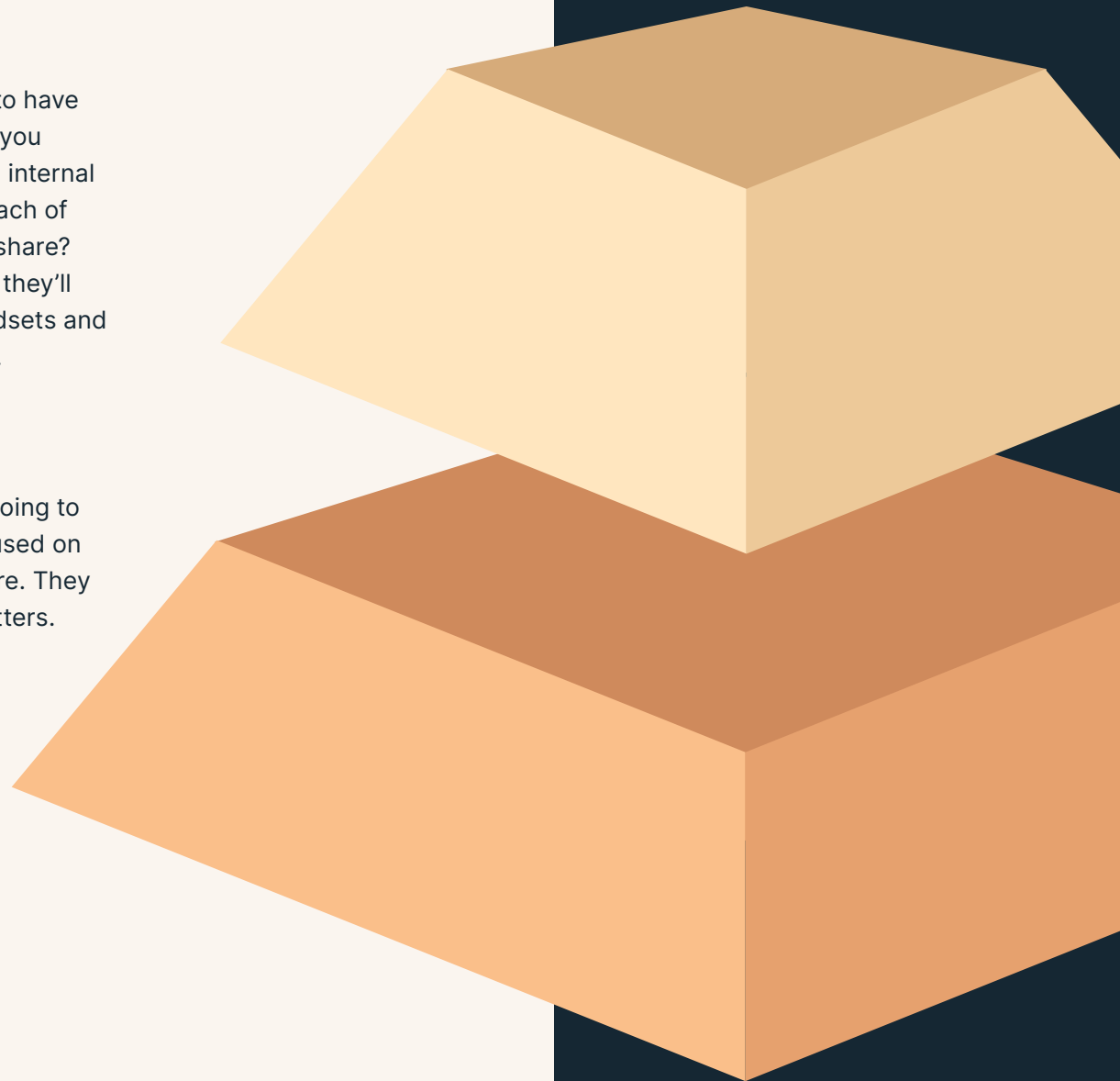




In the middle of the pyramid you're going to have the greatest impact by making it easy. Do you have the right tool in place to put the ideal internal and external content at the fingertips of each of your people and to make it super-easy to share? The easier you make it for them, the more they'll participate and begin to entrench the mindsets and skillsets necessary for continued success.

At the bottom of the pyramid they're not going to be receptive to messaging or training focused on excellence or on ease. They don't (yet) care. They don't (yet) understand why any of this matters.

One-size-fits-all messaging and training won't get you there. Understand who's where on this journey and meet them where they are. Your program will thrive when you dial it in.

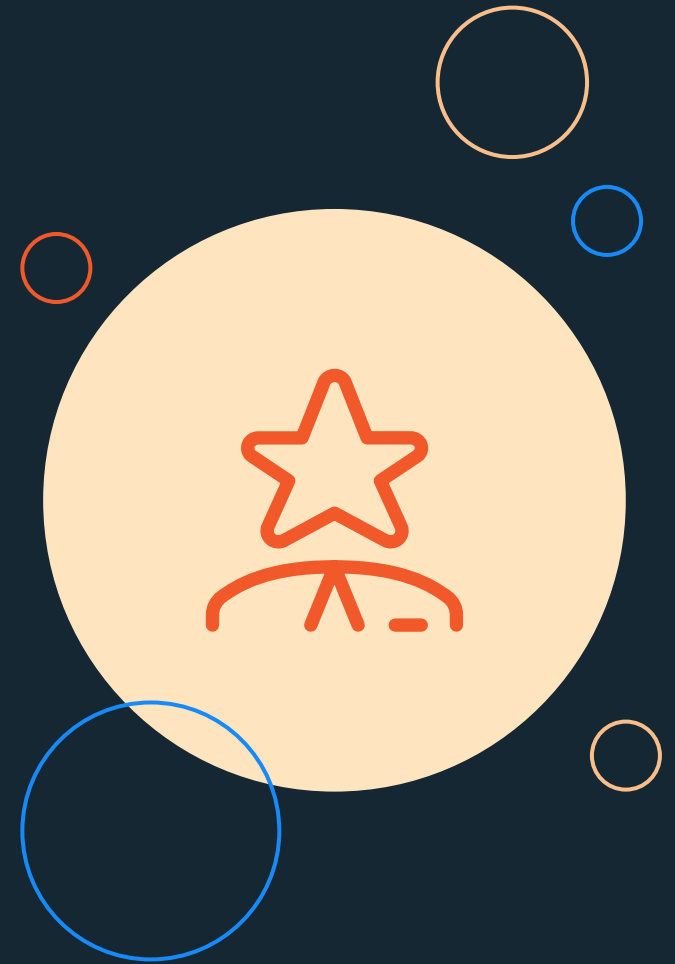


## 3

## Only celebrating the stars

Another mistake some program leaders make is only celebrating the social stars in their firm. While their intentions are good, it can have a demoralizing impact on everyone else.

You've likely got a few people with a huge network and long history of engagement. They routinely outpace everyone else across every social metric. There's certainly value in tapping these people to help educate and inspire their colleagues, but don't heap too much praise on them or you risk a 'I'll never be like that' blowback.





Look for repeatable, trainable skills and approaches and help others to improve their performance. And be sure to celebrate teams and individuals who are making real efforts and upping their game even if the numbers are small in comparison.

Big social impact from your executives is also a bit of a double-edged sword. You absolutely need them to be active and they'll do a world of good when they thrive on social. But don't forget that their title and status sometimes makes it a little too easy for them.

Your CEO might get hundreds of likes and flattering comments on a mundane post from people – inside and outside the company – who want to impress and cozy up to them. They have to remember, and you as a program leader do too, that the same post from another employee would have seen much less engagement.

Celebrate your stars. Celebrate your executives. But always be mindful of how such praise may be seen by others and make sure you're also celebrating the right actions and improvements at every level.



# Two important considerations when choosing a social advocacy tool





1

# A unique feed of audience-centric third-party content for each user

When each of your people has a unique feed of fresh, high-quality third-party content at their fingertips – alongside the marketing content you supply them - it changes everything.

Program adoption and user engagement increases because your people feel a much greater sense of ownership and autonomy.

Audience engagement increases because your people are far more customer-centric and buyer-centric. They're not just advertising. They're not just talking about their company. They're sharing content that's interesting and valuable to the people they most need to engage.

When your people share your corporate content amidst this unique mix of external content it lands much better and earns greater readership because they've expanded their networks, earned trust, and built real engagement.

And all of this comes together to drive far superior business impact.





Platforms that only surface your corporate content won't get you there.

Platforms that require manual curation of third-party content or review and approval of content from RSS feeds are time consuming to manage.

More importantly, you'll never have enough current content to enable all your users to be authentically audience-centric. Lookalike sharing will abound. Engagement will suffer and your entire program will be in jeopardy.





## 2 Ease of use

Another critical factor to consider is ease of use. This takes many forms including:



Mobile-first and fully desktop compatible. Make it easy for your people to work where and how they want with a full, seamless, intuitive experience across devices.



Instant content recalibration for each user, in seconds, as often as they want. Not loving the content at their fingertips? Change it instantly. Shifting territories, segments, or job functions require them to engage new people? They can alter their content feed instantly.



One touch scheduling and sharing. Want to set up your social media week of posting in minutes? Your tool needs to make it extremely easy for those who want to make their mark on social but have very little available time.



AI comment starters. Not sure what to write to set up that great piece of content you're sharing? AI comment starters extract key aspects from each article for you to use in their entirety or to edit as you see fit.







Learning from colleagues is critical to continually improving engagement and impact. Visibility into what topics and what specific pieces of content your colleagues are earning the best impact with makes it much easier to grow your own impact.



Gamification that encourages the right behaviors. Leaderboards and other gamification features are only valuable if they reward the right behaviors. Poorly designed leaderboards that reward activity alone (number of shares etc.) encourage spammy, trust-destroying behavior. Leaderboards and other tools that reward audience engagement help your people become increasingly focused on delivering the content their audience most values. This is essential to building relationships, strengthening trust, and sparking business-building conversations.



Powerful administrator controls and measurement. It's critical that program leaders have robust control and measurement, and that risk be easily managed without the need for onerous human oversight



# One bold prediction about the future





01

We're in the very early stages of the dawn of the super-connected enterprise.

Most companies are ghost towns on social media. The 'buildings' are there in the form of corporate pages and corporate posts, but the people are missing.

Super-connected enterprises will be entirely different.

They'll empower and enable their people to show up and speak up like never before. And they'll build tremendous competitive advantage as a result.





Imagine the power of thousands of your people publicly demonstrating subject matter expertise and authentic buyer-centric passion.

Imagine the impact of thousands of your people building and nurturing relationships with clients, prospects, partners and industry influencers.

Imagine how many business-building conversations will flow from this human engagement and how much trust they'll build.

Imagine what it would mean to be in the consideration set every time. To shape the way your market understands the problem and the opportunity long before the first sales call or meeting.

And – here's the scary part – imagine what happens if your competitors get there and you don't.





*This is the  
opportunity.  
And it's going  
to be HUGE.*

