



# How To Turn Employees Into Brand Ambassadors?

## White Paper

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# Executive Summary

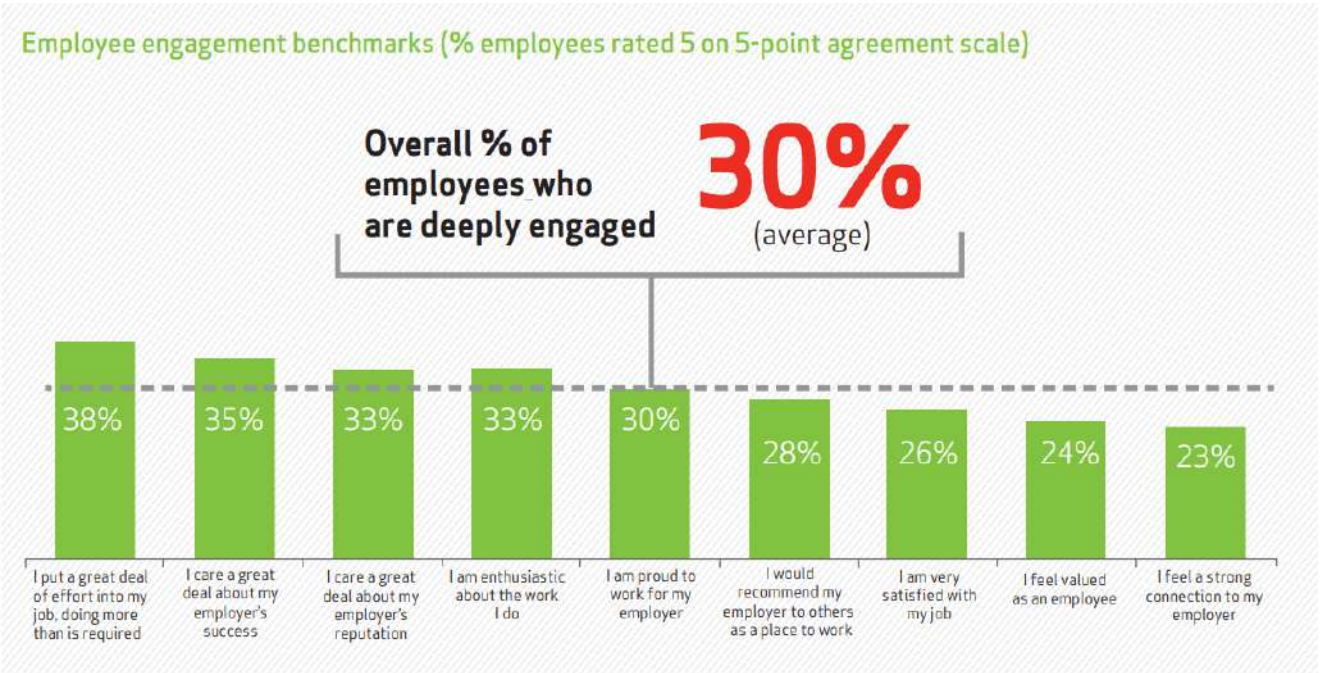


Happy and satisfied employees are the best brand ambassadors for the company. The more they engage, the better they endorse. They do so when the workplace fulfills their inner drives and aspirations for success.

The company's awareness and reputation improve with increased employee endorsements on social media or within their friend circles. Many employees are the first defenders of their company's reputation out there, in fact.

According to a Weber Shandwick study, about 56% of responders have talked positively about their firm in front of their friends or family. However, there is greater unrest at workplaces internally.

The same report shows that 3 in 10 responders (employees) deeply connect with senior management. Many of them are not aware of what their employer does.



Some employees are enthusiastic about their work. While many of them act in the company to further their role and consider that as an engagement factor. There is seldom any discussion in multiple growing companies about happiness and digging deep into the factors affecting employee engagement.

Through this whitepaper, we intend to research strategies to apply to keep the employee happier at work with a shared mindset. A happy employee must not be a myth. For that, employees need to understand the seriousness of the insights gleaned from the modern uKnowva HRMS.

Such a workforce management tool gradually helps managers and employers turn their employees into true brand ambassadors. And we explore factually how to go about it.





# Problem Statement



The impact of social media and communities is greater than we could have imagined before 2016-17. We are currently living in the social revolution era. What we speak and how we deliver the message to others matters. And that's how a company's image is reformed and reshaped between social tribes and communities.

As per Weber and Shandwick's research on Employee Rising: Seizing the Opportunity in Employee Activism, we see a lot of staggering insights.

From Right Fig, it's clear how important social media communication is for employees.

Here are some eye-opening statistics from our research about employees:

- 88%** use at least one social media site for personal use
- 50%** post messages, pictures or videos in social media about employer often or from time-to-time
- 39%** have shared praise or positive comments online about employer
- 33%** post messages, pictures or videos about employer in social media often or from time-to-time **without any encouragement from employer**
- 16%** have shared criticism or negative comments online about employer
- 14%** have posted something about employer in social media **that they wish they hadn't**



When employees are not connecting with employers before posting, managers and recruiters are fearful. They are unsure and cannot control what their new, existing, and ex-employees might post and share on social media.

The sheer divide in the personal and professional worlds merely exists because of the hyper-digital world. Because of these, employers constantly struggle to motivate their employees to have purposeful communications.

But when they do, employees raise their understanding of the business, culture, and expectations. When those are clear, they feel proud to belong to a team. And that feeling sets the ball rolling. Endorsements, social media mentions, and talks between friends/families never end.

However, fair treatment, team-building-and-bonding, career opportunities, happiness index, and more strategies must be applied. Without such socially accepting, emotionally-stimulating practices, employees will always struggle and remain in a fix.

Employers do not have time to always encourage their employees to engage. That's where the problem gets more serious to ensure employees turn into brand ambassadors and loyalists.

Companies must search for and evaluate smarter workforce management systems like uKnowva HRMS. These tools help automate critical team tasks and seamless and self-serving experiences. We further understand how these experiences influence and impact a worker's mind to stay loyal, engaged, and happy with their role for a long time.



# What is Employee Advocacy



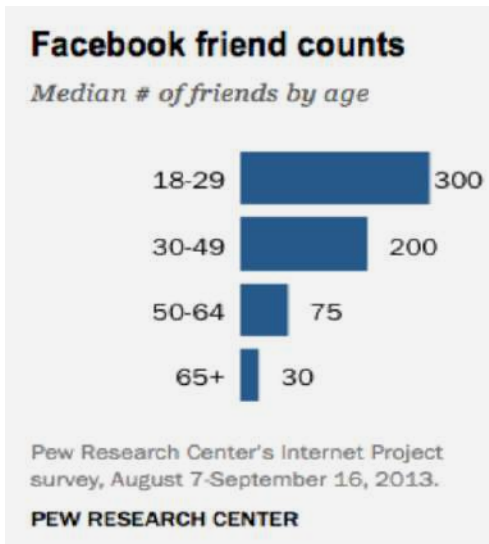
It is one of the reputation-building marketing forms where companies might ask, expect, or influence employees to promote the firm on their social media platforms. It's the free communication that takes place externally in the employees' world.

However, the factors influencing this emotion and action are internal to the company and its culture.

A research-oriented article on Social HP concludes that 135 employee advocates are more powerful than an average FB fan page. The same is proven in the image above.







As per a survey by Pew Research Center, an average person has 338 friends on FB. Out of which 113 see their posts.

Combining the 135 employee advocates with 113 average FB friends, a company's visibility reaches 15,209 people.

Another research on ValleyWag concludes that a FB fan page with 1,000,000 followers only gets about 15,000 reach or views. The combined data concludes that having 135 advocates is simpler and more attainable for employers.

To make the most of this conclusion, employers need to understand the depth of employee advocacy programs and their benefits in the long run for increasing reputation, brand awareness, and business profits

From the below image, see how only 100 employee advocates change a company's valuation by reaching a 500k audience with only 10 shares per person per month. That is like 10-30 monthly average clicks, as it doesn't take long to click reshare or repost.



# Understanding A Good Employee Advocacy/ Ambassador Program



A good employee advocacy program and strategy are not difficult to attain. As per LinkedIn research and employee advocacy program guide, companies need to:

- ▶ Build a program with clarity.
- ▶ Find how the employee will engage more.
- ▶ Educate employees to play their part in real life, but subtly.
- ▶ Measure the brand awareness impact because of employee mentions and shares.



From the above FIG, it's clear that employees as ambassadors help boost brand awareness and increase organic brand recommendations and mentions.

Even Nicole Alvino, the co-founder of SocialChorus, commented on this topic in a webinar by Social Media Today on “From Employee to Advocate.”



*“There is at least 8x more engagement and exposure for the company posts when shared by employees on the social media platforms.”*

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“An engaged employee is one who is involved in his work, satisfied with what he is doing and contributes positively in the organization.”

— Indian employee



Comments like these show employers need to be proactive and act smart. Employees, to be brand ambassadors or advocates, need a work culture where:

- ▶ Their happy, satisfied, and productive emotions are respected and triggered.
- ▶ They see career opportunities at every touchpoint.
- ▶ They know there is immense focus on development of mental-health balance and well-being.
- ▶ They need content worthy of sharing, talking about, and feeling proud to be associated with.
- ▶ Companies need to earn employees’ trust to share the information in their personal circle to drive organic but expected action and results.

That clarity comes after identifying, designing, executing, and evaluating the “Employees to Ambassadors” approaches discussed later. Before that, companies must know the type of ambassadors and activities they nurture through these programs during employees’ tenure.

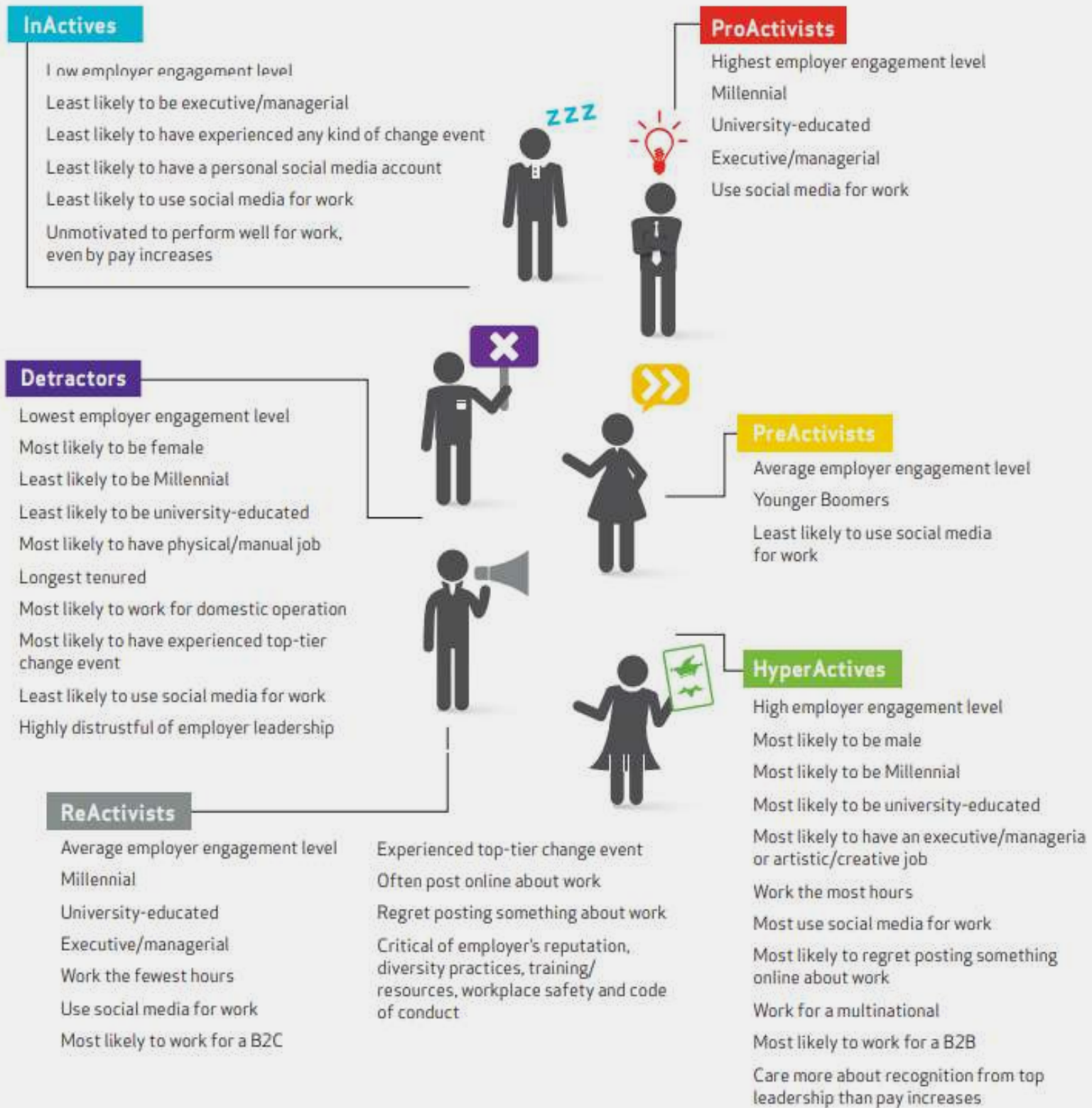




# Types of Brand Ambassadors/Activists/Advocates To Watch Out For:



- ▶ In Actives
- ▶ ProActivists
- ▶ Detractors
- ▶ PreActivities
- ▶ HyperActivities
- ▶ ReActivities



Employees will continue to rise in having a different degree of influence and impact on their friends and families. It's up to employers to give them an experience worth sharing, talking about, and taking pride in. uKnowva HRMS tool makes this approach possible for companies to tap into that influence with rightful prognosis, diagnosis, and predictions at the backend.



# Best Practices To Turn Employees into Brand Ambassadors NOW



- ▶ Get Your Employees Excited!
- ▶ Support Career Development
- ▶ Recognise Your Worker's Contribution
- ▶ Focus On Their Happiness At Workplaces



# 1.

## Get Your Employees Excited!

Ways to excite employees come from having a direct and delightful approach.

Employers use straightforward messages to boost clarity and meet employee expectations.

However, employers need to think a few more steps ahead.

They need to inspire and entertain employees purposefully to keep them hunting for more opportunities to engage in the culture. Because when employees cannot predict the next set of achievements, the novelty of the scenario makes them post and share.

Happiness

Wonderment

Curiosity

Surprise

The same is seen in the below image :

### Tailor Your Message to the Situation and Goal

When to inform, direct, entertain, or inspire your employees.

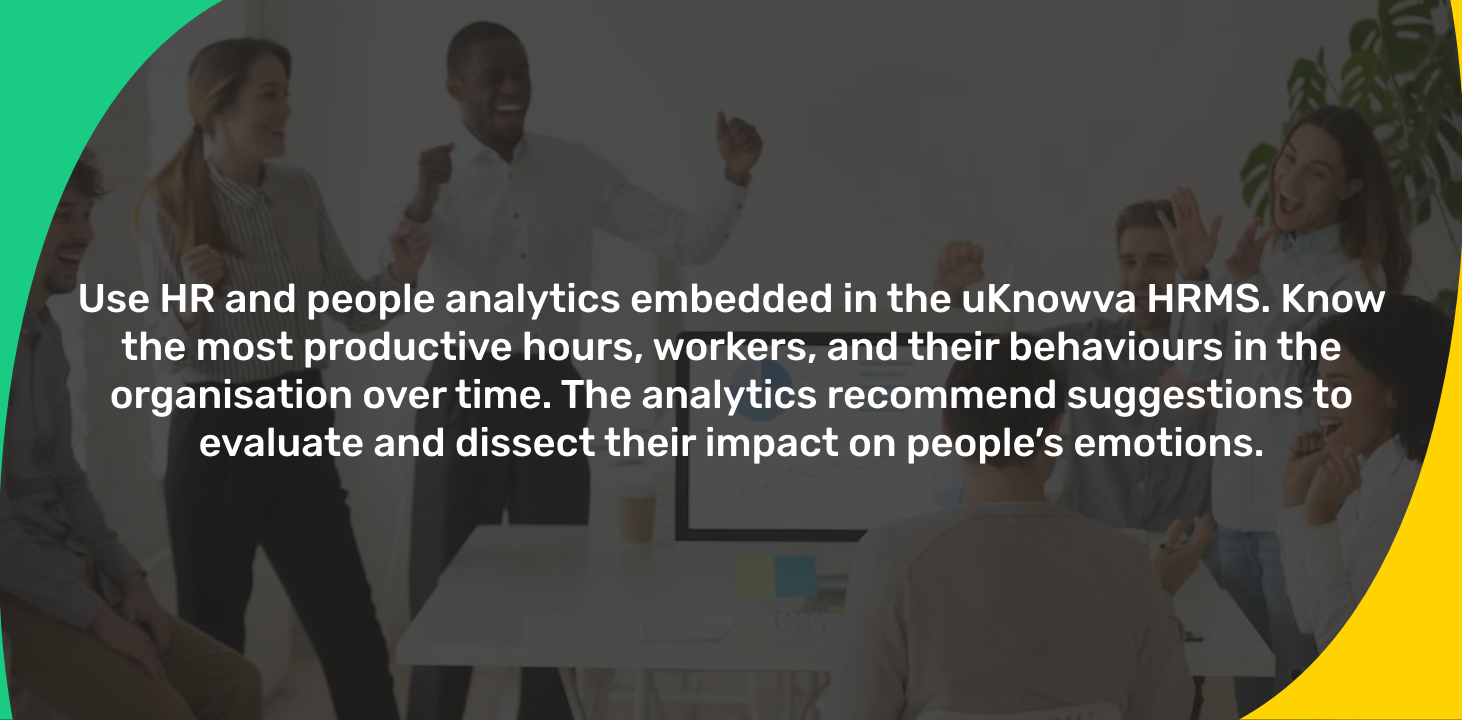
	SITUATION	OBJECTIVE	MESSAGE
INFORM	A policy update or procedure change	Simple understanding	Straightforward. <i>"This is the process for expense reporting. It's due the second Friday of the month. Here are the steps..."</i>
ENTERTAIN	A team member is nervous or uncomfortable	A personal connection	Emotional. <i>"I remember the first time I botched a sales pitch...it was awful because...here's what I learned..."</i>
DIRECT	Something is time-sensitive	Prioritization and specific actions	Clarity about who's doing what and when. <i>"Maria, you're responsible for pulling the financial report together. Get it to John by Thursday at noon so he can package all the materials together."</i>
INSPIRE	Motivating someone or improving performance	Persuasion	Speak to their future using a story or analogy. <i>"Someone in engineering once proposed an idea, we took a risk, and it paid off. This is something I see you being able to do."</i>

SOURCE BEN DECKER AND KELLY DECKER

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### Use these analytics to deliver:

- ▶ Delightful employee experiences.
- ▶ Timely performance recognitions.
- ▶ Timely appreciation.
- ▶ Surprising elements like incentives (in cash or kind).



**Use HR and people analytics embedded in the uKnowva HRMS. Know the most productive hours, workers, and their behaviours in the organisation over time. The analytics recommend suggestions to evaluate and dissect their impact on people's emotions.**

Learning and development opportunities help employees stay connected to their job profiles. Companies get to retain top talent at the best cost as well.

As per the SHRM's 2022 Workplace Learning and Development Trends report's snapshot below, it's clear what employees normally want. An evident 32% of surveyed employees social elements to be added to their learning and development opportunities.

### What employees want regarding training:

(See page 16 for full list of what employees want.)



It makes us focus on the importance of recognising what digital skills the employees might need at the moment.

With concurrent methods of reskilling and upskilling, firms meet the increasing skill gap within the culture.

Instead of hiring new talent at a greater cost, they can invest in existing employees. It's a good source to retain talent and make them favour your organisation.

If employees see that they can excel in their careers in the next 3-5 years, they want to stay back. Plus, if there are more incentives, like the ones discussed thoroughly in this whitepaper, employees wouldn't hesitate to publicly discuss the company's reputation.

In fact, dedicated and top performers share their posts with their influential circles more often when they learn new skills during business or working hours.



## How employees like to learn:

(Respondents could select all that apply)



Simulation



Coaching/mentoring



Video



Webinars/lectures



Textbooks/print



Micro-learning (short or bite-sized lessons)



Audio/podcasts



Role-playing



Blogs/Internet resources

The SHRM report shows employees are interested in learning and developing new formats of resource nuggets.

As per the same report, about 67% of employees want hybrid learning models. Nearly every 2 in 3 employees responding to this survey wanted gamification of learning and development opportunities in the firm that employs them.

If we look closely, these stats show that online and digital learning is growing in demand. More employees are demanding and prefer learning at their own pace during flexible hours.

It shows that employees want to learn and create a positive learning experience around their already scheduled life. When companies provide them with such opportunities, employees are more likely to gloat about it, but in pride.

The right-side FIG also shows the same. About 64% of employees prefer simulation learning modules, along with 51% demand personal coaching and mentoring.

Another 50% of employees wish to learn and grasp new skills from video tutorials, while others want audio and video podcasts as well.

The same report shows how important factors for training goals include providing employees with positive experiences. An alarming 92% of surveyed HR managers mark positive employee experience as the primary goal for on-the-job training.

## The most important training goals for organizations:

(Percentage of HR managers choosing "very important/somewhat important")



When we talk about learning, it looks like modern HR tech solutions like uKnowva can provide all these learning and development opportunities.

The tool has LMS, which is fully integrated with its HRMS. Employers can upload new courses, video sessions, webinars, mentoring meetings/conferences, etc., there. They can connect over the HRMS network to run simulations and give unforgettable experiences to the most passionate, professional, and curious employees.

**uKnowva HRMS also conquers common roadblocks in learning and giving career support to all its employees. That includes:**

Assigning challenging projects to employees wanting to break their previous performance scores.	Ensuring employees have enough time to learn something extra.	Ensuring there is no bias and employees get certifications and skills endorsement after completing the digital course/ lesson.	Measurement of the employee journey and trajectory in terms of learning new skills and implementing the same.
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Following this approach, talent managers share the report with their employees. They can later share their progress report in the company with their friends and families. It is yet another measure for employees to come across the most important teammate in front of their personal network.

## 3.

## Recognise Your Worker's Contribution

Modern rewards and recognition programs for workers and employees' efforts are more flexible, objective, engaging, goal-oriented, digital and mobile-first.

As per Office Vibe's latest report on employee engagements across the globe in May 2022, we see that:

- ▶ Engaged employees are hard to earn.
- ▶ Organisations which recognise efforts on time have 31% less turnover.
- ▶ 83% of respondents of this study feel it's best to praise an employee for their efforts instead of giving a gift.
- ▶ 62% of employees want to receive more recognition from their colleagues.

### 2022 Key Employee Rewards and Recognition Trends



In Traditional Industries



Go-Digital/ Digital First



More Global Programs



Integration with KRAs



Greater Gamification



Driving Engagement



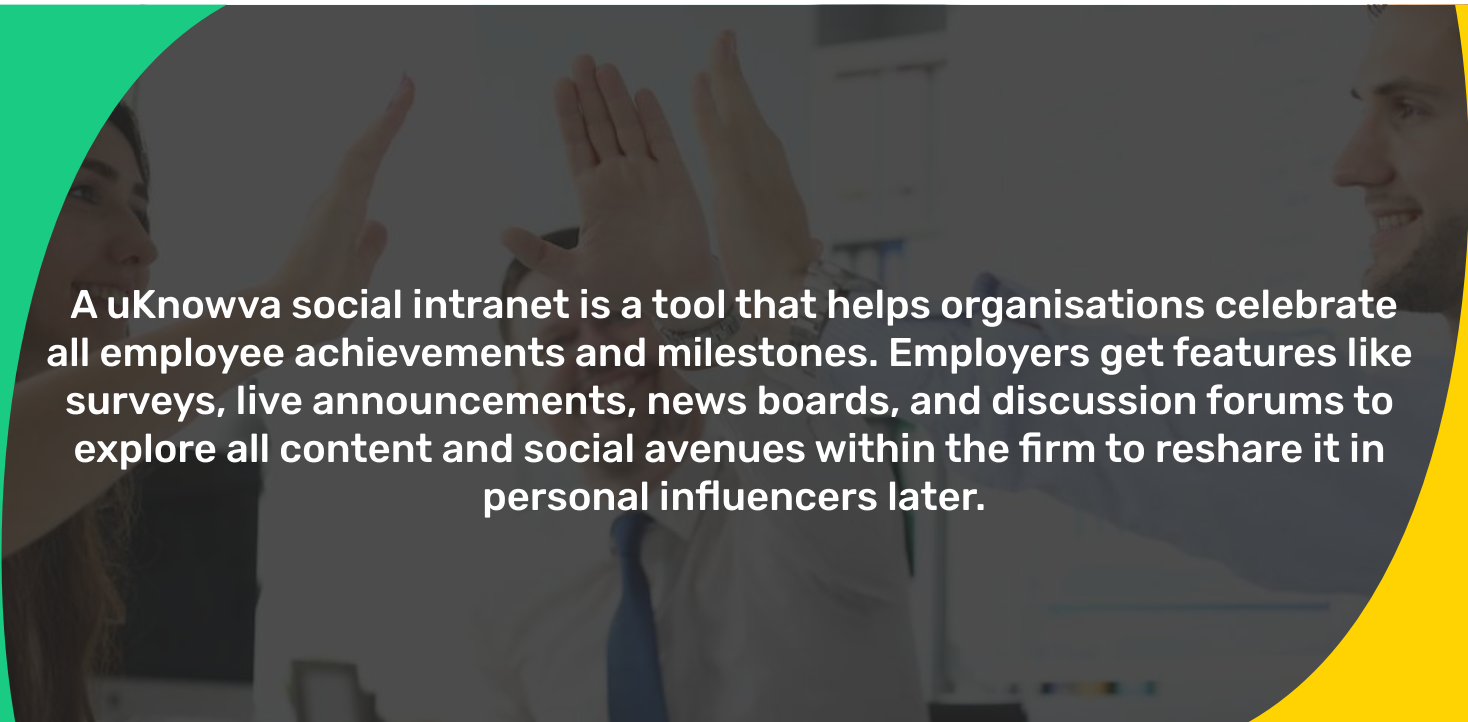
As Culture-building Tool



Rewards for Learning

## Recognise Top Talent Contributions And Boost Their Ego Positively By:

- ▶ Letting employees write blogs and research papers for the website with their names.
- ▶ Letting employees spearhead new projects with a critical impact on business growth
- ▶ Letting employees set up their KRA/KRIs as they know it better.
- ▶ Using project management and a 360-degree feedback system like in uKnowva for peer-to-peer recognition. It boosts internal corporate communication without bias or manipulation.
- ▶ Letting employees plan certain events inside the company and post about them on social media.
- ▶ Leave testimonials for employees from clients on social media platforms. It triggers reshare from the client and employees to their private social media platforms and accounts.
- ▶ Announce the start of the month or employee of the month rewards. This gives a positive boost to employees to work smart and break their mental blocks. They realise that the senior management is looking after them. Thus, they push their efforts and want to boost their milestones in front of their friends or families.



**A uKnowva social intranet is a tool that helps organisations celebrate all employee achievements and milestones. Employers get features like surveys, live announcements, news boards, and discussion forums to explore all content and social avenues within the firm to reshare it in personal influencers later.**

Meeting work deadlines isn't easy for growing employees. At times, deadlines are too many, and there is ambiguity in the team when reporting to too many bosses or working with too different team members.

It hampers the total happiness of an employee. They start showing different signs, which result in pressure on the mind or an unhappy mood.

**Such unhappy employee signs include:**

- ▶ Not showing up to work regularly.
- ▶ Not being punctual at the workplaces or project delivery.
- ▶ Not answering the work calls on time.
- ▶ Not being available for team discussions and events.
- ▶ Not participating in opinions, polls, or other nuggets to make a critical decision.
- ▶ Not asking any queries during any project and simply responding to emails without fulfilling commitments.
- ▶ Taking too many leaves.
- ▶ Be available for every other employee and not prioritise self's work.
- ▶ Staying online unnecessarily for long hours when working remotely.

There could be multiple other signs that show and alert the human resource manager that the employee is not happy. And when employees are not happy with their job profile or work environment, you cannot expect them to share, repost, or even refer your company to anyone else.

Even if they do, you might not trust the lead as much because of their work attitude and mannerisms.



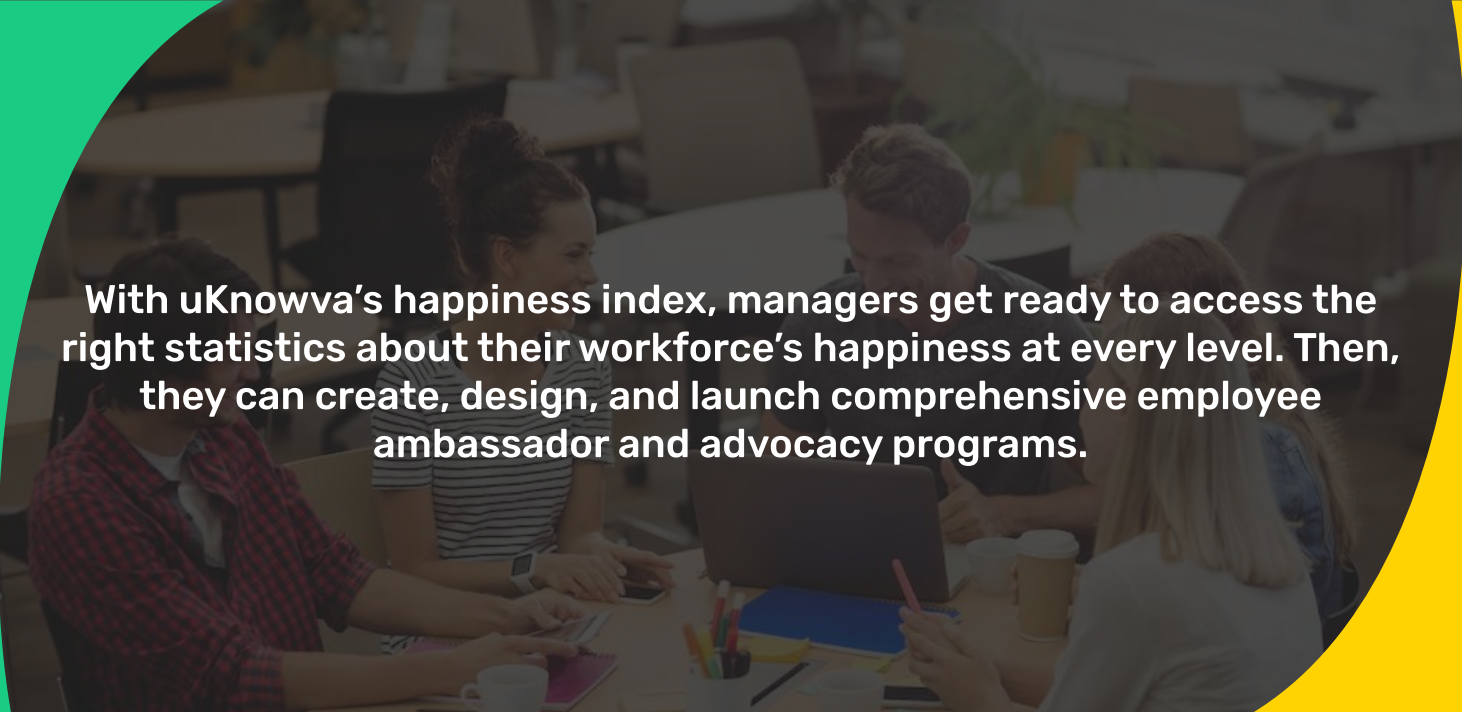
**However, when employees are happy, they tend to:**

91% of the time give a better and more positive rating to their work culture and manager. (Wrike)

- ▶ Happy employees generally have a clear mindset about their career graph in the firm. (CareerBuilder)
- ▶ Happy employees are at least 12% more productive than those who are not. (SMF)
- ▶ 92% of employees find more happiness at work when they have the right platform to communicate and share their issues on time. (RingCentral)

These figures show that employers and managers must focus on building a happy workforce. With a happier team, they communicate with each other and focus more on inviting alike members from outside.

They do not think of switching. Rather, they invite and refer to people they want to work with at their firms. This improves the work quality and culture automatically.



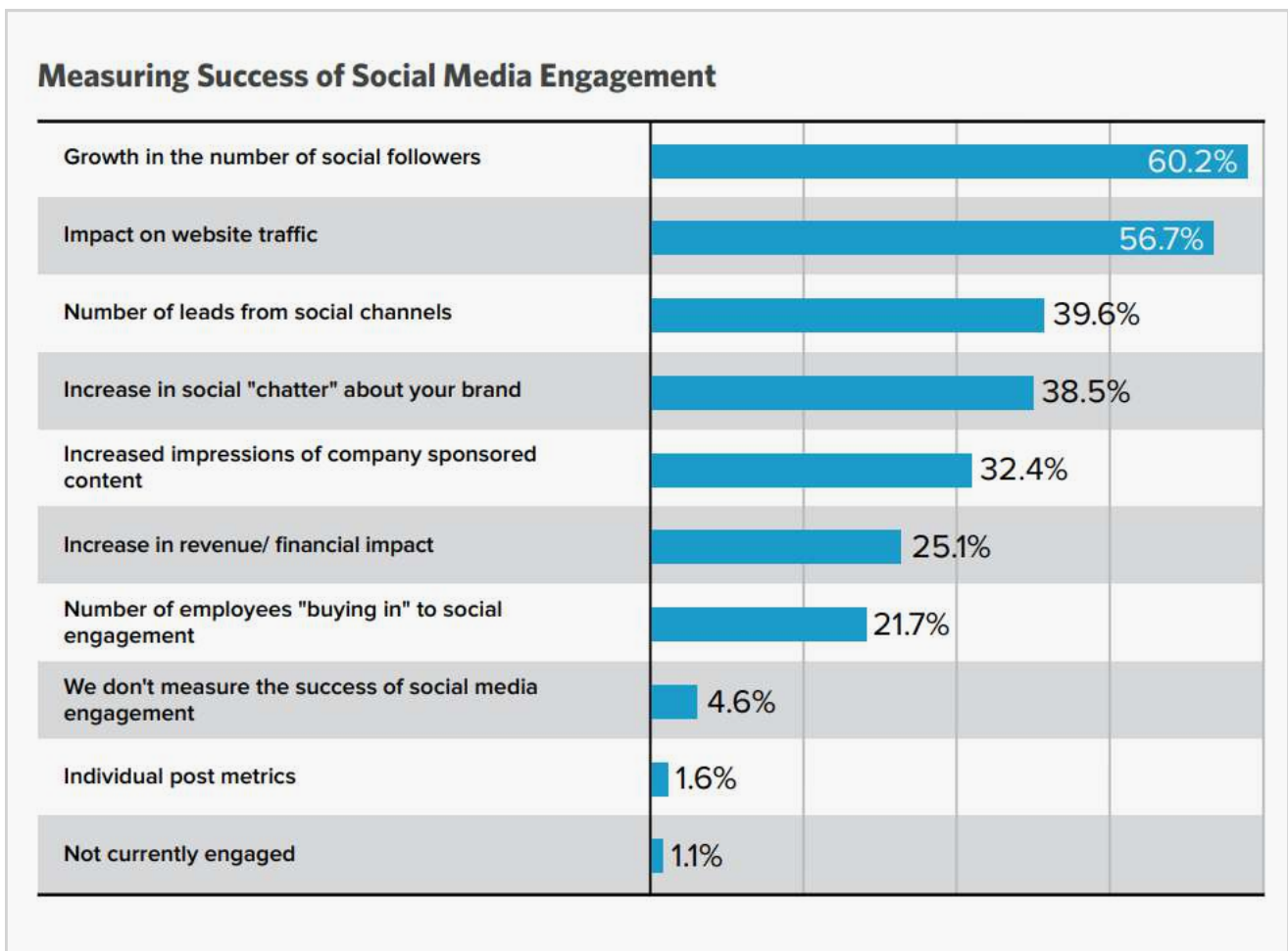
**With uKnowva's happiness index, managers get ready to access the right statistics about their workforce's happiness at every level. Then, they can create, design, and launch comprehensive employee ambassador and advocacy programs.**



# How To Measure The Social Media Influence & Engagement By Employees As Your Brand Ambassadors?



Each organisation builds different metrics to calculate the social media influence by employees as business or brand advocates. Below are some of the examples in the chart:



One of the strongest metrics is usually the increase in the number of followers because of the reposting and resharing by employees. Then, there is an increase in traffic. However, each company has a different motive and vision.

Clarifying and establishing is crucial for every firm when they are planning to design and execute a brand ambassador program for their employees. Using modern HR tech, uKnowva HRMS is one of those alternatives here.

# How uKnowva HRMS Assists Talent Managers in Developing Brand Ambassadors In A Firm?



uKnowva HRMS is a modern workforce management tool. This tool is important in keeping employees happy, engaged, satisfied, and having purposeful communication across multiple divisions.

**For that, this tool has features like:**

- ▶ Purposeful and on-cloud social intranet.
- ▶ A comprehensive HRMS network and instance.
- ▶ An ESS portal for making employees self-reliant and self-serving.
- ▶ Dedicated online help desks to clear all complaints and issues on time.
- ▶ Extend employee collaborations using polls, surveys, discussion forums, and live announcements.
- ▶ The happiness index is fully-integrated with the leaves and attendance management system.
- ▶ Fully-integrated job portal to post various job openings for better visibility, reach, and presence at once.
- ▶ Meeting rooms to hold conferences and important social events on time with clients, vendors, suppliers, employees, and other stakeholders.

# What's Next?



Employee happiness, engagement, and retention are core pillars to ensure that employees favour your firm whenever they have to choose. Keeping these pillars robust, creative, and refreshed, you keep entertaining your employees.

Employee management must be like customer management. They will become true loyalists to the firm and automatically refer it further. For that, companies have to implement uKnowva HRMS like automatic, fully-intelligent, and on-cloud systems.

Plus, firms need to realise the traits of social employees. These employees do not just show up to work. They are extraordinary and charismatic. They know how to purposefully communicate, get work done, sort problems on time, and chisel the corporate culture further.

Planning to promote them to social employees or brand ambassadors will always be a fruitful decision for firms to fill talent gaps. Additionally, with uKnowva HRMS, autonomously managing, mentoring, and coaching them becomes more interesting.





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