

CHUBB[®]

The Power in Your People: Creating Employee Brand Advocates

Andréa C. Basora

AVP, Global Digital Communications

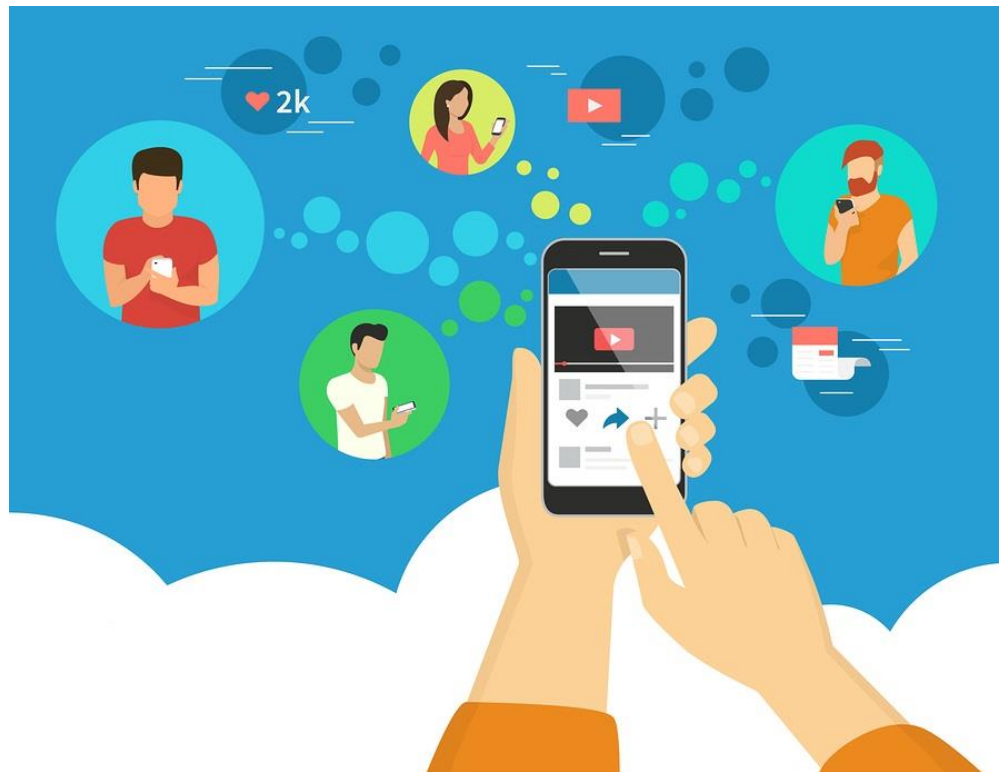
Best Practices for Communicators in Highly Regulated Industries Conference

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Why Should We Empower Employees on Social Media?

They're Already There...

Social media is a way of life and for many, the divide between work and personal lives barely exists....



98%

of employees are using social media for personal use...

50%

of them already post comments about their employer

56%

of employees have either defended their employer to family and friends or in a more public venue — such as on a website, blog, or in a newspaper

61%

of LinkedIn members who follow your organization are willing to be your brand ambassadors and share your Employee Value Proposition with their networks

It's Good for Business

It Fuels Engagement

Companies with engaged employees outperform those without by up to **202%**...

(And, yet, only **30%** of employees describe themselves as deeply engaged with their jobs.)

It Fuels Trust

84% of customers say they value the recommendations of friends and family above any other form of advertising.

77% of customers say they'll buy something after hearing about it from someone they trust.

It Amplifies Your Reach

Brand messages reach **561%** further when shared by employees vs the same messages shared via official brand social channels.

79% of job-seekers use social media in a job search...

40% of all new hires in an organization are employee referrals.

Edelman Trust Barometer - 2018

Engage in Conversation Across the Business

Which is more believable about a company?



63%

Company's social media

37%

Company's advertising

Percent who agree:

52%

CEOs

should regularly communicate directly to the public using social media

64%

Employees

should participate in their company's social media activities

“Every employee is a potential brand advocate waiting to happen.”

And Yet...

77.3% of people don't feel encouraged to share company news on social media because they don't know if their company is OK with them sharing it.



How do we let them know it *IS* OK
(while still protecting the brand)?

We can start by telling them....
And giving them the tools to do it right.

Creating Social Media Guidelines

A social media policy outlines how an organization and its employees should conduct themselves online.

DOs

- Empower employees to share positive work experiences
- Defend employees and customers against security risks and legal issues
- Protect your brand



DON'Ts

- DON'T discourage use:
Use positive language designed to encourage employees to be active on social and champion your brand.
- DON'T create a list of DON'Ts:
Give employees the tools and resources they need to succeed and harness the potential of social media.

What Should a Social Media Policy for Employees Include?

- Information on avoiding potential legal risks
 - How to credit sources
 - Privacy and confidentiality rules
 - Employee disclaimers
- Expectations for appropriate, responsible online conduct
- Guidelines for safeguarding against security risks
- Roles and responsibilities – including who can speak for your company (officially) on social media
- Etiquette and engagement tips
- Procedures for dealing with conflict/crisis
- Possible consequences of not adhering to the guidelines



“Instead of telling employees what to do, offer suggestions and recommendations for them to improve their own social media communications and elevate their professional images.”

- Karen Scates, SmartTalkHR

Some of My Favorite Social Media Policies



Social Media Principles


“Countless conversations take place online about Coca-Cola every day, and we want our Company’s more than 100,000 associates in more than 200 countries to join those conversations, represent our Company, and share the optimistic and positive spirits of our brands.”




3 Rules of Engagement




It Doesn't Need to Be Fancy

 **Matthew-BBY**
Retired: Community Builder



Posts: 93
Registered: 09-18-2008

Best Buy Social Media Policy [Edited] Options ▾

03-24-2009 01:05 PM - last edited on 07-21-2016 10:02 AM by  **Tony-BBY**

Best Buy® Social Media Policy
Be smart. Be respectful. Be human.

Guidelines for functioning in an electronic world are the same as the values, ethics and confidentiality policies employees are expected to live every day, whether you're Tweeting, talking with customers or chatting over the neighbor's fence. Remember, your responsibility to Best Buy doesn't end when you are off the clock. For that reason, this policy applies to both company sponsored social media and personal use as it relates to Best Buy.

What You Should Do:

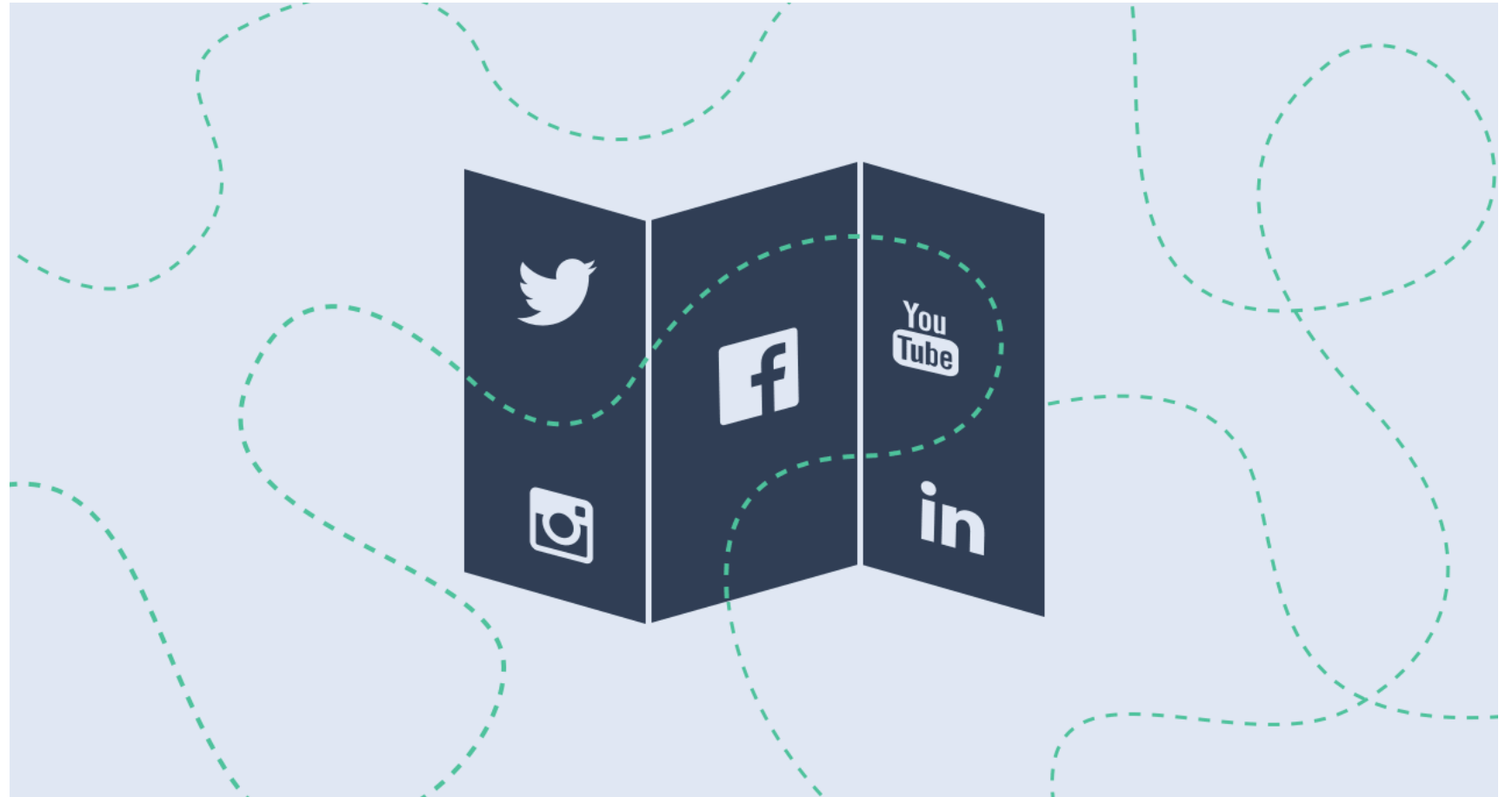
- ☐ **Disclose your Affiliation:** If you talk about work related matters that are within your area of job responsibility you must disclose your affiliation with Best Buy.
- ☐ **State That It's YOUR Opinion:** When commenting on the business. Unless authorized to speak on behalf of Best Buy, you must state that the views expressed are your own. Hourly employees should not speak on behalf of Best Buy when they are off the clock.
- ☐ **Protect Yourself:** Be careful about what personal information you share online.
- ☐ **Act responsibly and ethically:** When participating in online communities, do not misrepresent yourself. If you are not a vice president, don't say you are.
- ☐ **Honor Our Differences:** Live the values. Best Buy will not tolerate discrimination (including age, sex, race, color, creed, religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or any other legally recognized protected basis under federal, state, or local laws, regulations or ordinances).
- ☐ **Offers and Contests:** Follow the normal legal review process. If you are in the store, offers must be approved through the retail marketing toolkit.

What You Should Never Disclose:

- ☐ **The Numbers:** Non-public financial or operational information. This includes strategies, forecasts and most anything with a dollar-figure attached to it. If it's not already public information, it's not your job to make it so.
- ☐ **Promotions:** Internal communication regarding drive times, promotional activities or inventory allocations. Including: advance ads, drive time playbooks, holiday strategies and Retail Insider editions.

Examples of Social Media Policies/Guidelines

- [Coca-Cola](#)
- [Dell](#)
- [Intel](#)
- [Best Buy](#)
- [Nordstrom](#)
- [Walmart](#)
- [Air Force](#)



And finally. With all the blogging and interacting,
don't forget your daily job...

-Adidas Social Media Guidelines

Case Study: Chubb on Instagram

Goals

- Engage company employees at a global level
- Demonstrate company culture
- Position Chubb as an employer of choice; recruit new talent
- Increase brand awareness



Launching @ChubbGlobal “The 3 Ps”

“We invite you, your family, friends, clients, brokers and anyone else who’s part of the Chubb community to join us on Instagram. Follow our account. Submit photos that represent and celebrate your part of the Chubb world. And you may just win a prize in the process!”

- #ChubbPeople – for team-building and special events
- #ChubbPlaces – for unique work spaces and city locations
- #ChubbPurpose – for community involvement and volunteer activities

These themes represent the Chubb story that is best shaped and shared by employees. In other words, Chubb people can be our best storytellers!”

3 Ways to Share Your Photos with Chubb on Instagram



From a public account

Post images using one of the following hashtags: #ChubbPeople, #ChubbPlaces, or #ChubbPurpose



From a private account

Direct message @ChubbGlobal with the photo you would like to submit



Via email

If you do not have an Instagram account, email your photo to: socialcustomerservice@chubb.com

The editorial committee will choose 3 employee photos per week to feature.

CHUBB®

Employee Engagement in Action

Instagram profile for **chubbglobal**. The profile shows 1,055 followers (circled in purple), 16 posts, and 24 following. The bio includes "Chubb Global" and "The world's largest publicly traded P&C insurance company with operations in 54 countries and territories." A purple callout box points to the follower count.

Over 1,000 followers in 2 weeks



Chubb. Insured.