EMPLOYEE ADVOCACY & TRAINING
MAKING DATA- Driven DECISIONS THROUGH MEASUREMENT & LISTENING
KIRSTEN HAMSTRA, GLOBAL SOCIAL MEDIA MANAGER, SAS
WHAT IS ...

employee advocacy?
Employee advocacy programs **motivate**, **empower** and **train** employees on how to use their established credibility and personal networks to represent themselves and their company on social media.
TOOLS

TRAINING

EMPLOYEE ADVOCACY PROGRAM FORMATS
One requirement: Social Media Certification

- The Essentials of Social Media at SAS
- Social Media Guidelines and Policies
- Social Media Behavior and Personal Branding
Themes

2 monthly trainings; weekly office hours

MARCH

This Month's Theme?
Profile Rehab

APRIL

This Month's Theme?
#Social Skills

MAY

The Last Theme?
#SocialLife
TRAINING TOPICS

• In-person Kickoff Webcast
• Demystifying Your Social SEO: Tips to Ensure People Find You Online
• Paying It Forward on Social: The Art of Authentic Engagement
• Sourcing and Creating Content (That Doesn't Suck)
• Energy Management, Meet Social Media
• Practically Social in Every Way: A Guide to Social Routines and Tools
• Unconference [bonus event – a moderated conversation on crowdsourced topics]
**WEEKLY EMAIL**

**Survey: Did you take it?**

If not, please complete it. Remember, it only takes about 5 minutes.

**Private Hub Group: Meet your classmates (they are kind of a big deal)**

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**THE HUB (INTERNAL)**

- 7th most active
- 9th most comments
- 4th in likes
TOOL: VOICESTORM

Build your Pokémon library using SAS and the Pokéapi

Today is #EmbraceYourGeekness day, and you are either reveling in this new crazy town inhabited by Pokémon GO, or you are hiding in your house trying to avoid all of the Pokémon GO zombies wandering around.

View Original Link

Characters Remaining: 13

Build your Pokémon library using SAS and the Pokéapi by @cjdinger. 

@pokemongo

Additional Share Text Options

Select All/ None

Kirsten Hamstra

kirsten
PARTICIPANTS: The 140

- **Global** employees
- Represent every major division and region at SAS
- Chosen for:
  - Established social presence
  - Online influence and reach
  - Job responsibilities
  - Interest in social media
  - Coachable online profiles (we used social listening!)
PROGRAM OUTCOMES
SO, HOW'D THEY REALLY DO?
HOW WE MEASURED?

SURVEYS, SPRINKLR + VOICESTORM

• Combination of social listening and self-reported metrics:
  • 3 participant surveys:
    • Before: 138 responses
    • Mid-point: 29 responses
    • Exit: 84 responses
  • Sprinklr listening project
  • Content metrics from VoiceStorm (staggered roll-out)

We're half finished! Your feedback?
Can you believe we are at the mid-point of the Employee Advocacy Program?!

We want to ensure everything is still useful to you. Please help us do this by filling out a 3-question survey. Results are anonymous.

We will try to make adjustments to the second half of the program, based on your feedback.

TAKE THE SURVEY
SOCIAL LISTENING: MEASURING EMPLOYEE VOICE IMPACT

- Capture social profile data in audience lists through surveying employees
- Segment different employee populations for precise reporting
- See employees’ social impact on topics that matter most to brand
#Voice

The 140 comprises 88% of SAS Brand mentions

<table>
<thead>
<tr>
<th>Employee Brand Mentions</th>
<th>The 140 Brand Mentions</th>
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<tr>
<td><strong>Mentions</strong></td>
<td><strong>Mentions</strong></td>
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<td>2,421</td>
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<td>Percentage Change</td>
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<td></td>
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<td>Previous Period</td>
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</table>
THE 140 RESULTS

TOPICS DISCUSSED ON SOCIAL
#Influence

Their average Klout score is 43
#Recognized

Top 5% of LinkedIn profile views among SAS employees

You rank in the top 5% for profile views at SAS.

#1,101 out of 20,407 | ↓ 2% in the last 15 days
90% Reported **improvement** with respect to social media goals

27.4% “Succeeded or made major progress”

**Common goals**

*Promote SAS “authentically”*
Better at using social professionally
Work on my personal brand
Get more followers / the **right** followers
Help others – classmates, others inside/outside of SAS
63% Reported positive or significant changes to profiles.
THE 140 RESULTS

LINKEDIN GROWTH

64

Average number of new Connections gained by a participant during program
Average number of followers gained by a participant during program

62
THE 140 RESULTS

Did you consider yourself "Unafraid to try things on social media" when you first participated in the Employee Advocacy Program in March?

(84 responses)

75% Yes
25% No

↑ 17%
Felt more comfortable at program end
Pros benefitted

Advanced practitioners reported improvement during the program.
THE 140 EFFECT

MAKING SAS POSTS ‘THEIR OWN’

Reach from The 140: 24.1K