



# State of Employee Advocacy Report

2023 EDITION

# Introduction

It has never been more important or more difficult to build a brand marketing strategy that strengthens brand reach and helps in attracting organic traffic. Why?



## Increased Competition:

Social media is getting louder and more cluttered by the day. With so many brands vying for attention, it's harder than ever for marketers to create strategies that stand out and capture the attention of potential customers. It comes as no surprise that the global digital ad spend alone stood at USD 626.86 billion<sup>1</sup> in 2022.



## Changing Consumer Behavior:

Today's consumers are more informed and selective in their buying decisions. They are looking for brands that align with their values and provide a personalized experience, which requires a higher level of trust-building and value delivery.



## Algorithm Updates:

Search engines and social media platforms are constantly updating their algorithms, making it harder for brands to rank in search results or get organic reach on social media.



## Privacy Concerns:

With privacy and data security concerns on the rise, consumers are becoming more cautious about sharing their personal information with brands. This makes it more difficult to create targeted marketing campaigns.



## Pandemic-Induced Market Shifts:

The pandemic has accelerated the shift to digital, leaving behind businesses that failed to adapt. With a more crowded and competitive online space, it's essential to create differentiation and build a strong brand to succeed.

# The Opportunity

Despite the challenges, one cannot ignore the opportunity that the digital mediums present. According to popular market and consumer data website Statista, almost 4.76 billion<sup>2</sup> people were active on social media as of January 2023. This is more than half of the world's total population. And, an average person spends 147 minutes, or two hours and twenty seven minutes per day<sup>3</sup>, on these social media networks.

Therefore, social media is a great place for brands to not only reach out to their audience but also build a connection with them.

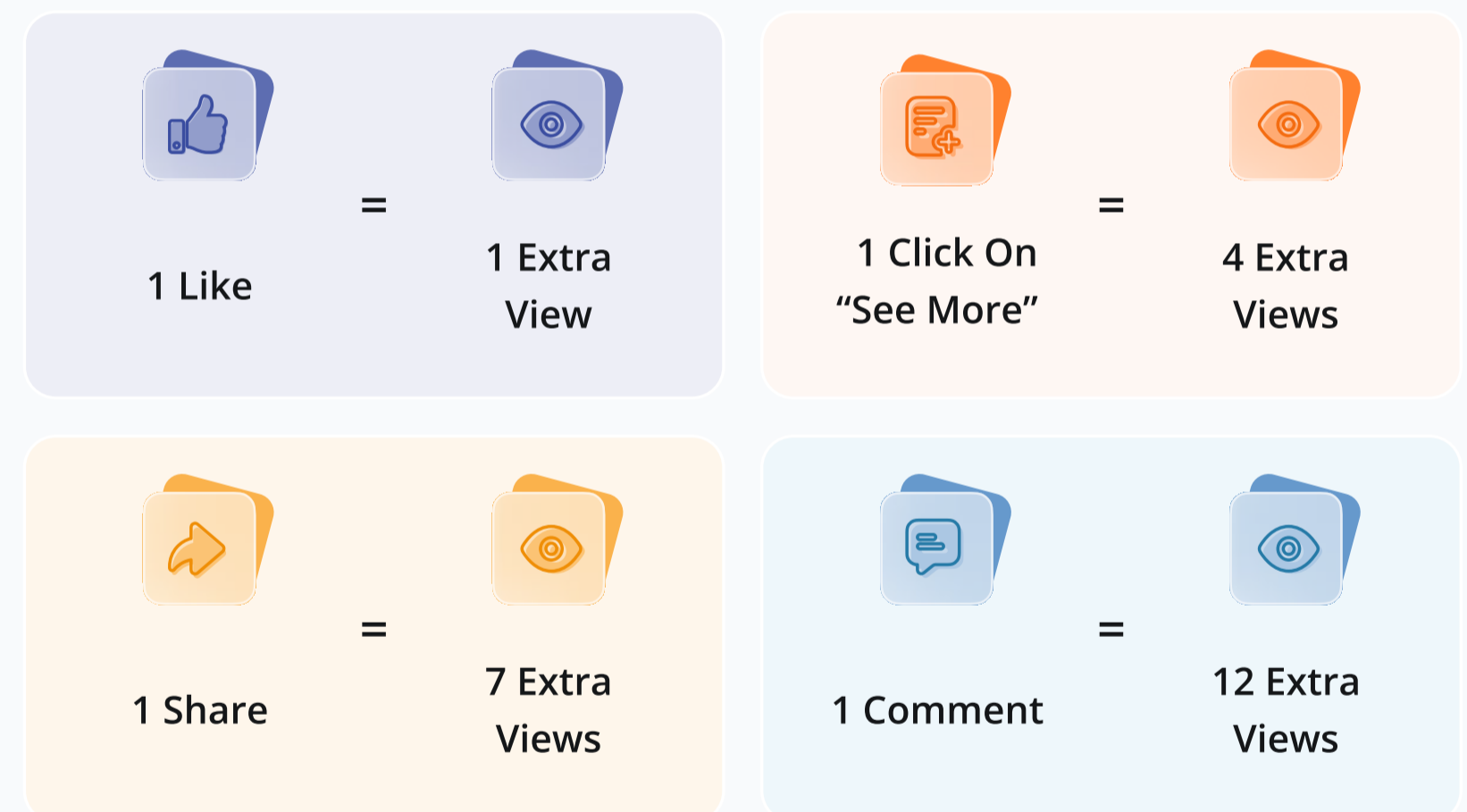
Where there is a will, there is a way. It is possible for marketers and social media strategists to break through this clutter, create a brand that stands out, and attract organic leads.

Marketers and social media strategists need to understand this



Social media algorithms are trained to promote content that receives more attention. If a post on LinkedIn or Facebook has greater engagement, then that post will automatically be promoted more by LinkedIn and Facebook algorithms. A recent infographic<sup>4</sup> published on Social Media Today based on LinkedIn expert Richard van der Blom's research in 2022, explains how one comment is counted as 12 extra views on LinkedIn and one share is equivalent to 7 extra views.

## Weight of Engagement



People trust people more than brands. 95% of consumers read online reviews before they shop; 58% are willing to pay more for products with good reviews<sup>5</sup>. Imagine how much more effective it would be if the reviews were from people they knew in person.

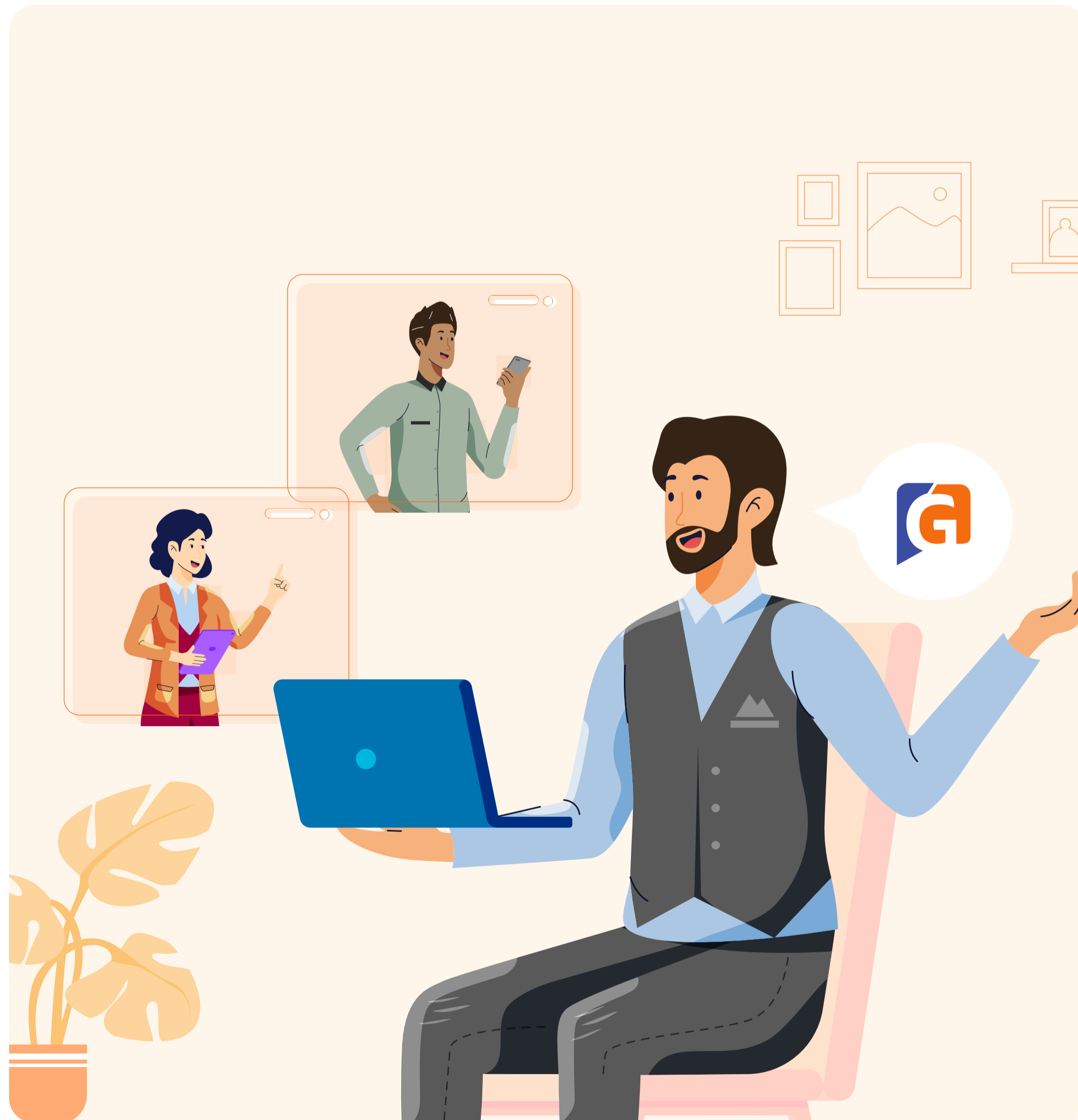
This is where the silver lining in the cloud lies — **Employee Advocacy.**

2. Internet and Social Media Users in the World 2023 | Statista

3. Global Daily Social Media Usage 2022 | Statista

4. LinkedIn Posting Best Practices for 2023 [Infographic] | Social Media Today

5. Brand Rated: "Nine Out of Ten Customers Read Reviews Before Buying a Product" | Global Newswire



## What is Employee Advocacy?

In simple terms, employee advocacy is promotion of a brand or an organization by its employees.

### How Does It Work?

Employees share or engage with content created by their marketing or social media teams on their personal social media networks. When this happens, the content reaches people in their network and therefore has a higher likelihood of being trusted.

Social media posts from employees reach more than 5X further than posts from brands and get re-shared 24X more frequently, according to the MSL Group<sup>6</sup>. Also, when employees share content, it achieves a 200% higher click-through rate than when the company shares it, according to LinkedIn<sup>7</sup>.

Recent studies<sup>8</sup> have shown that employee advocacy programs can increase brand awareness and positive perceptions about a company, drive sales, and improve employee recruitment and retention. Therefore, employee advocacy is one of the best ways to authentically promote your brand across social media platforms and build a relationship with your target audience.

6. Employee Advocacy Statistics You Need To Know

7. Introducing the Official Guide to Employee Advocacy | LinkedIn

8. Internal Communicators' Understanding of the Definition and Importance of Employee Advocacy | ScienceDirect | ScienceDirect

# Goals for an Employee Advocacy Program


What are companies with an employee advocacy program trying to accomplish with an employee advocacy program? Here are some of the top goals:



Increase Engagement on Marketing Content




Increase Social Media Reach



Amplify or Create Brand/Campaign/Product Awareness




Social Selling



Increase ROI



Recruitment



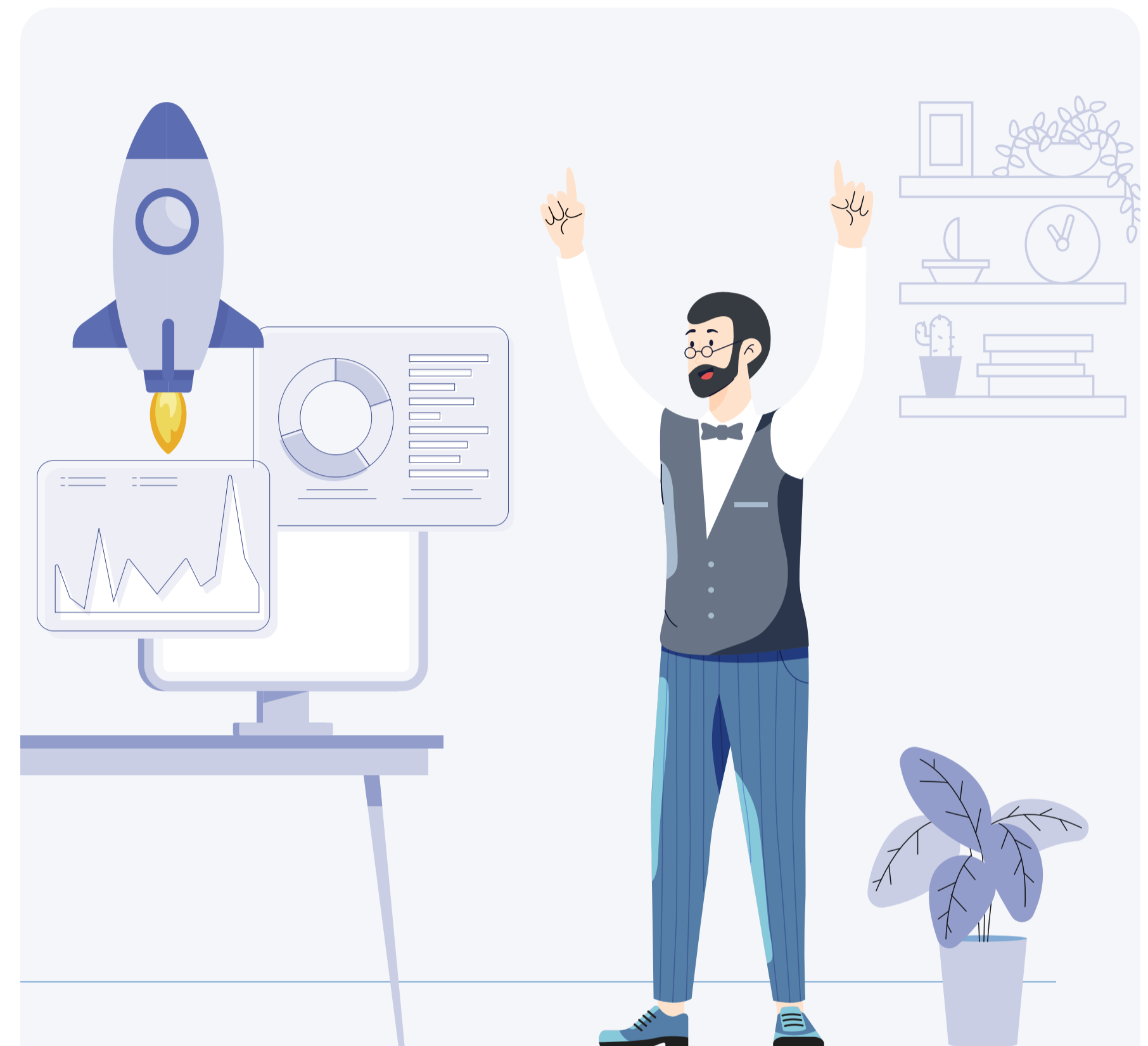
Create New Content Streams

## Trends and Insights: An Overview of Employee Advocacy in 2023

For marketing and social media professionals, employee advocacy can be a powerful means to supercharge their marketing strategy. It is an effective way to engage their employees to become brand ambassadors and actively promote their organization's products, services, and values.

This report is designed to guide you in understanding the benefits of employee advocacy, which social media platforms are best for employee advocacy programs, and what it takes to build a winning employee advocacy strategy. GaggleAMP has been leading the way in employee advocacy since 2011, supporting companies in crafting and executing successful employee advocacy strategies. To provide you with these insights, we examined our database trends for all active customers from January to December 2022.

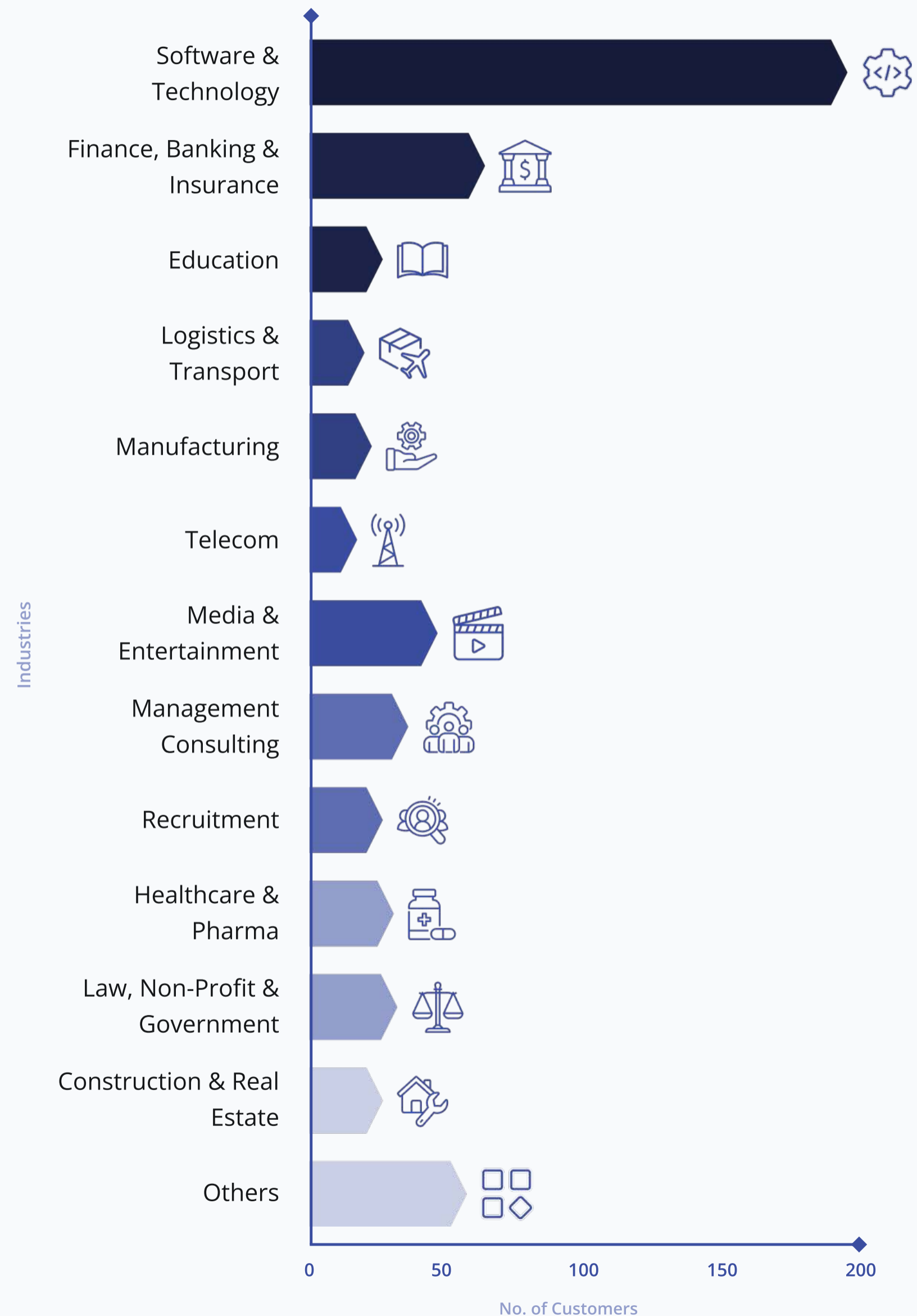
However, before diving into the statistics, it's essential to understand our customer base and their respective industries. While our customers come from various fields, our largest customer group, which consists of software and technology companies, comprises almost 60% of the responses.



### Our Measurement Methodology

The majority of our customers operate in the B2B space. However, regardless of the industry, employee advocacy can be a powerful tool for companies to improve their visibility, reputation, and employee engagement. Our data shows many companies from industries other than B2B technology, that have successfully created double digit ROI, increased employee participation, and amplified their engagement on social media by implementing an employee advocacy program.

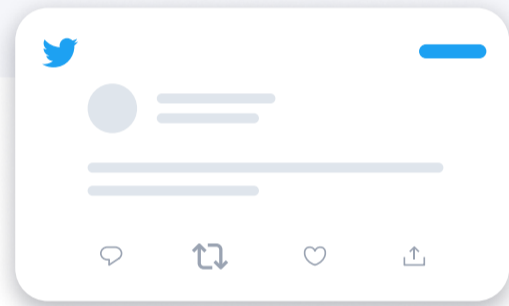
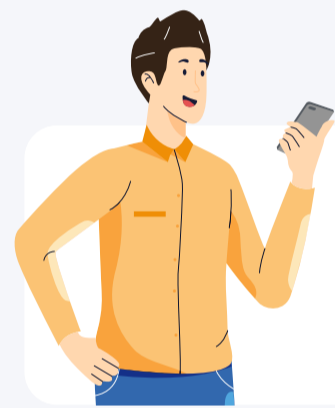
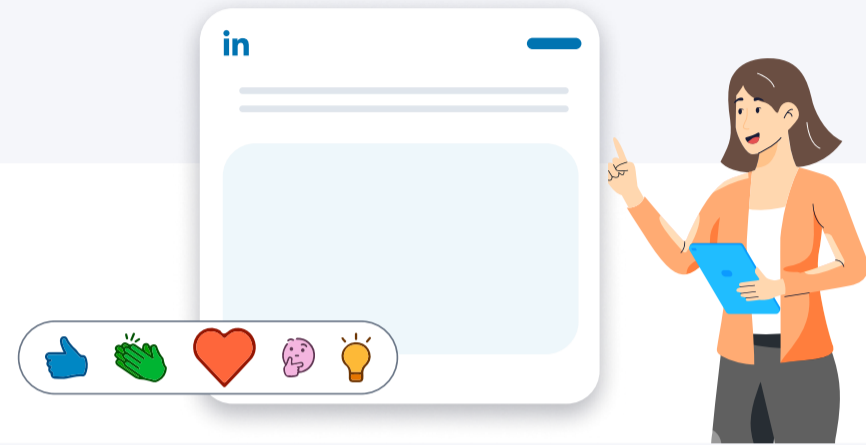
# Customer Segmentation Based on Industry



Percentage of Activities Created

LinkedIn

38%

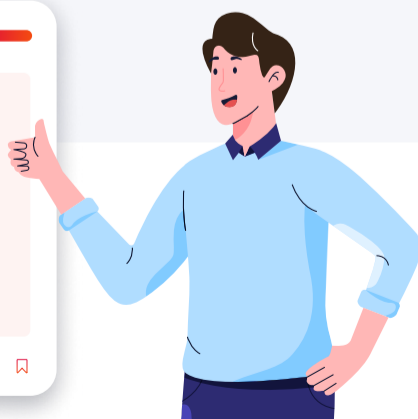
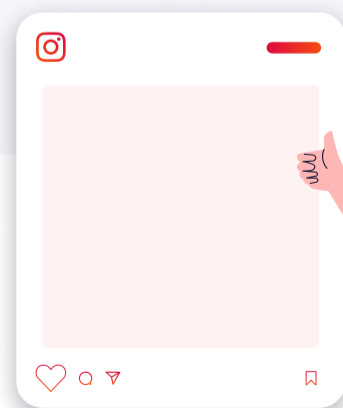
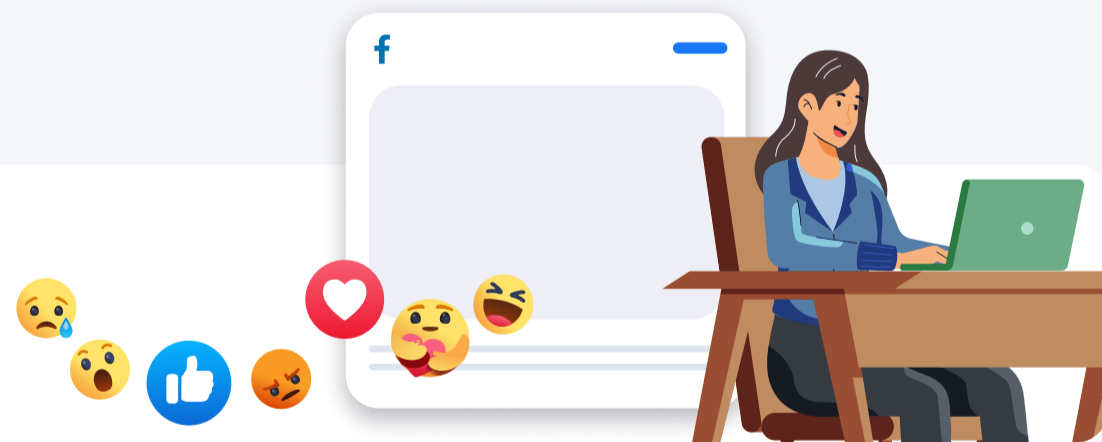


Twitter

29%

Facebook

19%



Instagram

12%

01

## 67% Of New Activities Created by Gaggle Managers Were for LinkedIn or Twitter

It's common for B2B companies to leverage LinkedIn and Twitter as preferred platforms for their employees to share and promote marketing content, given that these networks are where their target audience is most active. Additionally, employees are more likely to share employer content on these platforms, as they are perceived to be more professional than alternatives offered by Meta.

There has also been a slight shift in this trend over the course of 2022. While LinkedIn observed a 3% increase in total activities, total activities on Twitter and Facebook dropped by 8% and 14%, respectively. It appears that B2B marketers are exploring other avenues due to uncertainties and a decline in customer trust on these platforms.

Consequently, there has been a significant increase in activities, almost by 5X on alternative platforms such as TikTok, YouTube, Pinterest, Glassdoor, Quora, Xing, and SlideShare, with five times more activities being generated as compared to the previous year.




# 02

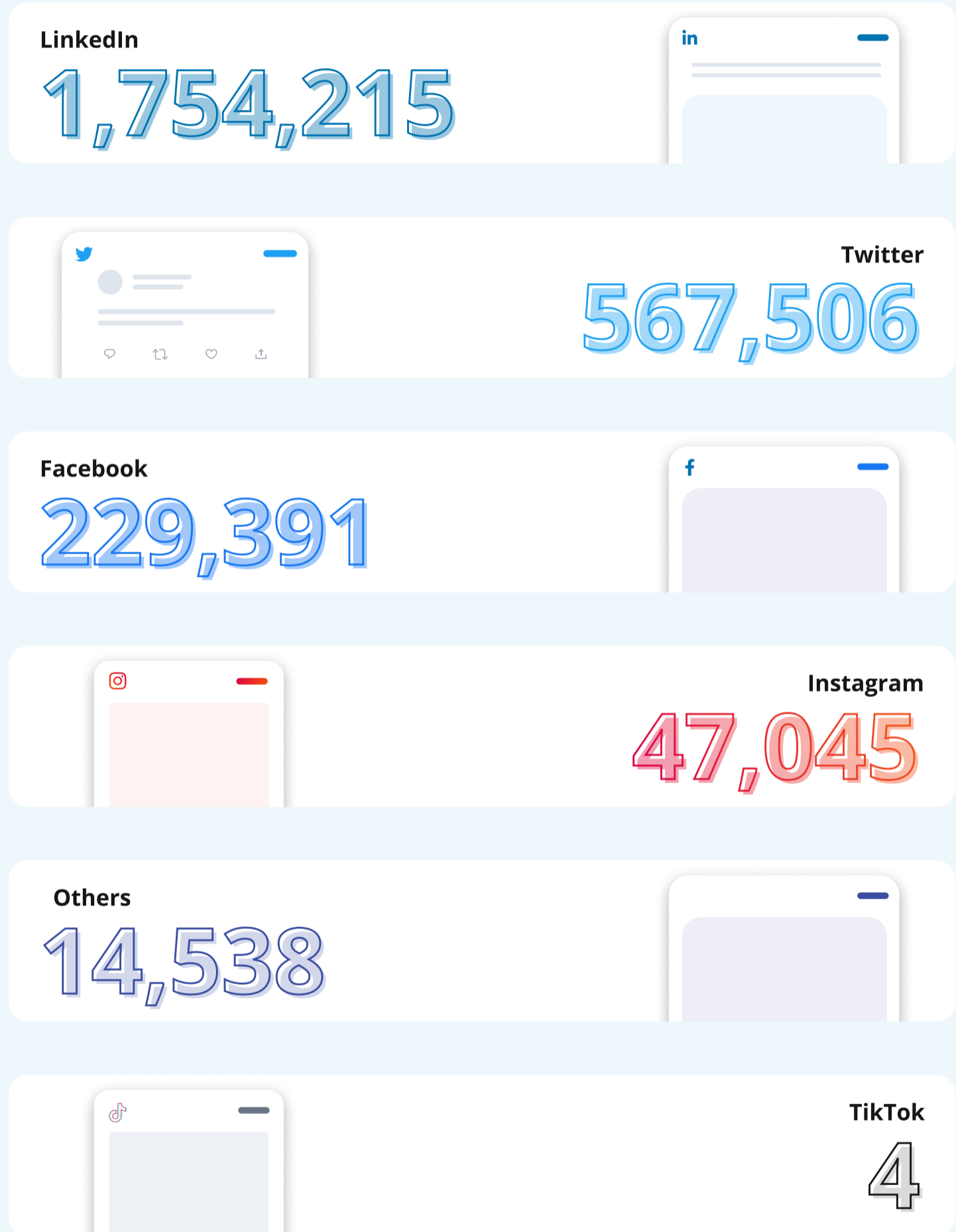
## Employees Are 10 Times More Likely To Share Content on Their LinkedIn Network and Twitter as Compared To Other Platforms





















Success of an employee advocacy program depends largely on participation of your employees<sup>9</sup>. Therefore, it is important to know their preferences and comfort.

Amplified by their B2B market targets, employees perform 88% of all activities provided to them on LinkedIn or Twitter. One of the reasons for this is that both LinkedIn and Twitter tend to be more professional platforms as compared to Facebook and Instagram where people tend to share more personal information.

 LinkedIn saw the highest rate of activity completion by employees at 67%. Twitter was the next most preferred platform to post at 21%, followed by 8% on Facebook.


### Total of Performed Activities



 <p><b>1. React to Content</b> React to a piece of company content on LinkedIn.</p> 	 <p><b>2. Share</b> Share company's content as a post on LinkedIn.</p> 
 <p><b>3. Retweet Post</b> Retweet a Tweet shared by the company.</p> 	 <p><b>4. Re-Share Content</b> Reshare a post from the company's LinkedIn page.</p> 
 <p><b>5. Photo</b> Share a photo on LinkedIn.</p> 	 <p><b>6. Like</b> Like a Tweet shared by the company.</p> 
 <p><b>7. Photo</b> Share a photo on Facebook.</p> 	 <p><b>8. Like</b> Like a photo on Facebook.</p> 
 <p><b>9. Video</b> Share a video on LinkedIn.</p> 	 <p><b>10. Comment Post</b> Have all your Gaggle Members to react and comment a LinkedIn Post or Article</p> 

# 03 Employees Prefer One-Click Activities Over Commenting Activities

Employees prefer to complete some activities more than others. However, the more activities they complete, the better the chance of success of your employee advocacy program are. Employees performed nearly 2.5 million one-click activities on LinkedIn last year, helping to boost the algorithm whereas savvy program managers valued the comment to drive their relationship engagement.

 Of the top 10 most completed activities in 2022, listed in order of ranking, 9 were one-click activities:

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## You Can Reach 1800 People per Post on Average

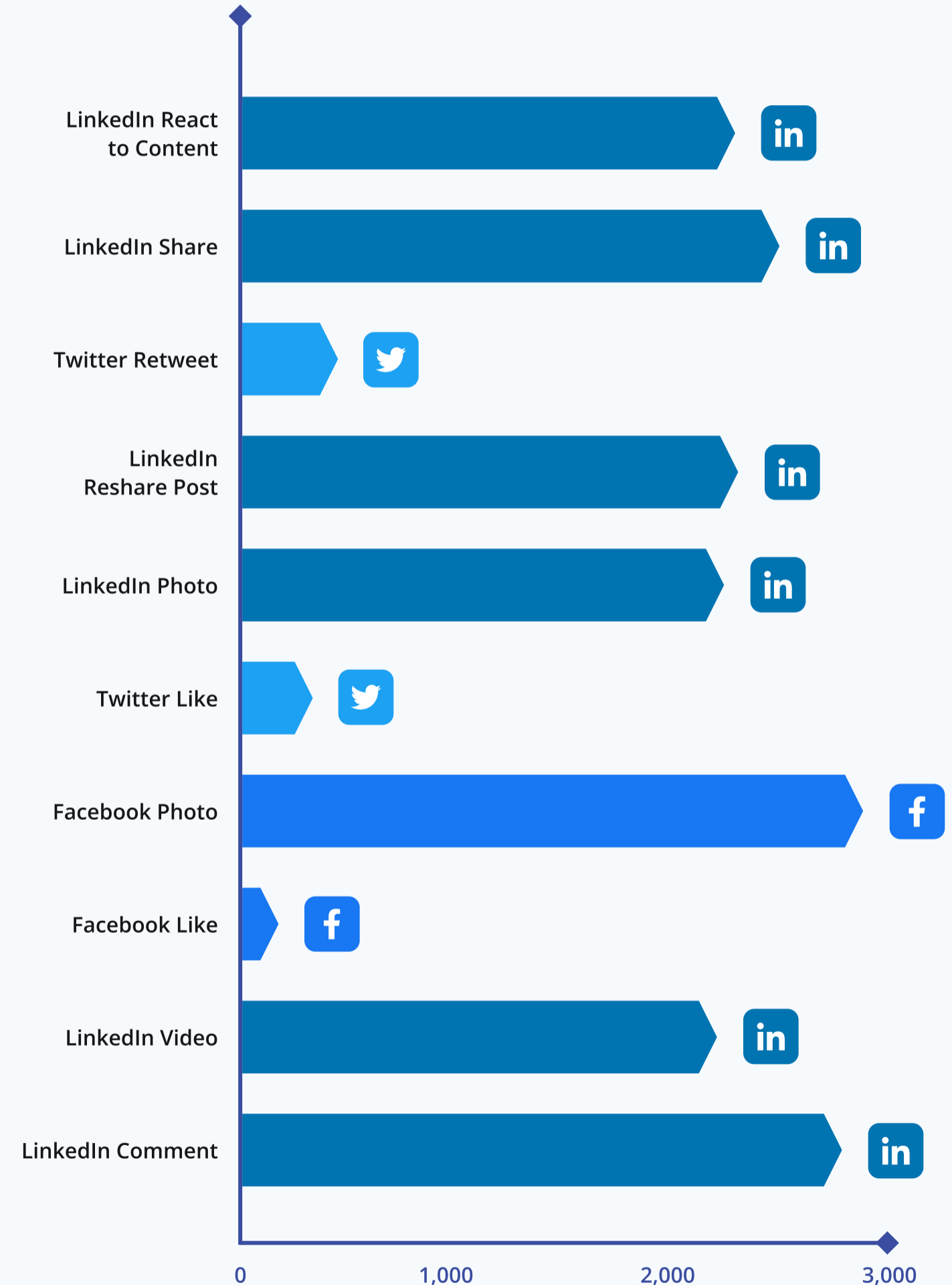
Social media reach<sup>10</sup> is a metric that describes the total number of people that come across a piece of content on social media platforms. For instance, if an employee shares an article on LinkedIn, its reach will be counted as the total number of people who see that article. The more people in your employees network, the higher the potential reach.

For GaggleAMP Members, LinkedIn Comment and Facebook Photo activities generated the highest reach of around 2600 per activity, followed by LinkedIn Share at 2500 per activity, and LinkedIn Video and LinkedIn Reshare Post at 2300 per activity.

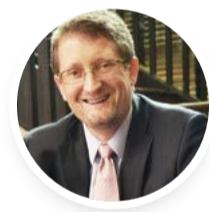


On an average, for every activity a GaggleAMP Member performed, they reached 1800 other people.

Average Reach per Activity Type



*“GaggleAMP is intuitive and easy to use for advocates. Training and onboarding them is very easy. Our customer success manager is also knowledgeable and provides excellent support. I have bought GaggleAMP three times at different companies, and it has been a big success each time.”*



**Patrick Spencer**

VP of Research & Corporate Marketing

**Kiteworks**



## 05 You Can Achieve 100% ROI Within First 90 Days of Investing in an Employee Advocacy Program

Almost 90% of our customers achieved 100% ROI or better on their annual subscription spend within the first 90 days of using GaggleAMP.

At GaggleAMP, we are committed to providing support for creating and implementing a successful employee advocacy program. All customers get a dedicated implementation support manager for the first 100 days who works closely with you to help in building and kick-starting your employee advocacy program.

# What's Coming up Next

To dig deeper into what goes into creating a winning employee advocacy program, and why some programs perform better than others, we randomly selected 25% of our customers, regardless of program size and performance, and analyzed their performance data.

We compared the data of companies that produced an ROI of 5X or more against companies whose ROI was 4X or less during the year to see what companies with ROI 5X or more did differently.

We then segregated the data between companies with a program size of 250 members or more, 100 - 249 members, and 25-99 members to see if trends changed on the basis of the program size.



06

## Investing in an Employee Advocacy Program Can Yield an Average of 6X ROI/Year



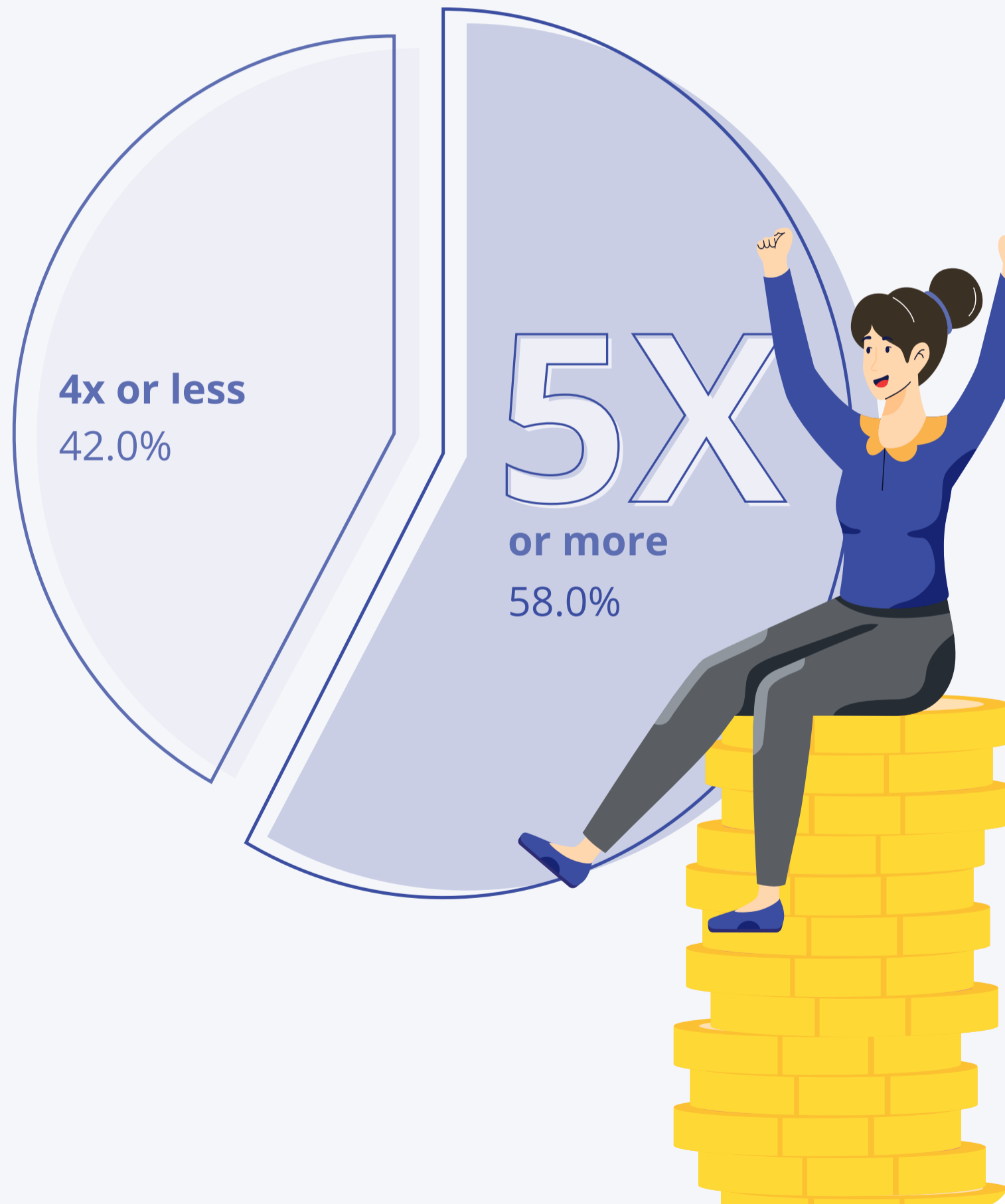
Companies participating in an employee advocacy program, on average, generated 6X ROI on their investment on the platform.

Companies of all sizes can participate in an employee advocacy program and still see measurable results. For instance, companies with employee advocacy programs between 25 - 99 members, which are typically smaller companies or individual departments or locations, achieved around 8X ROI, with more than 30% of these companies having an 11X ROI or more.





### Employee Advocacy Program ROI



07

## A Really Strong Employee Advocacy Program Can Deliver 25X ROI

More than 58% of the programs had an ROI of 5X or more. These programs saw an average of 9X ROI, the most successful one's with ROI going as high as 25X.




These programs had a higher employee participation, which means that more employees completed activities created for them by their Gaggle Managers.

# 08 Employee Advocacy Programs Can Deliver Over \$90,000/Year in Employee Earned Media Value (EEMV)

Employee Earned Media Value<sup>11</sup> (EEMV) is a way to quantify organic efforts on social media. It measures the impact on marketing efforts not generated by your company's paid or owned media efforts. It quantifies the clicks and engagement the employees in your program receive. Different companies calculate EEMV differently.

At GaggleAMP we calculate EEMV by multiplying engagement, i.e. how many people reacted to your post (e.g. a 'like', share, or comment on the post), with cost per click, i.e. how much would it cost to get this level of engagement from paid ads.

 **GaggleAMP EMV: Engagement x Platform Cost per Click**

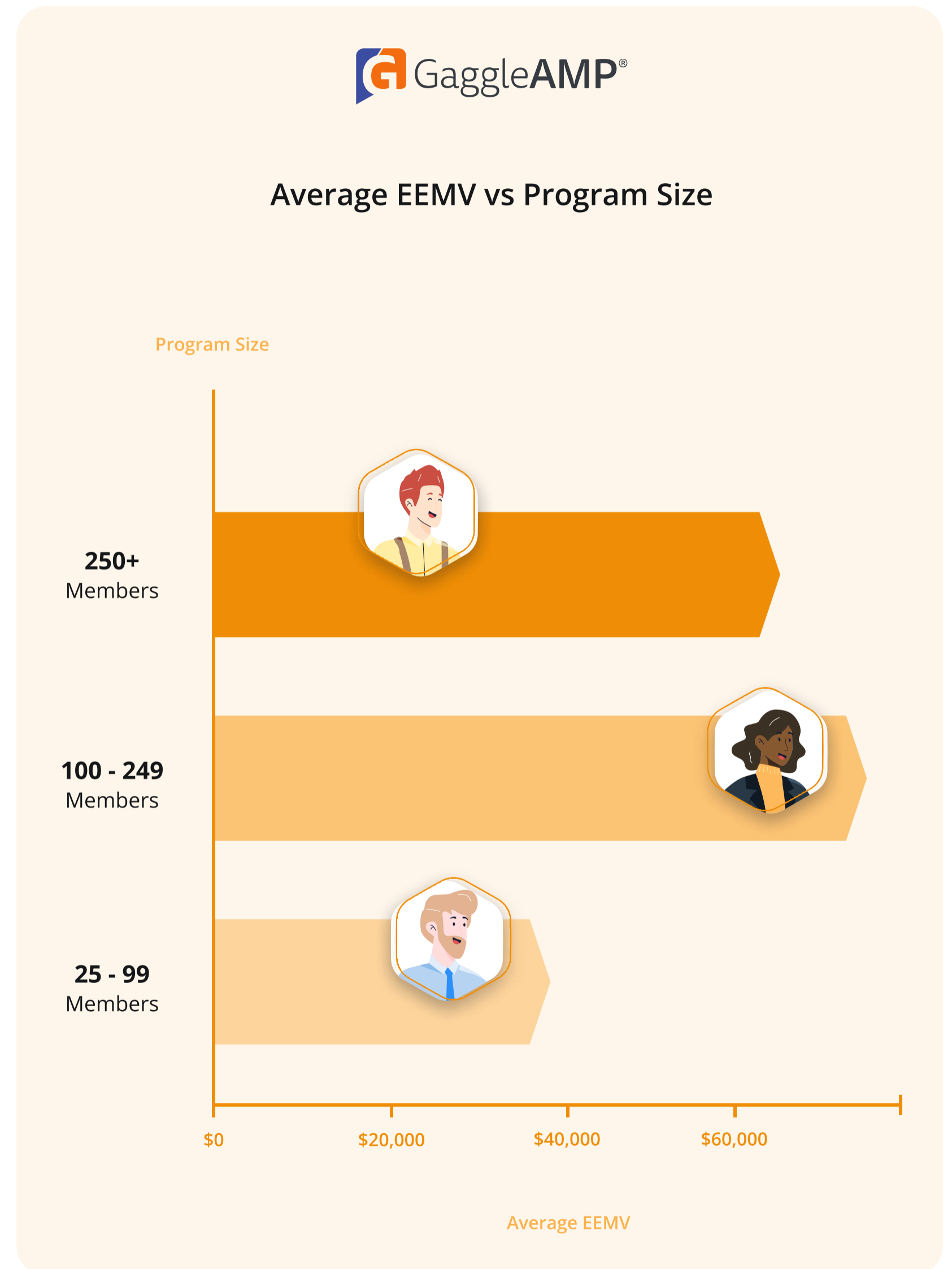
The industry benchmarks we base the platform click cost on is:

- LinkedIn - \$3.00 per engagement
- Twitter - \$0.50 per engagement
- Facebook - \$0.50 per engagement

The average EEMV for employee advocacy programs was around \$75,000 across all size programs. The average EEMV for programs with ROI of 5X was almost \$90,000, double the EEMV of programs with ROI 4X, which hovered around \$46,000.

Program size does have an impact on EEMV. In fact:

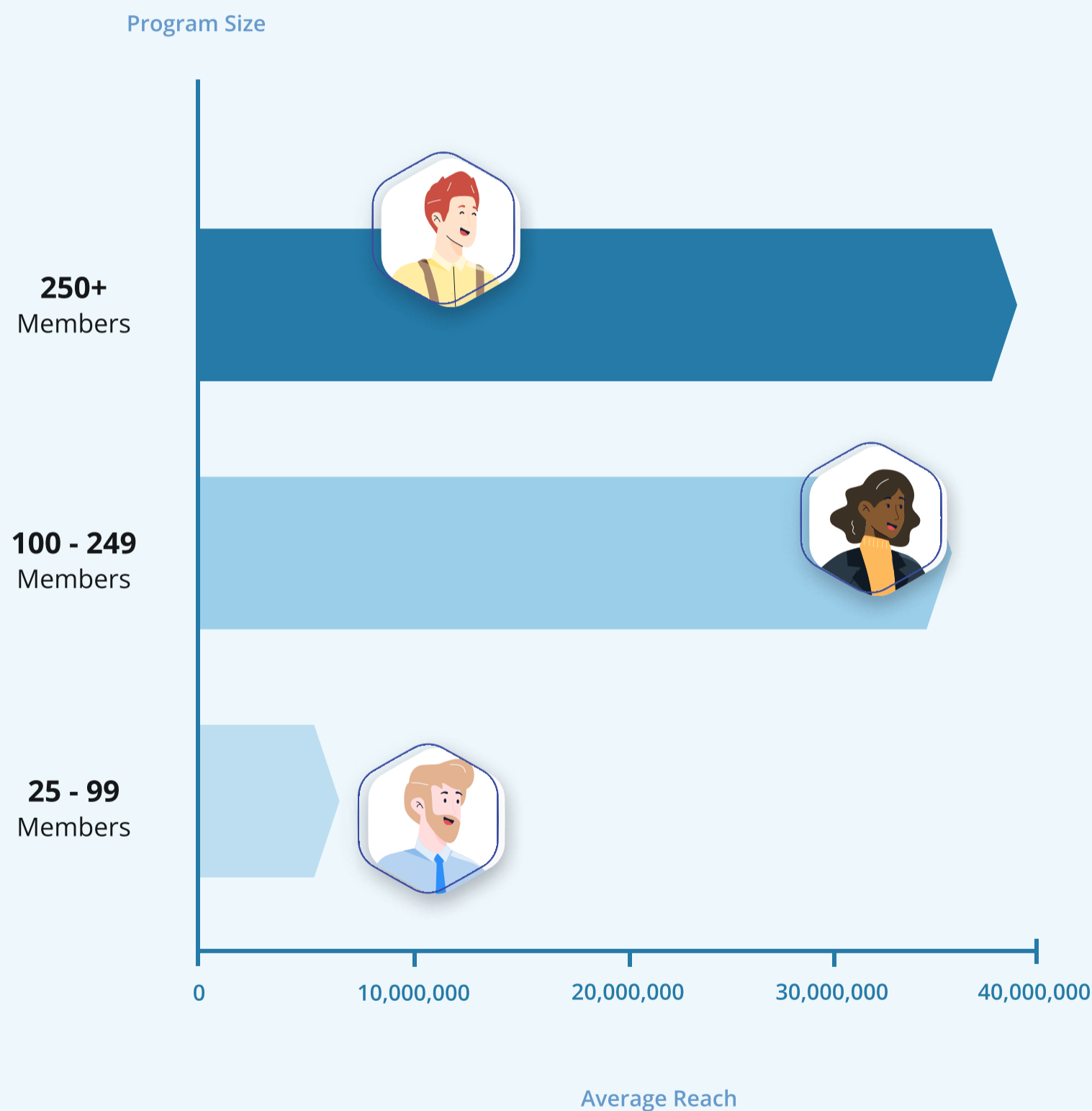
- Mid-size programs with 100-249 members saw the highest average EEMV at around \$70,000
- Larger programs with 250+ members saw an average EEMV of around \$60,000
- Smaller programs with 25-99 members had an average EEMV of \$35,000.







### Average Reach vs Program Size



# 09 Employee Advocacy Programs Can Create an Average Reach of Nearly 27 Million per Year for Brands

Reach<sup>12</sup> is a social media metric that shows how many people had the opportunity to see your posts. A good social media post reach on an average ranges between 2% -15%<sup>13</sup> of total followers depending on the type of post content and social media platform where it is posted.

Now imagine that you have a 100 member employee advocacy program, and the same content is shared by them on their personal handles. Even if each employee has 100 followers and 2-15 of their followers come across the content, your reach increases exponentially.

The average reach across programs stood at 27 million, while the average reach of programs with ROI 5X or more delivered an average reach of 36 million, nearly three times compared to programs with average ROI 4X or less which was 13.5 million.

Average reach also varied based on the size of the program, because smaller size programs have fewer members and since total reach is influenced by how many people share or engage with a post.

However, this does not mean that smaller programs are less effective. In fact, some smaller programs have higher reach per post as compared to large programs.

Learnerbly was able to rack up their reach to over 5.8 million in 2022<sup>14</sup> with a 25 member employee advocacy program.

Large scale employee advocacy programs delivered an average reach of 37 million, medium scale programs reached about 36 million, while small scale programs reached around 4.1 million people.

12. How To Increase Your Social Reach

13. How To Improve Your Social Media Reach [Stats & Steps]

14. Learnerbly Has a 54% Increase in Organic Social Traffic With GaggleAMP

# 10

## Through Participation in Employee Advocacy Programs, Employees Can Create an Average Reach of 20,000 per Post

Employee advocacy programs are beneficial for brands as well as employees at the same time. Employees who have highly-engaged customer-facing roles such as sales or customer success stand to gain from increased engagement and personal brand awareness. They can use their company’s content on social media to increase their reach and build a relationship with their clients.



Programs with 5X ROI or more saw an average reach of 24,000 per post as compared to 12,500 for programs with lesser ROI.

In the chart to your right, you may notice that large size employee advocacy programs saw an average reach of 22,000 per post, medium size programs created average reach of 24,000 per post, while small size programs created an average reach of 4100 per post in 2022. Does this mean employee advocacy programs might not be right for smaller teams? Absolutely not. As employees post and engage more on social media, they gain followers and connections, meaning their potential reach is always growing.

This is true regardless of the size of the company you work with. In fact, this is one of the major benefits to employees when participating in an employee advocacy program — it builds their network, develops stronger relationships, and positions the employee as a thought leader in their space.



Average Reach vs Program Size

Program Size

250+ Members



100 - 249 Members

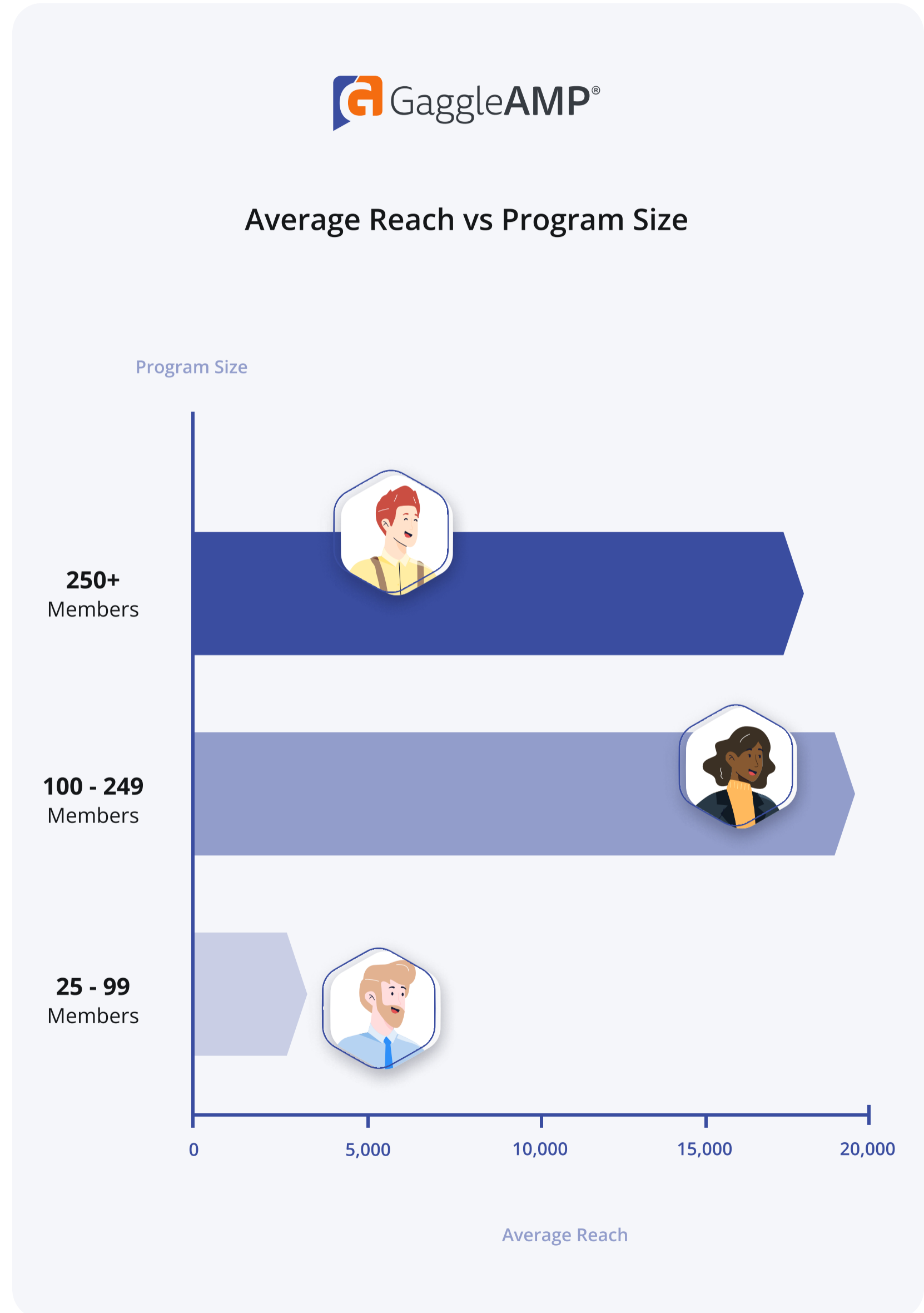


25 - 99 Members



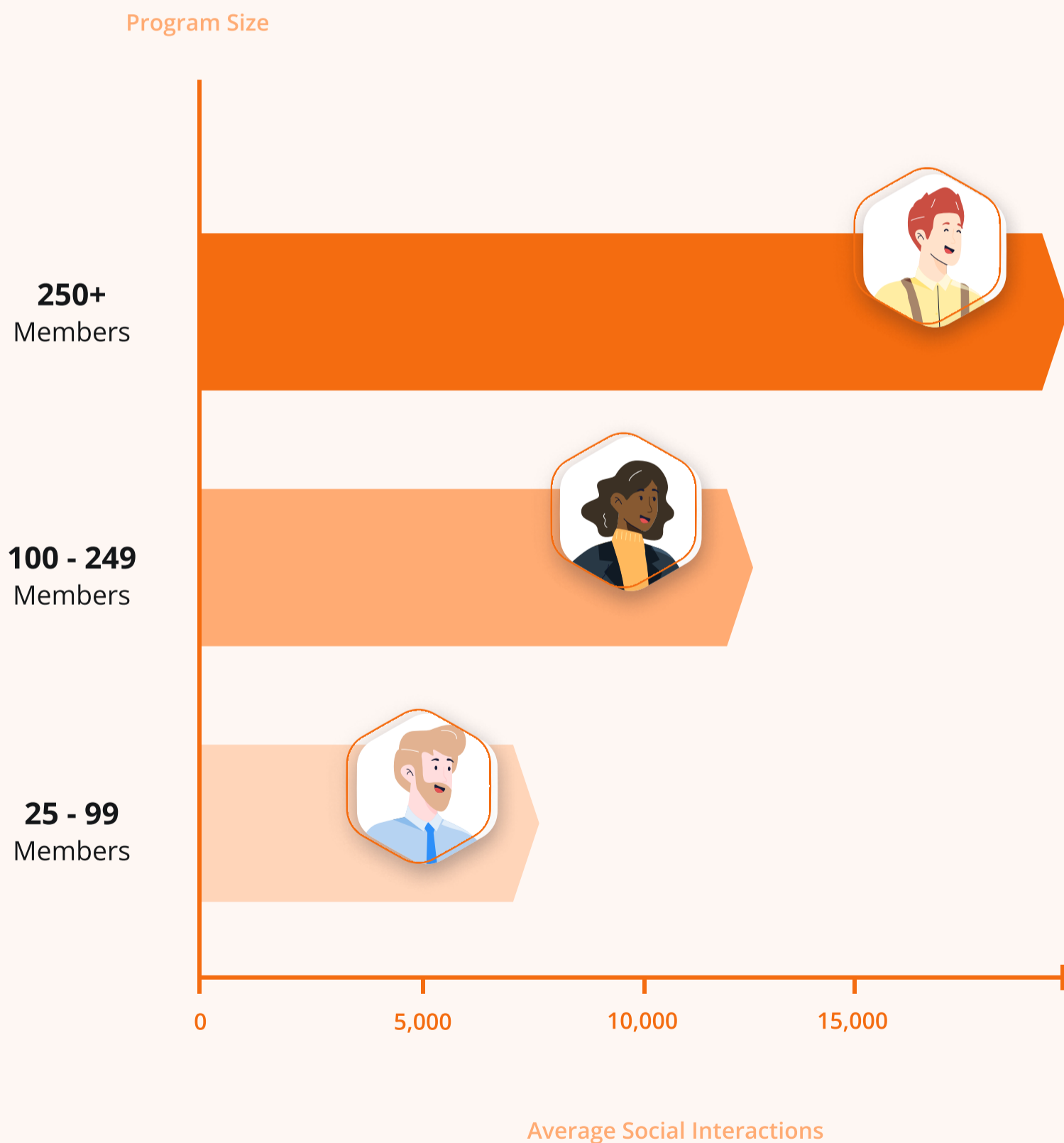
0 5,000 10,000 15,000 20,000

Average Reach





### Average Social Interactions vs Program Size



# 11 Great Employee Advocacy Programs Can Give Your Social Media Strategy a Push of up to 20,000 Social Engagements

When someone clicks on a post, reacts to it, comments on it, or shares it, it is counted as a social engagement. Average social media engagement across the board stood at 13,000, while programs with higher ROI - 5X or more generated around 17,000 engagements as compared to 8000 engagements for lesser ROI programs - 4X or less.

The largest programs with 250 members or more had an average social engagement of 20,000, medium size programs with 100-249 members stood at around 12,500, and small size at about 8,000.

Capital Rx has a small size program with 30 members. However, they were able to increase their social engagements by 489% within 8 weeks<sup>15</sup> of launching their employee advocacy program with GaggleAMP.

15. Capital Rx Drives a 395% Increase in Message Reach With GaggleAMP

# 12

## Employee Advocacy Programs Can Increase Employee Follower Growth by 170 Followers Each

Employees stand to benefit from employee advocacy programs.

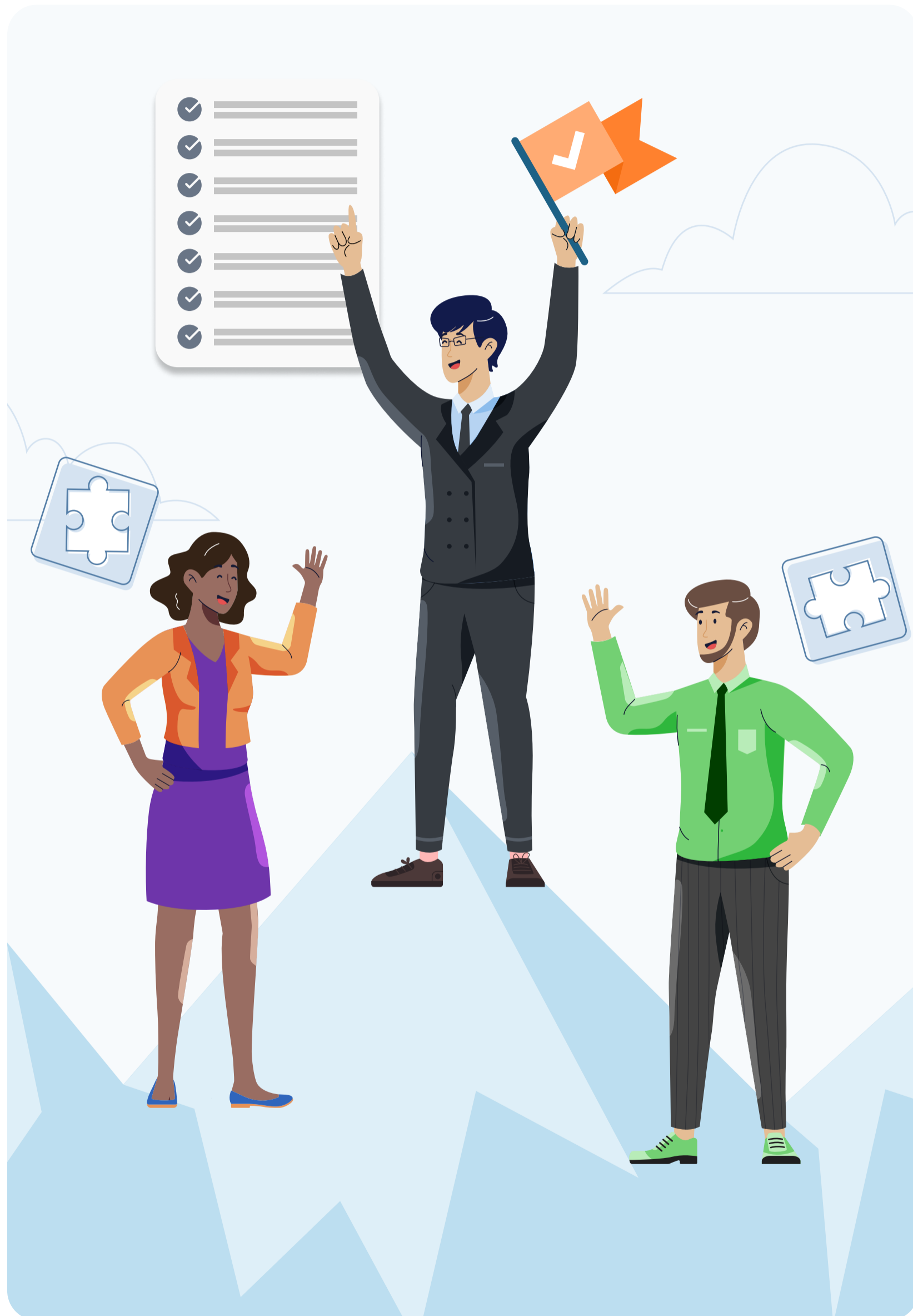
As an individual, building a personal brand on social media can be tough for many people, especially for those who do not have a flair for writing and content creation. It requires research, investment of time, and creativity to come up with ideas all the time.

However, by participating in an employee advocacy program, employees can build their personal brand, and increase their following without having to do the extra work of content creation on their own, which leads to conversations and collaborations.



Employees who were a part of high performing employee advocacy programs - ROI 5X or more saw an average increase of 170 followers, as compared to 130 followers for lesser ROI programs - 4X or less.





## 13 Employee Advocacy Programs With More Activities Achieve Higher ROI

When employee advocacy program managers invest more time in creating activities, and engaging employees in sharing content, they have a higher chance of increasing ROI.



Programs with ROI 5X or more created 45% more activities and completed 32% more activities on an average as compared to the programs with ROI 4X or less.

# 14

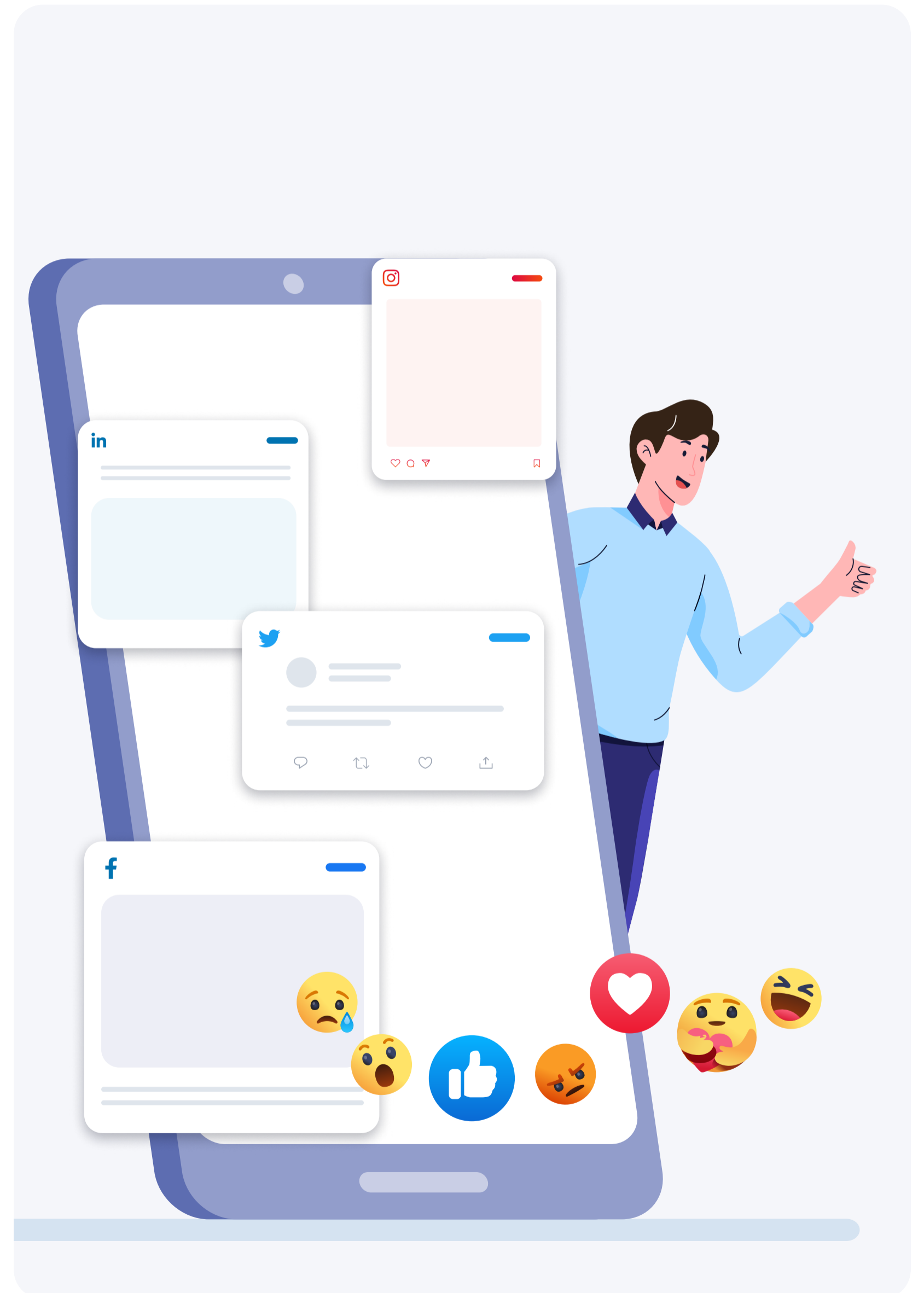
## High Performing Employee Advocacy Programs Use More 'Engagement Type' Activities

Any activity where an employee is engaging with your brand's content including reacting to a post, commenting on a post, resharing a post, retweeting, etc. is considered an 'engagement type' activity. These activities hold more value — the more engagement a piece of content gets, the more social media algorithms will promote them.



Nearly 70% of all activities created by high performing employee advocacy programs were 'engagement type' activities.

This means that managers of these programs created more activities that required engaging with a piece of content such as reacting to a post on LinkedIn, commenting on a post on LinkedIn or Twitter, resharing or retweeting a tweet, etc. This created a chain reaction and the posts were promoted by the social media algorithms, resulting in more people seeing or interacting with the post and creating more ROI for the program.





## 15 Programs That Invested in a Rewards Program Saw a 35% Higher Participation by Employees

Rewards programs are run by companies where they incentivize their employees for participation in their employee advocacy programs. Incentives vary from company to company and can be anything from a concert ticket, a gift card, contribution to a charity, or even added performance bonuses. GaggleAMP's leaderboard makes it easy for companies to gamify<sup>16</sup> their employee advocacy programs.



80% of the top performing employee advocacy programs with ROI 5X or more had a rewards program in place to incentivize their members. Employees at these companies completed 35% more activities as compared to others.

# It's Time To Invest in an Employee Advocacy Program!

Employee advocacy can deliver a solid ROI, amplify brand awareness, generate organic leads, and positively influence sales, marketing, and recruiting efforts, and increase employee engagement for your organization.

Employee advocacy tools<sup>17</sup> like GaggleAMP can help you with creating and implementing a successful employee advocacy program. GaggleAMP makes it easy for social media managers to assign individual content to employees at scale, which saves you time and increases employee engagement rates.

[Schedule a Demo Today](#)

