

# EMPLOYEE ADVOCACY

This training session equips employees with a set of effective tools, techniques and strategies to help them grow their personal and professional brands online. Participants will learn how to safely and effectively use their personal social media networks to amplify their company's reach to grow their brand's business.



## LEARNING OBJECTIVES

Understand the connection between the personal and professional personas employees maintain online.

Know what “engagement” means on social media, why it’s important, and how to engage in a professional manner online.

Understand the company policy for sharing content and communicating on social media as well as applicable legal and/or industry rules and regulations.

Become aware of potential consequences and risks associated with sharing on social media and understand how to protect both a personal and professional brand.

Learn why every employee should want to share company news and information with their personal networks.

Know how to share company news and messages to personal social media networks.

## CURRICULUM OVERVIEW

### Personal vs. Professional Divide

- This module focuses on employees’ personal brands and how those brands can affect their future.
- It additionally covers the impact employee personal brands can have on an employer’s brand.

### Company Digital Engagement Policy

- This module explains the company rules when it comes to representing the organization on social media.
- It includes FTC and NLRA rules mandating the identification of material connection and suggestions by platform for compliance
- Employees learn how to

engage on social media and where to direct inquiries within the company that arise from posts

### Social Media Risk Management

- This module will help employees understand risks both for them personally and for the company when they use social media to communicate.
- Employees will learn how to avoid and mitigate risks

### Sharing

- Best Practices by platform: LinkedIn, Twitter, Facebook, Instagram (other platforms can be added if requested)
  - \* How often to share
  - \* How to personalize the caption
  - \* How to engage appropriately

- \* How to encourage shares
- \* How to identify material connection
- WIIFM (What’s In It For Me?)
  - \* Personal growth
  - \* Professional growth
  - \* Other rewards/ incentives TBD by Company
- Tech Platform
  - \* Technology platform instructions for how employees receive content to share
- Employee Generated Content (EGC)
  - \* If employer decides to allow EGC, we’ll cover the process for employees to submit content

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