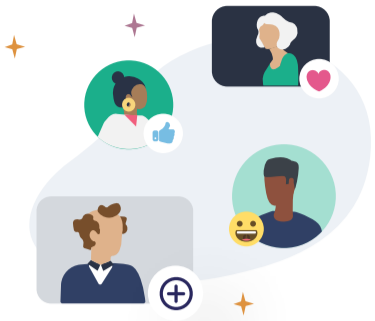


Stay ahead of the curve in 2024 with Employee Advocacy

Employee Advocacy Impact of employee advocacy



Employees are the most credible voices on multiple topics, including the company's work environment, integrity, innovation and business practices.

Source: Edelman Trust Barometer

77%

77% of consumers are likely to make a purchase after hearing about it from someone they trust.

Source: Nielsen

85%

85% of employees said they're most motivated when management offers regular updates on company news.

Source: Trade Press Services

10 X

On average, the overall **network of a company's employees** is at least **10x larger** than a company's follower base.

Source: LinkedIn Business



84% of consumers value recommendations from people they know above all forms of advertising.

Source: Neal Schaffer

Employee advocacy statistics suggest that a program can result in a **5x increase** in web traffic and **25% more leads**.

Source: Inc.



Nearly 64% of advocates in a formal program credited employee advocacy with attracting and developing new business, and nearly **45% attribute new revenue streams to employee advocacy**.

Source: Hinge Research Institute & Social Media Today



Almost 86% of employees who participate in an employee advocacy program cite the increased social presence as having a **positive impact on their career**.

Source: Hinge Marketing



Highly engaged teams show **21% greater profitability**.

Source: Gallup



Having an employee advocacy programme **enhanced brand awareness by 79%**.

Source: Hinge Research Institute & Social Media Today



92% of consumers believe word-of-mouth and referrals from people they know, but only 33% trust online advertisements.

Source: Nielsen

87% of employees participating in employee advocacy believe it **expands their professional network**.

Source: Hinge Marketing



Employee Advocacy & Social Media

91%

91% of B2B buyers are active on social media, and 75% of B2B buyers use social media to support purchase decisions.

Source: SuperOffice, LinkedIn

73%

73% of salespeople using social selling as part of their sales process outperformed their sales peers and **exceeded quotas 23% more often**.

Source: Inc.



On social media, there's an average of **8x more engagement on posts shared by employees**, when compared to the same posts shared by official brand accounts.

Source: Social Media Today



Companies can get up to **560% greater reach** when messages are shared by employees rather than by the brand's official social media channels.

Source: MSLGroup



31% of high-growth firms have a **formalized employee advocacy program**.

Source: Hinge Marketing

Employee Advocacy & HR



According to a 2024 trends report, **employees will advocate for a better workplace experience**, value hybrid working and have higher expectations than ever of leaders next year.

Source: Qualtrics



Businesses with a 'large number of employees contributing high-quality content and thought leadership' are **58% more likely to attract talent**.

Source: LinkedIn