

Employee Advocacy on Social Media

A step-by-step guide for employees

1. *Like and follow the company page to see updates*

This one might be stating the obvious but being up to date with what your company is posting about is vital in spreading the message.

Seeing your company's posts might prompt you to share content; you might have a client who is inquiring about a particular service or topic - could you refer them to a blog post, a case study, or a useful article that was recently posted on your company page?

2. *Share updates or news that are relevant to your individual network*

If you're fairly new to social media and don't feel comfortable enough writing your own posts or articles, this is a great way to support your company's efforts.

Sharing updates and posts is easy, and you don't even need to say anything of your own.

3. *Get involved in conversations/discussions*

Lots of referral requests are being generated on social media. If one of your connections asks for a referral and you know a company whose services you could recommend, get involved!

Contributing your ideas, suggestions or experience to others' discussions is a great way to not only raise your own profile but that of your company as well. Be an active social media user, comment on other people's posts and offer advice. Just being helpful and offering your expertise is a great way to keep yourself at the forefront of people's minds.

4. *Contribute ideas*

Insight into what your clients ask or worry about on a regular basis is of great value and will be useful information for your marketing team. You might be an expert on a certain new legislation, so why not offer your expertise to contribute content?



If you would like any help with your social media activities, please contact us on marketing@consortiumbiz.co.uk or give us a call on 01903 530787

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