

LinkedIn Employee Advocacy Tool:



HOW TO USE IT AND WHY IT MATTERS TO YOUR ROI

Your employees aren't engaged, and your team feels out of sync. Once this happens, it becomes much more difficult to reign them back in and create valuable work for clients. As clients begin to notice internal communication issues within your organization, their trust will dwindle to the point where they take their business elsewhere.

It's time to get your team excited about their work again, starting with getting their attention. Remember, your employees are your biggest advocates for your brand, so if they feel disengaged, the ultimate consensus will be that they feel undervalued where they are and will begin to question their place in the organization.

A February 2024 report from Gallup on [employee engagement trends](#) reported that nearly 17 percent of American workers are actively disengaged, and only 30 percent are actively engaged.

What could be the cause of this?

- Lack of resources or support from leadership
- Tedious or repetitive tasks not relevant to an employee's role/skills
- Micromanagement
- Heavy workload
- Little appreciation/feeling undervalued
- Limited growth opportunities

Now, let's look at the repercussions of not addressing the points above.

- High turnover rate
- Negative employee reviews
- Tarnished reputation for workplace culture
- Team instability

- Lack of productivity
- Below average work

So how can you, as a leader, keep your employees actively engaged in your organization and minimize the risk of having employees who are only there to simply go through the motions?

Perhaps there's a place to turn that you never thought about before that could be the simple yet significant key to getting employee engagement numbers up and heightening overall team collaboration.

In this white paper, we'll explore LinkedIn's Employee Advocacy feature - how it works, what it does for your company, and its impact on your bottom line.

Topics We'll Cover:

- Intro to LinkedIn Employee Advocacy
- LinkedIn Elevate and Employee Advocacy
- What to Post & Tips
- How to Post as an Admin
- How to Share Posts as a Member
- How Often You Should Post
- Notifying Employees of New Posts
- Leveraging Analytics
- Incentivizing Employees to Share
- Employee Advocacy's Impact on ROI

LinkedIn's Employee Advocacy Feature

The purpose is in the name, right? "Employee advocacy." This is the goal here - to give your employees a platform to share their ideas and their expertise and provide them with tools to feel more engaged and part of your team.

LinkedIn Employee Advocacy is a tool that businesses can use on their LinkedIn page to actively engage their employees by posting pre-curated content specifically for employees to edit and share with their network.

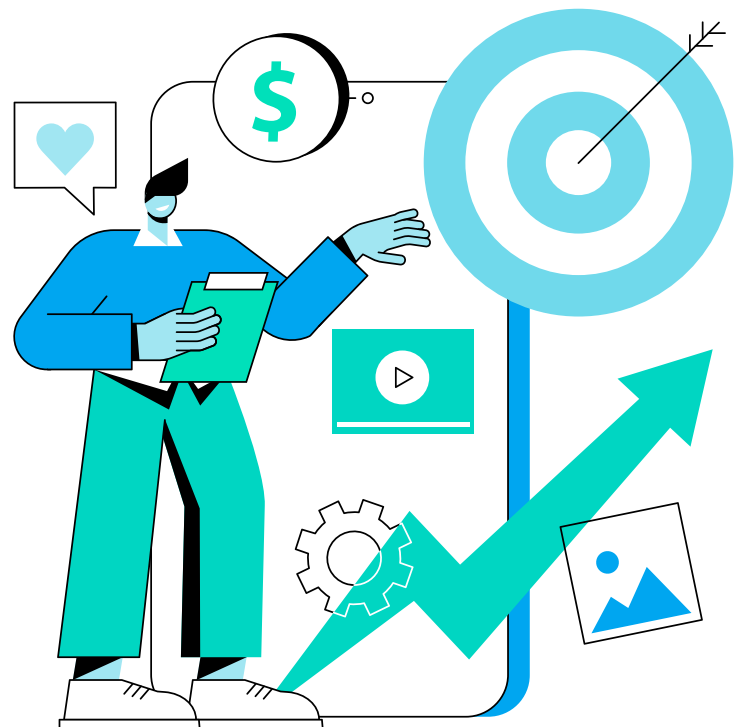
Each piece of content will be posted to the employee's feed and look like it came from their account rather than your business page. This allows employees to share their thoughts and industry expertise with their network while engaging with your business. The posts you curate for employees can be the perfect opportunity to include a call to action (CTA) to your website, so it's a form of free promotion from employees as well, but don't take it for granted. Plus, it also boosts your brand's authority in the industry, promoting you as a thought leader.

LinkedIn Elevate

Before LinkedIn Employee Advocacy became the new kid on the block in 2021, we had "Elevate." Elevate was a paid product that used LinkedIn's algorithm to find relevant content that subject matter experts within your organization, as well as your business page admins, could easily provide to employees to add their perspective and share to their own network across various social media platforms.

Elevate was proven to be effective as LinkedIn reported that some users saw:

- 5x more content shared
- 4x more job views
- 3x more company page views
- 2x more page followers



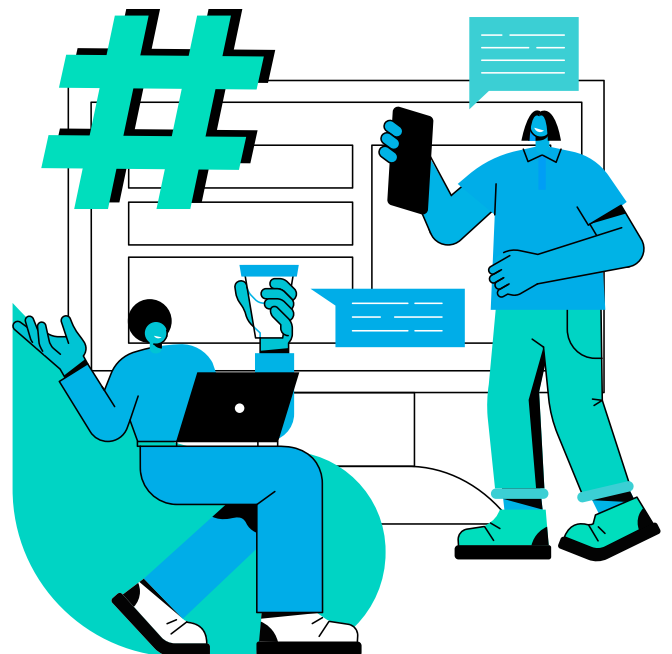
The goal of Elevate was to leverage LinkedIn's algorithm and combine it with human curation to serve the most relevant content for employees to share with their growing network of peers.

When LinkedIn Elevate shut down, Employee Advocacy took its place with features that made it easier to keep employees engaged while also acting as advocates for your company. This tool is a great spark to see who your loyal employees are and who feels proud of their work.

LinkedIn Elevate was a paid tool that was only available for organizations that allocated time, resources, and, not to mention, a budget, to keep employees active and share their insights on social media. It offered companies the ability to provide brand-friendly messaging for employees to share while giving them the space to add in their own commentary to give each post more of a personalized touch.

In fact, nearly [30 percent of company engagement on LinkedIn](#) comes from employees, so if the content is irrelevant and doesn't resonate with them, you'll notice a decline in overall numbers, and your brand awareness efforts will die down due to a decline in employee interactions, such as likes, comments, and reshares.

With LinkedIn Elevate, you could keep your employees actively engaging with your brand, but not without the most notable limitation - price. Elevate was only available to members who were willing to pay for its unique functionality. Larger corporations with a higher budget probably weren't as hesitant to activate it right away, but for smaller businesses and start-ups with smaller budgets that were still growing their following, it might not have been in the cards for them.



From Elevate to Employee Advocacy



In December 2020, Elevate, LinkedIn's stand-alone employee advocacy product, said farewell and much of its functionality was merged into LinkedIn company pages that would be available for business pages. And the best part? It became completely free!

One of the features that was lost with the exit of Elevate was the ability to share external insights and industry resources. With LinkedIn Employee Advocacy, you can still share external resources, but you need to curate your own content and share the post separately within your Employee Advocacy feed rather than simply sharing the original post with employees.

Employee Advocacy was introduced shortly after, and it's now easier than ever for employees to stay engaged with their company, as well as their network, on LinkedIn.

What to Post on LinkedIn Employee Advocacy

Before we look at a step-by-step guide on how to post Employee Advocacy content, you need to know what to post.

Because of its unique functionality to post pre-curated content, it would make sense that you'll want to promote much of your own company content to increase the likelihood that your team will share it with their connections and hopefully help generate some people to either your company's page or website, or both.

Employee Advocacy is also a great forum to share external sources that discuss content relevant to your industry. For example, if you're in the finance industry, you may want to provide your employees with a post that links to an article about the best high-yield savings accounts.

Or, if you're in the life sciences industry, you may find a recent white paper on new cell and gene therapies to be relevant to share.

Don't know where to begin with Employee Advocacy? Here are some topic ideas to explore that can help bolster your company's name by sharing updates and content specifically related to you.

- Company Outings

Did you just host a team outing with everyone? Maybe you had a very intense game of bowling the other day and want to let your employees easily share a post about it. Here, you can.



- Upcoming Events

What industry events will you be attending this year?
Let everyone know where you'll be and
if you'll be exhibiting at some of the hottest events by
posting to Employee Advocacy.



Hayley Guzzo ▾
Post to Employees



Exciting news! 🎉 📅

My team will be headed to Nashville for this year's Kentico Connection show, from October 18-19! Our developers are excited to see what's new and exciting in the world of **Kentico**. I've seen them work their Kentico magic, so I know they're ready to take what they learn at this year's conference and put it into practice for our clients.

If you're interested in attending, you can visit
<https://www.kentico.com/connection>.

#Kentico #KenticoConnection #WebDevelopment



Recommend

- Service Promotions

Culture is great, but you also have products to promote, and Employee Advocacy is another outlet to showcase why you're the premier partner for your business.



Hayley Guzzo ▾
Post to Employees



#DidYouKnow?

Our team at **CITRO** doesn't simply strategize solutions that'll elevate your social media presence, but we'll also help you capitalize on all of them to exceed your goals.

Check out what we have to offer, and feel free to message me with any questions! → <https://citrodigital.com/services/strategy/>

#SocialMedia #Strategy #DigitalMarketing



Strategy

citrodigital.com • 1 min read



Recommend

- Shared Resources

Do you have a recent blog you want to promote? Or, maybe you recently published a white paper that hosts exclusive information and tips on how to solve a certain challenge. Stop thinking about it, and start posting about it.



Hayley Guzzo ▾
Post to Employees



I've been with **CITRO** for almost two years and have experienced the incredible work our web designers and developers create for our clients every day.

And through the help of **Kentico**'s flexible and scalable CMS and DXP solutions, we can create masterpieces. Check out this blog on some of my team's favorite features that Kentico offers. 📌

<https://citrodigital.com/blog/kentico-best-practices-must-have-features/>

#Kentico #CMS #DXP #WebDevelopment



Kentico: Best Practices & Must-Have Features

citrodigital.com • 6 min read

Welcome to the world of web. It's an ever-changing environment where technology is constantly advancing, and ne...



Recommend

- Employee or Company Milestones

Cake is nice, but you also want employee work anniversaries and company milestones and achievements to be promoted for all to see and celebrate.



Hayley Guzzo ▾
Post to Employees



What a year it's been! I'm so proud to be on this team!

We stepped out the other night to celebrate the 2024 ADDY Awards, presented by the **American Advertising Federation - Greater Lehigh Valley**.

We walked away with five silver awards, and I could not be prouder of everyone on this team. 🙌 ✨

#GoTeam



Recommend

You can also leverage posts that have already been published to your company page by repurposing that content and reworking it slightly to make it more informal and like it's coming from someone on your team. Here's an example of what this could look like:



CITRO
355 followers
1mo · 🌐

You only have a split second to catch your audience's attention when it comes to your brand. Make them stop and stare with design flare that your competition will envy. ✨

Let's refresh your design. 📌
<https://lnkd.in/eVkaajf>

#DigitalMarketing #WebDesign #GraphicDesign #MarketingAgency #LehighValleyPA

Be **BOLD** with your design.



Citro

Original Company Post



Hayley Guzzo ▾
Post to Employees

In my experience working with clients, first impressions are EVERYTHING.

You only have a split second to catch people's attention, so you need to make them stop and stare with design flare that your competition will envy. ✨

My colleagues of design maestros know just how to get you there.

Let us refresh your design, and connect with me with any questions you may have. I'd love to chat! 📌
<https://lnkd.in/eVkaajf>

#DigitalMarketing #WebDesign #GraphicDesign #MarketingAgency #LehighValleyPA

Be **BOLD** with your design.



Citro

Recommend

Employee Advocacy Post

Tips for Posts



LinkedIn Employee Advocacy is a great outlet for getting important company resources and exciting announcements out there, and while it may seem the same as just putting out a post directly on your company feed, you want to alter your messaging for this specific outlet.

Because Employee Advocacy is made specifically for employees to share pre-curated content from a bank of posts, the thought behind it is that they will ultimately be the ones to put it out to their networks. In short, it needs to read like it's coming from them and not your company.

Make sure you're writing in the first-person point of view and using "I," "me," and "my." Avoid using language that portrays that the post is coming directly from the company page. If you're referring to the company, do so in a way that makes it seem more informal and like the employee is speaking about the company rather than using the first-person point of view.

Example:

DO Use: As a member of Citro, I work closely with clients to ensure their success and make sure they're always happy.

Do NOT Use: At Citro, we work with clients to ensure their success and make sure they're always happy.

Now, in some cases, it's perfectly fine to use "our," "we," and "us." For instance, if you're referring to yourself and your colleagues as a team, this language still works and sounds like it's coming from an employee rather than the brand. So, you can combine both points of view.

Example:

At Citro, my team and I work together to collaborate on projects that do wonders for our clients.



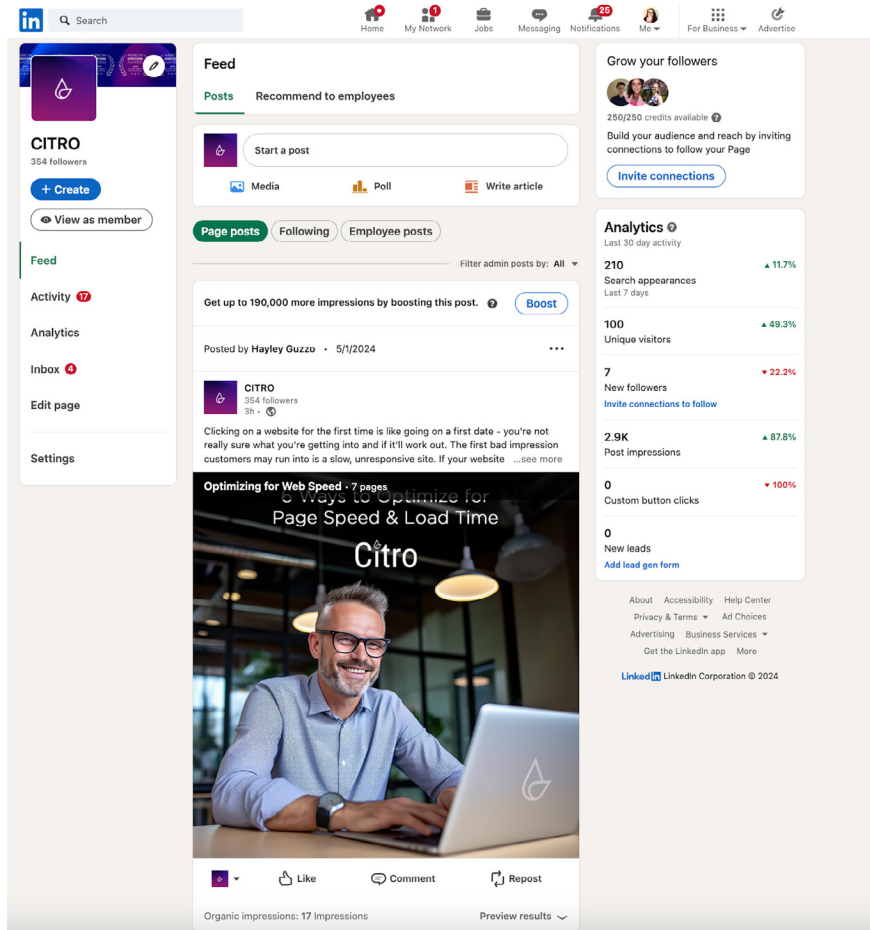
How to Use LinkedIn Employee Advocacy

Using LinkedIn's Employee Advocacy product is pretty simple. As long as you are a page admin (super admin, content admin, or curator) on your company's page, you can create and manage employee posts.

Let's take a look at how to create a post and what it looks like from both the admin and member page view.

How to Create a Post on LinkedIn Employee Advocacy

1. Go to your business's LinkedIn page, and make sure you're on the admin view.



2. If you're on the member view, go to the top blue bar, and click "View as admin."



You are viewing this page as a member

[View as admin](#)

CITRO
Bold + Brave + Brilliant
Advertising Services - Emmaus, PA · 354 followers · 11-50 employees

Emily & 20 other connections follow this page

Message Following

Home My Company About Posts Jobs People

About


Our mission is to tirelessly pursue innovative solutions to help our partners achieve their goals. Bottom line: It's all about you. Some might say we are a group of highly-collaborative doers, and while we wouldn't disagree, we would tell you that we're much more. We are forward-thinkers that alw ... see more

Show all details →

Page posts

CITRO 354 followers 3h · 🌐

Clicking on a website for the first time is like going on a first date - you're not really sure what you're getting into and if it'll work out. The fir ...see more




Optimizing for Web Speed
7 pages

Like Comment Repost Send

CITRO 354 followers 2d · 🌐

Are you meeting your social media marketing goals? 🎯




Social Media KPIs
5 pages

2 · 1 comment

Like Comment Repost Send

Hayley, unlock your full potential with LinkedIn Premium



See who's viewed your profile in the last 90 days

Try for Free

Pages people also viewed

Citro
Financial Services
444 followers

+ Follow

3Seed Marketing, Design & Interactive
Advertising Services
500 followers

Jerald & 5 other connections follow this page

+ Follow

Citro Digital Solutions
IT Services and IT Consulting
177 followers

+ Follow

Show all →

People also follow

HubSpot Academy
E-Learning Providers
181,903 followers

Sierra & 2 other connections follow this page

+ Follow

Discover Lehigh Valley
Travel Arrangements
7,079 followers

Juliann & 9 other connections follow this page

+ Follow

Penn State Health
Hospitals and Health Care
44,637 followers

Whitney follows this page

3. You'll be taken to the company's home feed where you'll see your general feed posts that go out to your followers. From here, you'll click on "Recommend to employees" under "Feed."



The screenshot shows the LinkedIn page for CITRO. The top navigation bar includes Home, My Network, Jobs, Messaging, Notifications (25), and Me. The left sidebar contains navigation options: Feed, Activity (17), Analytics, Inbox (4), Edit page, and Settings. The main content area is titled 'Feed' and has a 'Posts' tab selected. A red circle highlights the 'Recommend to employees' button, with a red arrow pointing to it. Below this is a 'Start a post' input field and buttons for 'Media', 'Poll', and 'Write article'. There are also tabs for 'Page posts', 'Following', and 'Employee posts'. The main post is from CITRO (354 followers, 3h ago) with the text: "Clicking on a website for the first time is like going on a first date - you're not really sure what you're getting into and if it'll work out. The first bad impression customers may run into is a slow, unresponsive site. If your website ...see more". Below the text is a video thumbnail titled "Optimizing for Web Speed · 7 pages" with the subtitle "5 Ways to Optimize for Page Speed & Load Time" and the CITRO logo. The video shows a man in a light blue shirt and glasses sitting at a desk with a laptop. At the bottom of the post are buttons for 'Like', 'Comment', and 'Repost', along with the text 'Organic impressions: 17 Impressions' and a 'Preview results' dropdown. On the right side, there are three panels: 'Grow your followers' (250/250 credits available, 'Invite connections'), 'Analytics' (Last 30 day activity), and a footer with links for 'About', 'Accessibility', 'Help Center', 'Privacy & Terms', 'Ad Choices', 'Advertising', 'Business Services', 'Get the LinkedIn app', and 'More'. The footer also includes the LinkedIn logo and 'LinkedIn Corporation © 2024'.

4. Here, you'll see a bank of posts that are already on your Employee Advocacy feed. If you don't post, there won't be anything there.



The screenshot shows the LinkedIn profile page for CITRO. The page layout includes a top navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications (25), and Me. Below the navigation bar is a search bar and a profile header for CITRO, which includes a profile picture, the name "CITRO", and "354 followers". A "+ Create" button and a "View as member" button are also visible. The main content area is divided into a "Feed" section and an "Analytics" section. The "Feed" section has a sub-section titled "Recommend to employees" which is highlighted with a red circle. This section contains a search bar for "Recommend to employees" and options for "Media" and "Document". Below this is a large graphic with the text "Start recommending content to employees" and a sub-headline "Find relevant links, photos and videos to recommend to employees. They can share them as original posts on LinkedIn and Twitter. [Learn more.](#)". The "Analytics" section on the right shows a table of metrics for the last 30 days, all of which are currently at 0%.

Metric	Value	Percentage
Recommendations	0	0%
Employee posts from recommendations	0	0%
Reactions to posts	0	0%
Comments on posts	0	0%
Reposts	0	0%

5. Next to your profile photo, under the “Recommend to employees” tab, start curating your post.



A screenshot of a LinkedIn profile page for a company named "CITRO". The page layout includes a top navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications (with a 25 badge), and Me. Below this is a search bar and a profile header for "CITRO" with 354 followers and a "+ Create" button. The main content area is divided into a "Feed" section and an "Analytics" sidebar. The "Feed" section has a "Recommend to employees" tab highlighted with a red circle. Below this tab is a "Recommend to employees" button, also circled in red, with "Media" and "Document" options. A red arrow points from the "Start recommending content to employees" banner below to the "Recommend to employees" button. The "Analytics" sidebar shows various metrics for the last 30 days, all at 0%: Recommendations, Employee posts from recommendations, Reactions to posts, Comments on posts, and Reposts. The banner below the feed reads "Start recommending content to employees" and provides instructions on how to use the feature, including a "Learn more" link.

6. Once you're happy with your post, hit "Recommend."



Hayley Guzzo ▾

Post to Employees



LinkedIn's Employee Advocacy feature is a great way to get your employees engaged, but what's it all about?

Learn more in this blog: <https://citrodigital.com/blog/linkedin-s-employee-advocacy-feature/>

#EmployeeAdvocacy #EmployeeEngagement



Grow Your Brand with LinkedIn's Employee Advocacy Feature

citrodigital.com • 5 min read

LinkedIn gives companies the opportunity to recommend content to employees to post on their profiles in an effort ...



Recommend

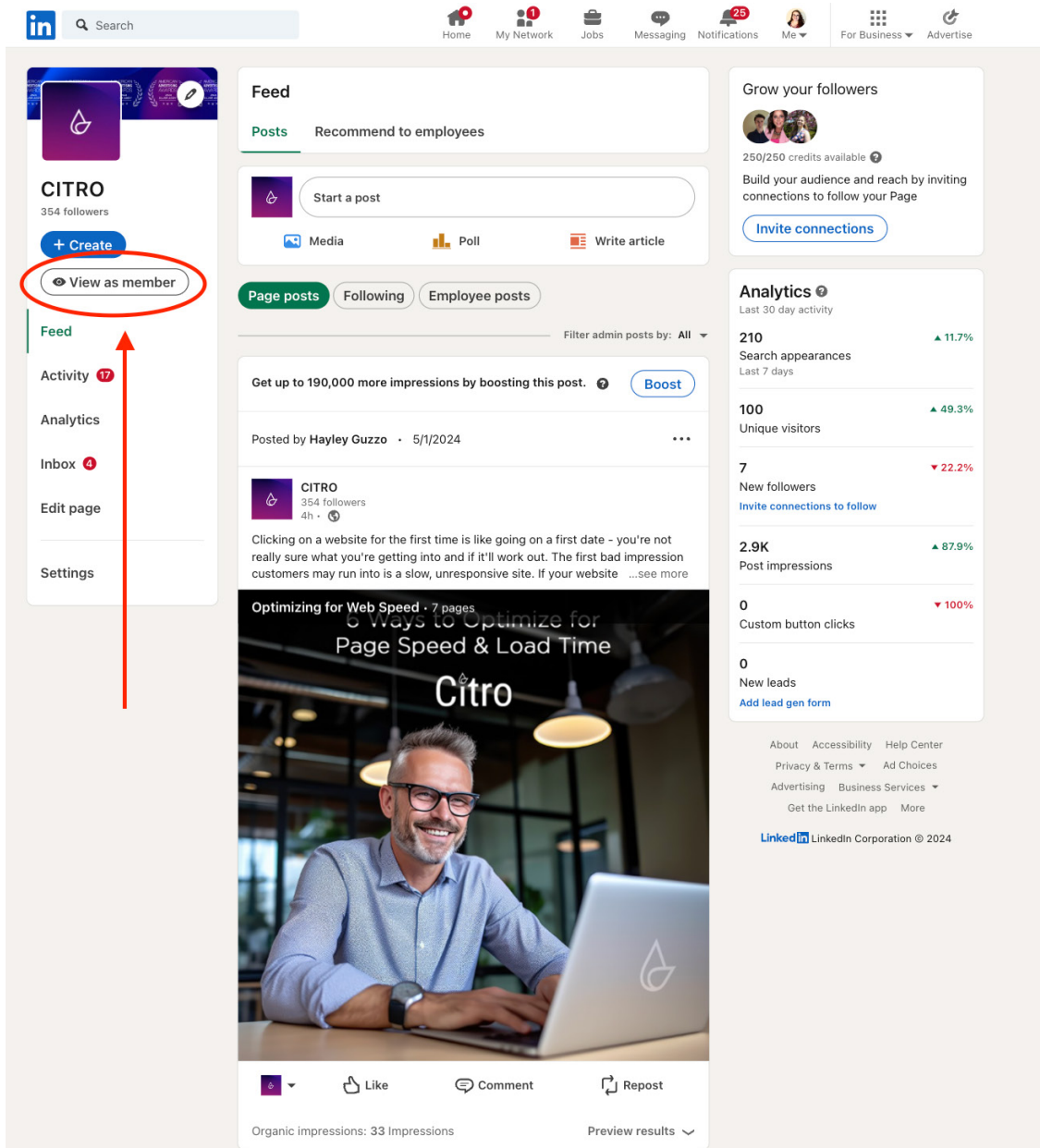
7. This post will now be added to the bank of recommendations for your peers to edit and share with their network.

A screenshot of the LinkedIn profile page for "CITRO", which has 354 followers. The page layout includes a top navigation bar with icons for Home, My Network (with a notification badge), Jobs, Messaging, Notifications (with a badge of 25), and a profile picture. Below the navigation bar is a search bar and a "View as member" button. The main content area is divided into three sections: a left sidebar with navigation options (Feed, Activity 17, Analytics, Inbox 4, Edit page, Settings), a central "Feed" section, and a right "Analytics" section. The "Feed" section is currently set to "Recommend to employees" and shows a post from Hayley Guzzo. The post text reads: "LinkedIn's Employee Advocacy feature is a great way to get your employees engaged, but what's it all about? Learn more in this blog: <https://lnkd.in/eEJTD4eZ> #EmployeeAdvocacy #EmployeeEngagement". Below the text is a link to a blog post titled "Grow Your Brand with LinkedIn's Employee Advocacy Feature" from citrodigital.com, with a 5-minute read time. The post also indicates that 0 coworkers have reposted it. The "Analytics" section on the right shows a table of metrics for the last 30 days, all of which are at 0%: Recommendations, Employee posts from recommendations, Reactions to posts, Comments on posts, and Reposts. A red circle highlights the post content in the central feed area.

How to Share a Post on LinkedIn Employee Advocacy



1. To share an employer-recommended post to your personal feed, switch to member mode if you're not already. To do so, on the left panel, under your company's profile photo, click "View as member."

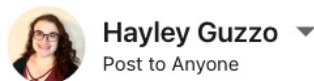
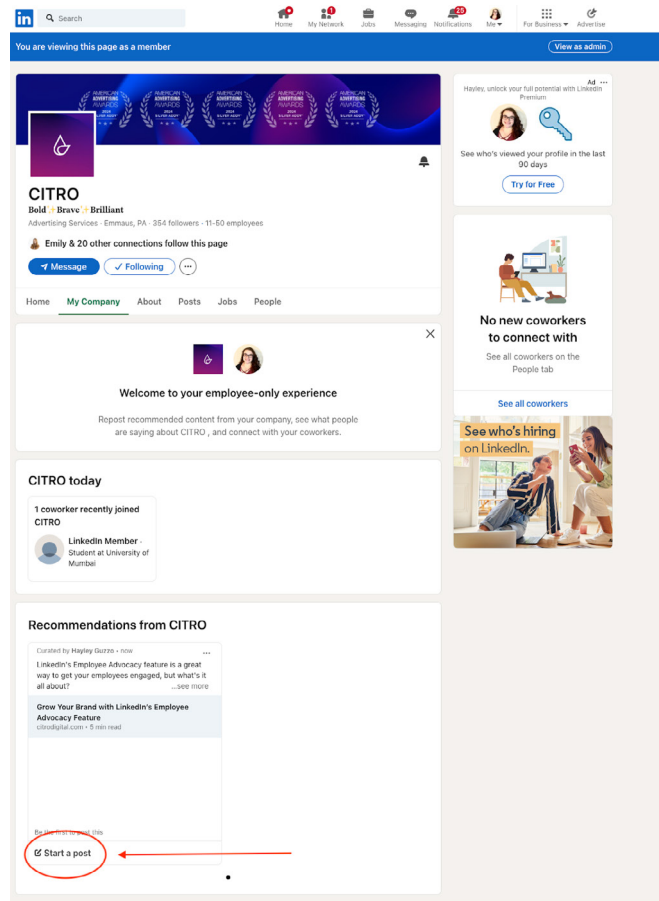


2. You'll see recommended posts under the "My Company" tab under "Recommendations."



A screenshot of the LinkedIn company page for CITRO. The page header includes the LinkedIn logo, a search bar, and navigation icons for Home, My Network, Jobs, Messaging, Notifications, Me, For Business, and Advertise. Below the header, a blue bar indicates "You are viewing this page as a member" with a "View as admin" link. The main content area features a banner with "AMERICAN ADVERTISING AWARDS" logos, the company name "CITRO" with tagline "Bold + Brave + Brilliant", and employee statistics. A red circle highlights the "My Company" tab in the navigation bar. A red arrow points from this tab to the "Recommendations from CITRO" section. Another red arrow points from the "Following" button to the "My Company" tab. The "Recommendations from CITRO" section shows a post by Hayley Guzzo about LinkedIn's Employee Advocacy feature. The right sidebar contains several promotional cards, including one for LinkedIn Premium and another for "No new coworkers to connect with".

3. If you want to share with their network, go to the post, and hit "Start a post."



LinkedIn's Employee Advocacy feature is a great way to get employees engaged, but what's it all about?

Learn more in our blog here: <https://lnkd.in/eEJTD4eZ>

#EmployeeAdvocacy #EmployeeEngagement

Grow Your Brand with LinkedIn's Employee Advocacy Feature

citrodigital.com • 5 min read

LinkedIn gives companies the opportunity to recommend content to employees to post on their profiles in an effort ...



Post

How Often You Should Post to Employee Advocacy



There is no rule of thumb to follow for how many times you should post to Employee Advocacy. Unlike general feed posts, you're not tied to LinkedIn's golden rule for post frequency since it's not directly coming from your company page.

As a brand, you want to aim to post at least twice per week - if not more - in order to leverage your current network and get your name out there as you continue to grow brand awareness.

Since Employee Advocacy posts aren't publicly posted from the company page, you don't need to follow as strict of a posting schedule, but you should still aim to publish a certain amount of posts every month. In our experience working with our own clients, we generally try to aim to provide them with around 10 posts every month.

Notifying Employees of Posts

While Employee Advocacy is extremely useful for employee engagement and brand awareness, it's all for naught if your post bank isn't being utilized.

One of the flaws of the Employee Advocacy feature is that employees don't get notified automatically by the platform once you post something. This is why you need a plan to get the posts in front of your employees.

Here are a few ways to get them the message:

- Send a company-wide email.
- Include the announcement in your monthly newsletter if you have one.
- Send a group message through Slack, Teams, or wherever you message your team daily.

Here's the main question that your employees may ask, either to themselves or you: What's in it for me?



Motivating Employees to Contribute

If your employees are already disengaged and feel unmotivated in their work, they're likely not going to go out of their way to share the posts you create, so you may want to consider coming up with an incentive plan.

You can incentivize employees to take part in Employee Advocacy by hosting monthly competitions to see who shares the most content and send them prizes. You can also enroll your company in an online portal where you can earn points that you'll reward them with for posting content. Once they reach a certain amount of points, they can redeem them for a prize of their choice that they can pick out on the site.

You can even give them all a monthly goal to share at least five posts per month, and if they rise to the challenge, you can send them an Amazon e-gift card. Who doesn't love Amazon?

Remember, Employee Advocacy helps with not only elevating your brand on LinkedIn, but it's a way to enhance your internal communication as well. Like we said before, if your employees aren't excited about their work and you lack communication within your organization, your Employee Advocacy strategy won't succeed.

How Do Employee Advocacy Efforts Impact ROI?

There are many ways in which LinkedIn Employee Advocacy helps your return on investment (ROI).

Creates Connections with Employees

One of the most important ways LinkedIn Employee Advocacy helps with ROI

is that it instills more of a bond between you and your employees. Why is this important? If people notice that your employees are advocating for your brand and taking the time to share content that promotes the company, your culture will blossom to the outside world, and prospective employees and job seekers will want to come work for you.

Humanizes Your Brand

Unless you're using artificial intelligence for all your social media posts without any human creation, which we don't recommend, your company posts are being curated by people, either on your team or from an outside agency. But the messaging is still coming from the company rather than an employee, so using Employee Advocacy helps branch out your messaging into more personalized content that comes directly from your team and provides more authenticity as a whole to your brand.

Increases Brand Visibility

These extra posts also help with increasing brand visibility, which can lead to more organic lead generation and business opportunities. LinkedIn Employee Advocacy is a great way to have your employees help with organic brand promotion, leading to increased awareness.

Builds Industry Authority

Not to mention, the more your employees post about your brand and add their expertise to each post, the more credibility your company receives, ultimately heightening your authority within the industry and making you stand out from your competitors.

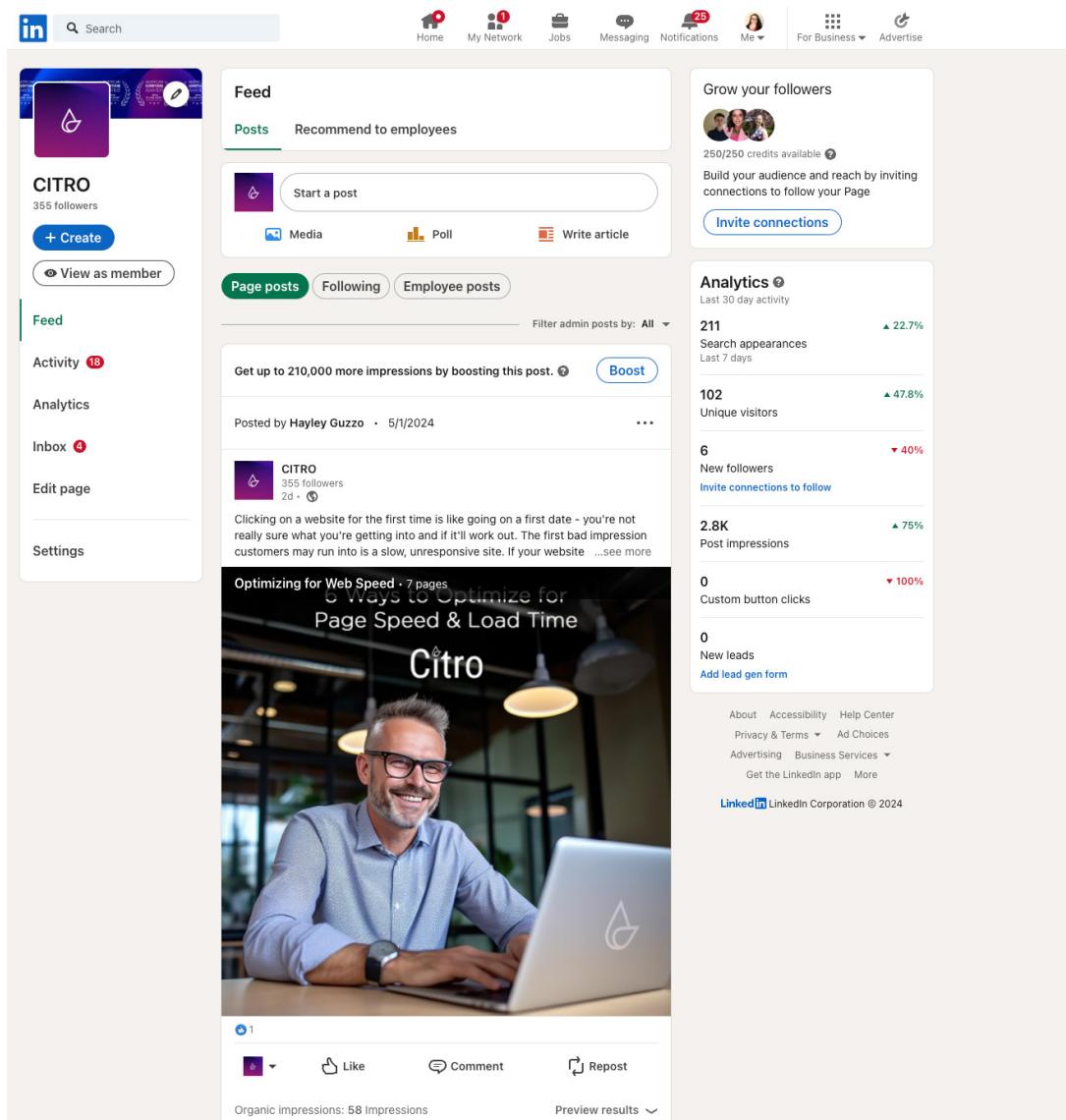
Analytics on Employee Advocacy



Want to know more about how often your employees engage with your content? LinkedIn has you set up with an analytics dashboard specifically to track the performance of your Employee Advocacy posts.

Here's how to find your analytics:

1. Simply start by going to the admin view of your company page.



2. Next, head over to the left sidebar, and click "Analytics."



The screenshot shows the LinkedIn page for CITRO. The left sidebar contains navigation options: Feed, Activity (18), Analytics (circled in red with a red arrow pointing to it), Inbox (4), Edit page, and Settings. The main content area displays a post by Hayley Guzzo from 5/1/2024, titled "6 Ways to Optimize for Page Speed & Load Time" with the CITRO logo. The post includes a "Boost" button and a "Filter admin posts by: All" dropdown. The right sidebar features a "Grow your followers" section with 250/250 credits available and an "Invite connections" button. Below that is the "Analytics" section, showing "Last 30 day activity" with a 22.7% increase in search appearances (211), a 47.8% increase in unique visitors (102), a 40% decrease in new followers (6), a 75% increase in post impressions (2.8K), and a 100% decrease in custom button clicks (0). The footer includes links for About, Accessibility, Help Center, Privacy & Terms, Ad Choices, Advertising, Business Services, and the LinkedIn app.

3. Choose the desired date range you wish to gather analytics on.



Analytics

Content | Visitors | Followers | Leads | Competitors | **Employee advocacy**

Apr 2, 2024 - May 1, 2024 Export

Highlights
Data for 4/2/2024 - 5/1/2024

56 Reactions ▼30% | 4 Comments ▼60% | 1 Reposts •0%

Metrics

Impressions

800
600
400
200
0

Apr 2 | Apr 7 | Apr 12 | Apr 17 | Apr 22 | Apr 27

Organic 2,848
 Sponsored 0

Content engagement | Time range: Apr 19, 2024 - May 3, 2024 | Show: 10

Post title	Post type	Audience	Impressions	Views	Clicks	CTR	React
Clicking on a website for the first time is like going on a first date - you're not real... Posted by Hayley Guzzo 5/1/2024	Document	All followers	59	-	18	30.51%	
Are you meeting your social media marketing goals? 📊 Without KPIs, or ke... Posted by Hayley Guzzo 4/29/2024	Document	All followers	93	-	22	23.66%	
Are you keeping your team engaged? 🧑‍🤝🧑 One way to enhance brand awareness... Posted by Hayley Guzzo 4/24/2024	Image	All followers	133	-	3	2.26%	
Your website is where your audience goes for information about your... Posted by Hayley Guzzo 4/22/2024	Image	All followers	60	-	3	5%	

4. Choose the desired date range you wish to gather analytics on.



The screenshot shows the LinkedIn Analytics interface for a company named CITRO. The 'Employee advocacy' tab is selected. A date range selector is highlighted with a red circle and a red arrow pointing to it, showing 'Apr 4, 2024 - May 3, 2024'. Below this, a 'Highlights' section shows metrics for the last 30 days (4/4/2024 - 5/3/2024): Recommendations (-2, 200%), Employee posts from recommendations (0, 0%), Reactions to posts (0, 0%), Comments on posts (0, 0%), and Reposts (0, 0%). The 'Employee Advocacy metrics' section is set to 'Recommendations' and shows a line chart with a sharp drop from 0 to -2 between April 21 and April 28. The 'Employees posting from recommendations' section is set to 'Job function' and shows a message: 'Not enough employee posts. Data will appear here once more employees post from your recommendations.'

Here, you'll be able to look through analytics on your Employee Advocacy efforts. You can track reactions, comments, and reposts. You can also look at who you're reaching through these posts based on their seniority level, job function, industry, location, and company, just as you would for general analytics for your LinkedIn business page.

What Can You Do with These Analytics?

Analytics are great and all, but you need a plan of action in order to capitalize on whatever you find. If you're performing poorly in Employee Advocacy, how can you improve? If you're doing well, what can you do to maintain or exceed performance for next month?

When looking at your analytical performance, consider these key points.

Top-Performing Content

Understanding what subject matter is getting the most attention will help when it's time to curate more content in the future. If you know that a certain topic is more likely to get engagement from your employees and their network, leverage that to create more content specifically around that topic. If you're not posting content that's important to your team, they won't want to share or elaborate on it, and the entire experience will feel less personalized for them.

Most-Engaged Employees

Which employees are utilizing Employee Advocacy the most, and what types of content are they sharing? This is where some social listening comes into play. Don't simply look at what people are posting the most, look at what they're sharing and if they're adding their own thoughts to the posts as well. This will help you determine what content is most valuable and relevant to them and their network moving forward with future content creation.

Highest-Reached Users



The LinkedIn members that your employees' posts reach matter. If they're reaching more users in entry-level positions, this might entice you to consider popping in a few recruitment posts with a "Join our team" message added to them. Or, if you tend to see a spike in users in senior-level positions interacting with their posts, maybe consider talking more about services and client success stories since they're likely the decision-makers of the company and could be potential new business for you.

How Do Employee Advocacy Efforts Impact ROI?

There are many ways in which LinkedIn Employee Advocacy helps your return on investment (ROI).

Creates Connections with Employees

One of the most important ways LinkedIn Employee Advocacy helps with ROI is that it instills more of a bond between you and your employees. Why is this important? If people notice that your employees are advocating for your brand and taking the time to share content that promotes the company, your culture will blossom to the outside world, and prospective employees and job seekers will want to come work for you.

Humanizes Your Brand

Unless you're using artificial intelligence for all your social media posts without any human creation, which we don't recommend, your company posts are being curated by people, either on your team or from an outside agency. But the messaging is still coming from the company rather than an employee, so using Employee Advocacy helps branch out your messaging into more personalized content that comes directly from your team and provides more authenticity as a whole to your brand.

Increases Brand Visibility



These extra posts also help with increasing brand visibility, which can lead to more organic lead generation and business opportunities. LinkedIn Employee Advocacy is a great way to have your employees help with organic brand promotion, leading to increased awareness.

Builds Industry Authority

Not to mention, the more your employees post about your brand and add their expertise to each post, the more credibility your company receives, ultimately heightening your authority within the industry and making you stand out from your competitors.

Lean on the Experts

We covered a lot here, from reviewing how LinkedIn Employee Advocacy works for both employers and employees, what to post, how to post, and how it all ties into your ROI strategy. Saying you're ready to get started is the easy part, but capitalizing on this opportunity takes some effort. Our team has plenty of experience in curating personalized posts for our clients' employees to post and share with their network. All we need to know is if you're ready. [Connect with us today](#) to tap us into the game!

