

ADVOCACY SUPPORT

This training program is designed for those individuals who will manage your company's Employee Advocacy program and those responsible for content creation.

Training will include learning about the program itself, how to operate the technology used to deliver content to employees and record analytical data, and how to convert existing content to Employee First content that employees will want to share with their personal social media networks.



LEARNING OBJECTIVES

Understand your company's Employee Advocacy program and your role in its success.

Learn how to manage the technology that delivers shareable content to employees.

Understand the What's In It For Me (WIIFM) program and how to administer it.

Learn how to convert existing content to Employee First content and how to promote sharing among employees.

Know how to read analytic reports and evaluate employee success, post success, and program success.

CURRICULUM OVERVIEW

EA Program Administration

Your company Employee Advocacy Program explained

Your role

What to do if you have a problem or questions

Technology

Administration overview

Adding/inviting employees & onboarding new employees

Adding content

Managing content

EGC (employee generated content) rules

Analytic training

WIIFM Program

Your role in program

Administration of program

Employee First Content

What is it

How to create it/adapt existing content

HELPFUL INFORMATION

**HALF OR FULL DAY TRAINING
OPTIONS ARE AVAILABLE**

CONTACT US



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