

# EMPLOYEE ADVOCACY: BENEFITS FOR EMPLOYEES



## CAREER GOALS

- Build relationships & network with the right people.
- Establish yourself as an industry expert.
- As your social media reach grows, so do your opportunities!
- Become a thought leader or influencer, and get invited on podcasts, events, get featured in the media, and more.
- Your personal brand is a space to celebrate your work achievements online!



## DIGITAL CONTENT CREATION SKILLS

- Digital skills are in demand.
- Stand out from other candidates.
- Demonstrate that you're keeping up with the latest technology.
- Show how motivated you are for your company to succeed.
- Have the opportunity to be more creative at work!



## INCENTIVES & GAMIFICATION

- Friendly competition with colleagues.
- Some companies offer rewards or charity donations.
- Get recognition from senior leadership.



## EMPOWERMENT

- Feel trusted to represent your company as a brand advocate.
- You have a voice, you're not just a cog in a machine.
- Your role beyond your day-to-day job, enabling you to further both business and personal goals.



## COMPANY CULTURE

- Gain a better understanding of company goals and values.
- Keep up with internal communications and industry news.
- Connect with remote colleagues.
- Boost morale by supporting your colleagues on social media.
- Attract the right people to become your future colleagues!



## MAKE YOUR JOB EASIER

If you work in sales, marketing, HR, or recruitment... You'll already know how social media makes your job easier. Employee advocacy supports the goals of each department, and the business as a whole.

### What do we want from our jobs?

Great relationships with our colleagues, support, job security.

### How do we get this?

By enabling the business to succeed!

