**Your Employee Advocacy Checklist**

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

**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 specific about what you want to accomplish when you start planning to make sure you have a strategy that will actually result in accomplishing your goals.

Know your goals and measure success.

**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.

**Update and Revise Your Social Media Policy**

Have a few guidelines for your social media policy updated? Before you launch your employee advocacy program, make sure 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 in them will choose not to be. But if you’re planning to run an employee advocacy program, create a list of employees who you think could be a good fit based on their experience and skills.

**A Social Media Presence**

It might sound pretty basic, but having an employee advocacy program means that you have a social media presence. If you don’t have one, you’ll need one. The more eyes you have on your company, the more likely your program will be successful.

**A Stream of Consistent Content**

An important piece of employee advocacy is supplying your employees with quality content. Use the best social media platform for your target audience, and make sure your content is high-quality. If you don’t have one, you’ll need to create one.

**Someone to Manage Your Employee Advocacy Program**

Having the right person in charge is crucial. Make sure that the role of the employee advocate is properly defined and that they have the necessary skills to succeed.

**Remind Employees to Share**

Now that you have the right management team, make sure that your employees are aware of the program and are encouraged to share their content with their networks.

**Consider Incentives for the Team**

Incentives are key to motivating employees to participate in your program. Consider offering incentives such as recognition or monetary rewards.

**Revisit and Optimize**

As you’re preparing to launch your program, you’ll want to work on regular check-ins to ensure that your employees are participating in your program. A few weeks before you launch your program, conduct a meeting with your employees and discuss the goals and objectives.

We hope this checklist helps, but remember, it’s not a list of requirements — it’s just guidance. If you have any questions about any of these steps, reach out to your GaggleAMP representative.

**Good Luck!**