

Your Employee Advocacy Checklist

Interested in starting an employee advocacy program? You're on the right track!

Employee advocacy is a great way to boost the organic reach of your digital presence and make sure your brand reaches its marketing potential without paying for expensive digital ads.

But if you're new to employee advocacy, you might be wondering if it's a good fit for you. What should you have in place?

This checklist can be used as a helpful guideline to see if you're ready to take on an employee advocacy program. But remember, it's just a guideline. If you don't check all the boxes, you can still move forward with a successful program. Our team can help you with the areas you need to improve and make the most of your efforts.



✓ Know Your Goals and How You Measure Success

What do you want to accomplish with employee advocacy? Are you trying to increase your brand awareness? Increase social media engagement? Increase traffic to your website? Get more leads? Or something else? Knowing what you're after will make it much easier to strategize how we want to go about your program.

✓ Update and Revisit Your Social Media Policy

Has it been a while since your last social media policy update? Before you launch your employee advocacy program, make sure that your social media policy reflects that it's okay for employees to share on social media. If you don't have a social media policy, consider our [social media policy template](#).

✓ A List of Employees in Mind to Join Your Program

Not all employees need to be part of your program, and many of them will choose not to be, but it's good to have your starting group in mind. Do you have a group of social media savvy employees who already promote your brand? What about a group that is on social media but does not post about your organization? If you identify these employees, it's a huge help.

✓ A Social Media Presence

It might sound pretty basic, but to have an employee advocacy program, you need to have social media accounts. This goes for both your brand and your employees. Once those are in place, you can use your program to expand your social media reach.

✓ A Stream of Consistent Content

An important piece of employee advocacy is supplying your employees with quality content. Do you have a blog, podcast, or informative videos you'd like to get in front of your audience? Do you have quality third-party content your audience would be interested in? Your program will help your employees promote it.

✓ Someone to Manage Your Employee Advocacy Program

A mistake some organizations make is they don't think about who will manage their employee advocacy program until late in the process. Some even depend on an intern to run it. That is not the way to go. Make sure you have a dedicated person to manage your program.

✓ Remind Your Employees to Share

New processes often need reminders to be effective. When leveraging an employee advocacy platform like GaggleAMP, reminders of new content appear via email, Slack, or other integrations. You'll need to set a process early on to remind employees that content will meet them where they are and how often to check for new content to share.

✓ Consider Incentives for the Team

Everyone likes to be at the top of the leaderboard. Consider how you can make your employees feel excited about participating in an employee advocacy program with incentives tied to gamification. You can run different contests rewarding the most active members of your program, or even the campaigns with the best reach. The sky's the limit, and not all incentives need to be rewards - a simply public "way to go" goes a long way, too.

✓ Revisit and Optimize

As you're preparing to launch your program, you'll also want to set regular checkpoints to ensure you revisit and optimize your program. It's a good practice to establish regular check-in meetings with your Customer Success representative early on to ensure you are always learning from what you've already done.

We hope this checklist helps, but remember, it's not a list of requirements – they're just guidelines. If you know the answers to these questions, that's great! Your GaggleAMP representative will go over these with you and make sure you're on the right track.

Good Luck!

Considering a Program?

Get 14-Days on Us!