CONTENT CREATION *for* SOCIAL ADVOCACY

How to take your Social Media strategy to the next step by collaborating with your employee Ambassadors.

Ambassify

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Content creation for
Social Advocacy

Taking your Social Media strategy and content plan to the next level means taking one more step — that is, making your Ambassadors part of them.

That with your Ambassadors will be an actual collaboration, made of giving and taking. Your employee Ambassadors will factor in the equation as both parts of your organization and part of your audience. Which meant they'll be creating and releasing content to the wider public and also find themselves on the receiving end of the content you create.

Content creation for
Social Advocacy

What is important for you to know at this stage is that this implies that you'll have to tailor your content based on their interests, too. They'll be consequently willing to reshare it with their networks, thus reaching a much wider audience who can consume it. At the same time, you can appeal to them as co-creators to build your strategy and craft your content together.

What does this mean concretely?

Simply that your Social Media strategy just got more complex and more powerful at the same time, which in turn means that you'll need to really have a dedicated team to handle it.

Content creation for
Social Advocacy

This doesn't necessarily need to be a Social Media team — although if you have one, all the better — it can simply be part of your Communication team, your Creative team or anyone who you see fit for the job.


This is crucial because blocking a certain amount of time slots every week where you can devote 100% of your attention to this will become more and more important. Having people committed to this will make sure that content creation for Social Media and for Advocacy takes priority and doesn't get pushed by something else on your task list.

TIP: Plan ahead, keep track of and schedule your content in a content calendar: it will be a literal time saver, it will ensure you don't miss your deadlines, and that you're always delivering the best to your audience.

Finding the **right angle** for every user

Ambassify

Advocacy heavily relies on authenticity, and the purpose of an advocacy program is to amplify one's brand in an authentic way. What derives from this is that we want Ambassadors' posts to be first and foremost authentic.
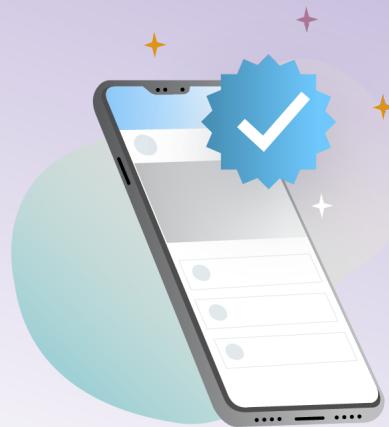
But how do you achieve authenticity? And more specifically, how do you achieve large scale authenticity?

A post communicates authenticity when it communicates genuine interest and passion about something and when it's consistent with one's branding and online image. In the context of advocacy, this means that **the posts your Ambassadors share should resonate with them, with their personal branding** — their interests, their passions, and everything else that characterizes them online — **and their network.**

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Finding the **right angle** for every user

When your advocacy program includes hundreds of Ambassadors, though, it can be challenging to find content that can do that – that can make the right impact on Ambassadors' profiles.

So, how can you tackle this issue? There are two ways to go about it.

- **The first thing you can do is allow your Ambassadors to choose what kind of the content that you provide they'd like to share online.**
  Let them tell you what their interests are and give out their preferences. That way, you can target them with specific asks and not bombard them with content that might be irrelevant for them.

What is the advantage? That **they'll be more incentivized to consume the content themselves, for one, they'll be more likely to share targeted and relevant content onto their Social Media accounts**, and the content itself is also bound to be more successful.

Finding the **right angle** for every user

An Example?

Let's take a look at one of Ambassify's customers, Barco. Their advocacy program hinges on two things: automations and customized content distribution. Leaving automation to the side, let's take a look at **customized content distribution:**

- On their registration, employees are asked to fill in a form with their content preferences (i.e. cinema, themed entertainment, home entertainment technology, workplace, tv studio, etc.)

- Based on their selection, they receive customized notifications every time a blog article or another type of content related to their interests is available to be shared.

So what's the point of tailoring your content to the proper Social Media channel?

In short, tailoring your content shows your audience that you're aware of their expectations and that you take them seriously, which is why you make sure that your content is catered to them.
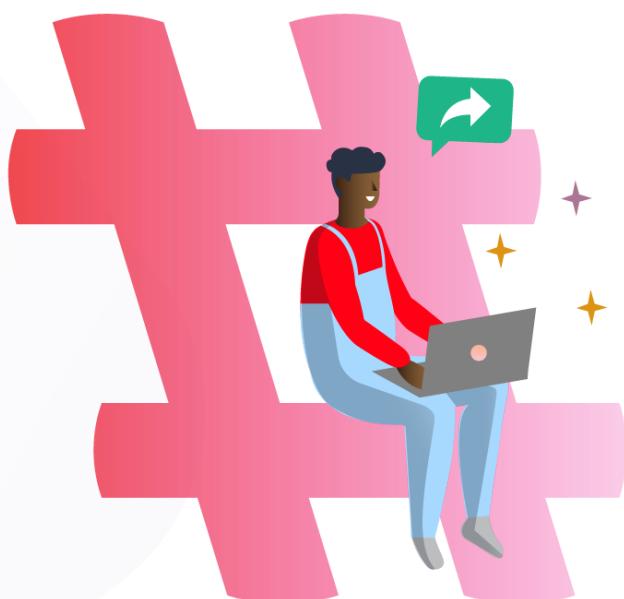
Finding the **right angle** for every user

What's the result?

Barco's Ambassadors need little motivation and incentive to share those articles with their network. When company-related content reflects their interests it will help them shape their personal brand online, and that's often enough motivation to interact with it. On top of that, this content is bound to have a stronger impact with the audience it will be presented to.
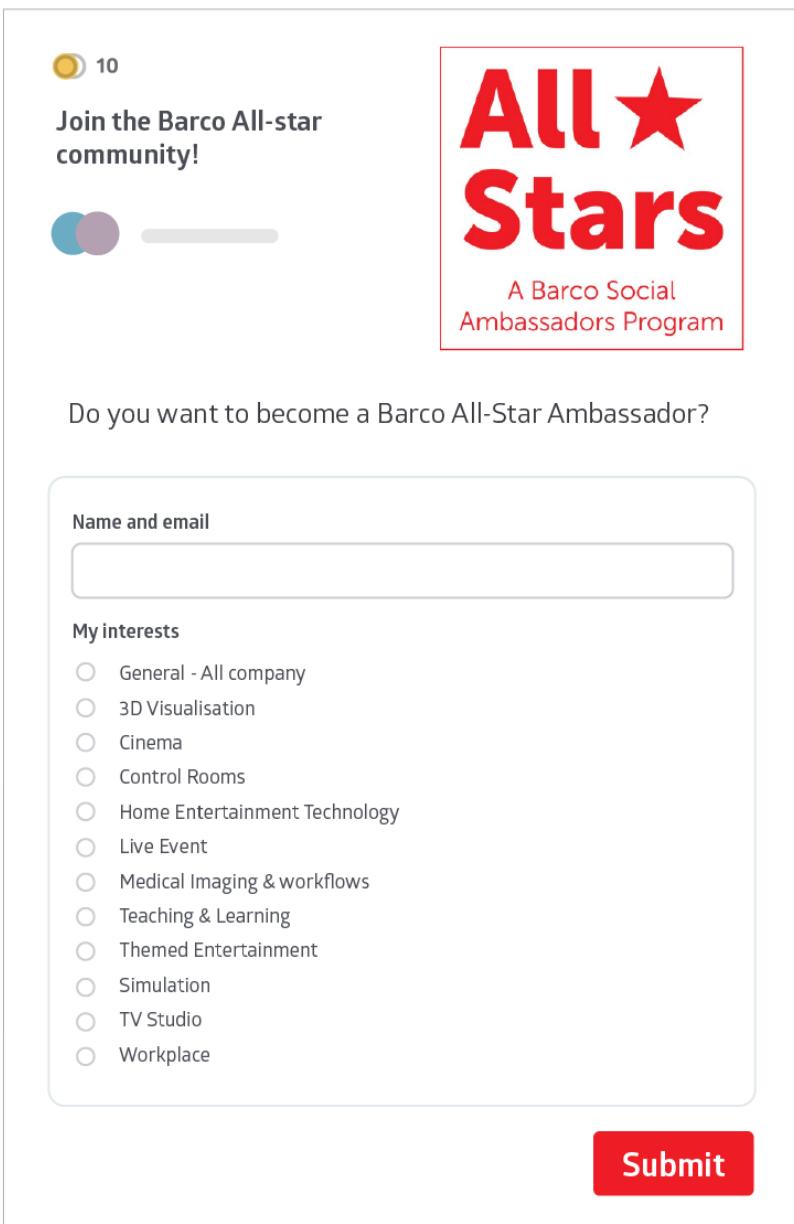
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Join the Barco All-star community!

All ★ Stars
A Barco Social Ambassadors Program

Do you want to become a Barco All-Star Ambassador?

Name and email

My interests

○ General - All company
○ 3D Visualisation
○ Cinema
○ Control Rooms
○ Home Entertainment Technology
○ Live Event
○ Medical Imaging & workflows
○ Teaching & Learning
○ Themed Entertainment
○ Simulation
○ TV Studio
○ Workplace

Submit

Finding the **right angle** for every user

- A second way to cope with this issue — which also takes into consideration the need to make sure that posts have a unique impact with the people who receive them — is to take an extra step and **make sure the content that is proposed to the Ambassadors is relevant and resonates with as many of them as possible.**

What do I mean by this?
Again, the ultimate goal is to make sure the content your Ambassadors share on their Social Media aligns with who they are and who their predominant audience is, and of course, that the Ambassadors are eager to read it themselves.

TIP: Find a way to tailor the content to the identity and profile of your teams or, even more specifically, of your employees, to make sure that this or that post can be of interest for as many Ambassadors as possible.

Finding the **right angle** for every user

Another Example?

You have to share a new article on your blog, and you have to find a way to make it relevant and engaging for as many Ambassadors as possible in your program.

Why should the Sales team want to share it? And why should HR? How about Marketing?

The most straightforward way to tailor the same piece of content to several groups of people is to provide different visual and copy variants. The same piece of content can often, if not always, be looked at from different perspectives and putting each of them in the spotlight can often be the easiest way to see its several facets.

Try to figure out a reason why it should be interesting for them to share it with their networks by applying an all-new and different angle to your content. That's how you can ensure that both yours and your employees' Social Media posts have the most possible traction online.

Finding the **right angle** for every user

Tailoring the content you want to push so that you ask specific people to share clear messages, articles, or content will maximize the effectiveness of your Ambassadors' efforts, and it'll make sure to get the message to the right people with the right words.

*Be careful–*Forcing your employees to share something that does not resonate with the persona and profile they have created for themselves on this or that Social Media platform can all too easily cause the opposite effect:

- It will alienate and indispose your employees AND their audience.

- It will slowly but surely make your employees lose credibility as thought-leaders in your industry.

Tapping into **user-generated content**

User-generated content is another smart and creative way to come across more content to show off and publish on your channels and it is excellent social proof that adds to the value of your product or service.

No matter what your product or service is, there is always a way for you to involve your audience, your customers, or your employees in content creation.
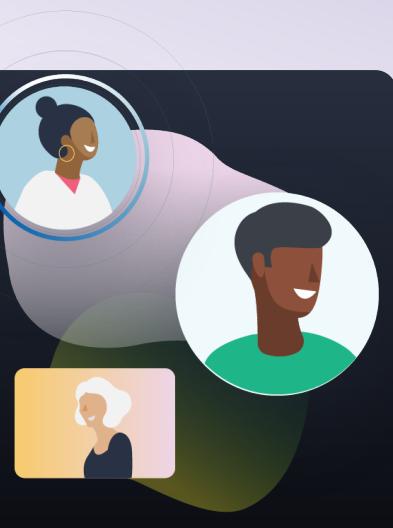
This can be beneficial in two different ways. On a more practical level, you will not need to scour your mind for another idea that's going to 'break the internet' to advertise your brand online. You can just rely on the enormous source of untapped creativity of those who work with or for you and those who love your product.

Tapping into **user-generated content**

An Example?

Let's take a look at another one of Ambassify's customers, Plutus.

Plutus involved its large customer community of Ambassadors and asked for their input to create new content that would show off the Plutus card. With several campaigns, Plutus encouraged them to create and submit the link to their Plutus-related posts on Social Media, and then rewarded them for it.

They asked Ambassadors not only to create their "Plu-themed" gif or photo, but also to post it and submit the link.
This campaign was very successful, as more than 30% of all Ambassadors participated, and, in the end, they benefited from the creation of a ton of user-generated content coming directly from their Ambassadors and showing off how willing people were to contribute to the success of the brand.
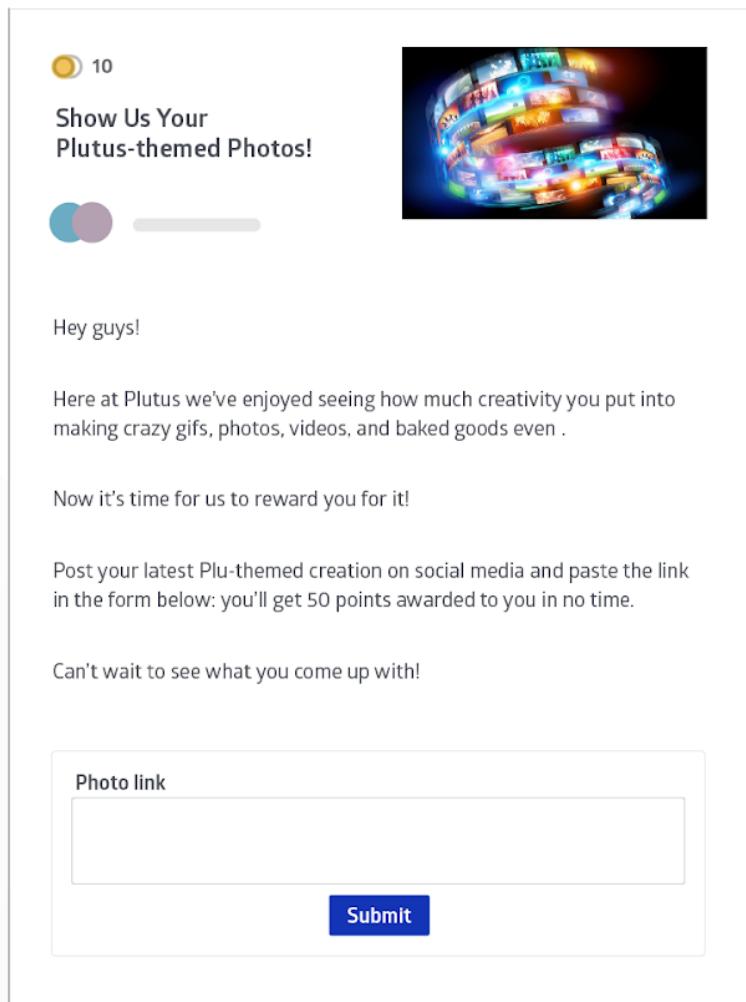
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Show Us Your Plutus-themed Photos!

Hey guys!

Here at Plutus we've enjoyed seeing how much creativity you put into making crazy gifs, photos, videos, and baked goods even .

Now it's time for us to reward you for it!

Post your latest Plu-themed creation on social media and paste the link in the form below: you'll get 50 points awarded to you in no time.

Can't wait to see what you come up with!

Photo link

Submit

Tapping into **user-generated content**

As anticipated, there is a second reason you should consider implementing UGC in your content plan. **If you're** looking to put your product on display and show how well all its magnificent features work, you cannot get any more authentic than with content generated by your users, that being your customers, your employees or any other trusted Ambassador.

Turning to your customers — or even employees, because true fans can be found even within your company — in order to validate your product and amplify your brand is an effortless way to get a lot of content on your hands and strengthen the relationship with your public.

Find out what people love doing and encourage them to keep doing it; **find out what people love about you and your brand and ask them to share it with you** – and voilà, a ton of spot-on, effective content at your fingertips. If your advocacy campaigns are based on that, you don't have to spend a lot of money to have great results. Your audience is capable of way more than you expect, and user-generated content is the perfect way to expand your content library.

Tapping into **user-generated content**

Another Example?

Check out what Apple did to promote its iPhone X in 2018.

> They featured actual user photos on billboards worldwide to show off the product's impressive selfie-taking capabilities, thus easily (and smartly) tapping into their existing and most likely trusted user base.
>
> The campaign was a massive Social Media success — which was to be expected — after which Apple built a second campaign around it.

Tapping into **user-generated content**

If you think about it for a minute, you'll see that this customer advocacy campaign was a stroke of genius for two reasons:

- **Apple became human** — by featuring real-life iPhone users and their content, Apple managed to get rid of their big corporate persona. And since we know that people trust people and not companies, we also know that was the right move for Apple.

- **At a fraction of the cost** — look at how much free UGC Apple got by tapping into something very human, like vanity? And, once again, there was no actual reward for posting photos using Apple hashtags, just pure love for the brand. But the result is a pretty impressive one: Apple increased its social reach and its bottom line.

Co-creating your content

If you have an advocacy program already in place within your organization, then you probably already know that to maximize the efforts of your Ambassadors it's important to combine output requests – that is, requests to share your content online – with input and feedback.

Why?
Well, because it's important to show your Ambassadors that you not only need them to amplify your brand, but also that you value their input and their opinions when it comes to improving your product, service, or brand.
But that's not the only reason — like we already mentioned, your Ambassadors can be a very important part of your content creation process. So, why don't you involve them and co-create your content?

Co-creation hinges on two things: **input and feedback.**
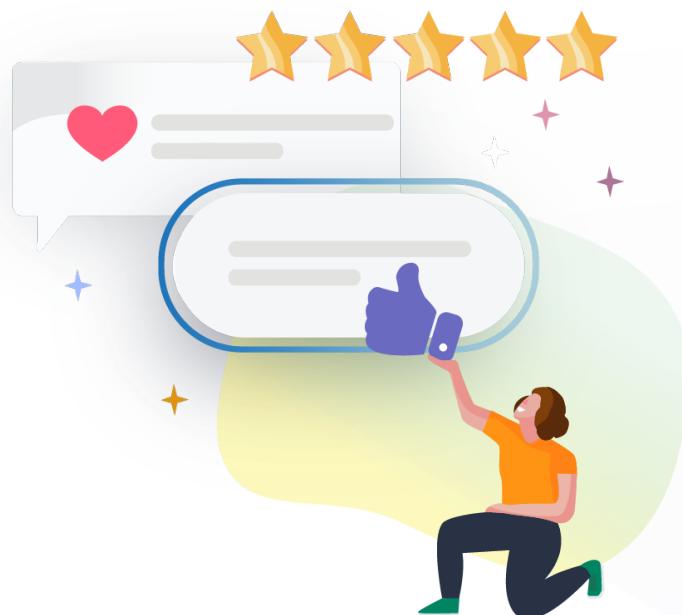
Co-creating your content

Input

First off, input.

Consult your Ambassadors on their opinion: what do they think of your product or service? What's one thing they'd change or add to improve it? What do they think is your biggest challenge? How would they solve it?

But then again, input can also look a bit different. Try asking other questions – if they could be the boss for one day, what would they do differently?
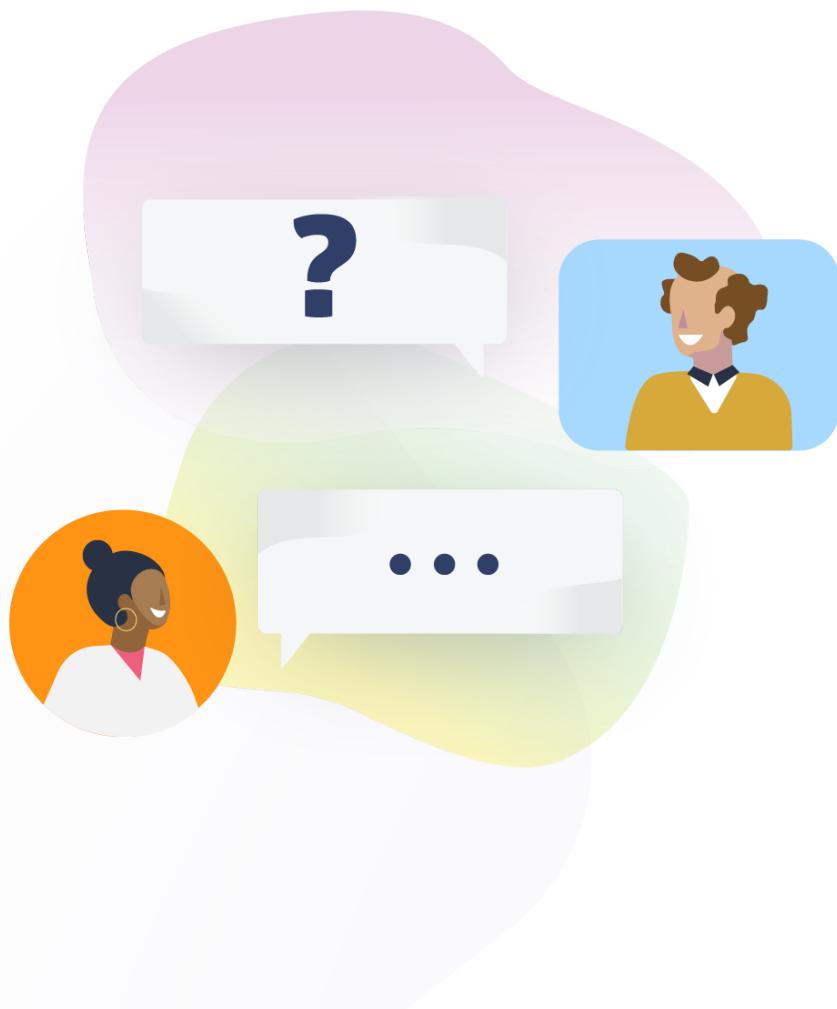
Co-creating your content

An Example?

Here is what Helan did with its Ambassadors.

Helan's goal was to have employees share custom-made vacancies with their networks as part of their recruitment campaign.

First, **they asked their employees what they liked the most about having Helan as an employer, thus collecting a ton of genuine input that put Helan in a good light** — and it cost them nothing.

The creative team then prepared custom-made stories and visuals based on the answers they got from the Ambassadors.

Lastly, with 'Social Share' campaigns **Helan asked Ambassadors to choose the story that resonated with them the most and share it with their networks on Social Media.**

Not only did Helan manage to involve its Ambassadors in its recruitment process, but it also got the side benefit of gaining a lot of insight in what employees like about their employer and encouraged them to share with their networks their own, unique stories.
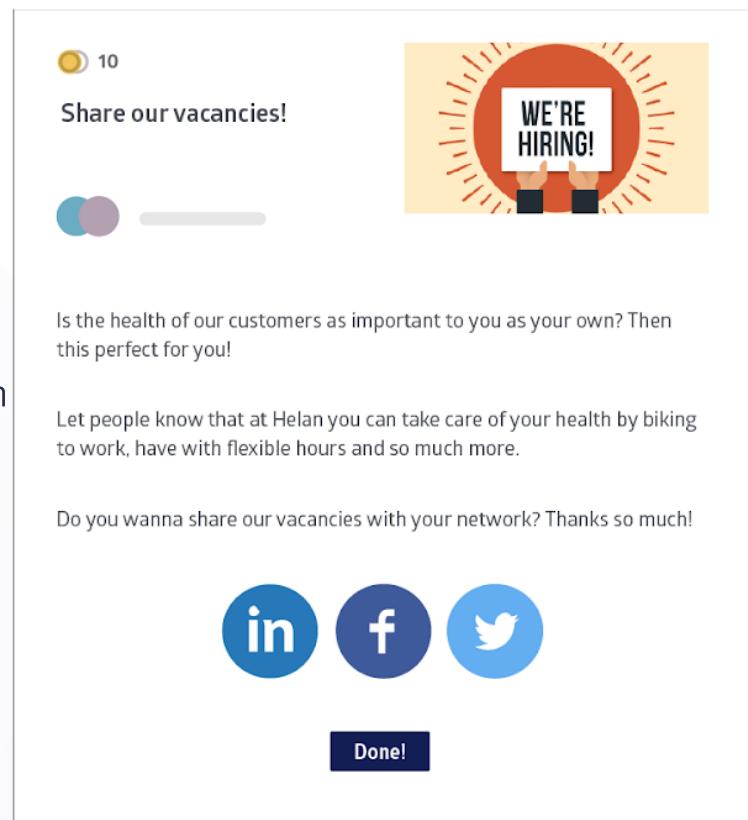
Co-creating your content

Feedback

Being wary and mindful of feedback is **fundamental for content creation and Social Media experimentation**, and you should be able to go back to it time and again during this process.
Feedback is so important that you should not merely ask for it but also plan your moves based on it.

It's essential to make sure that the idea that comes to you, which seems brilliant and just the right amount of extravagant, gets the go-ahead of the organization.

Now, what does this mean exactly? Simply put, **you have to make sure that you are maintaining consistent branding, messaging, and online image**. Does it match the narrative you've created so far? Does it fit in with the messaging?

On top of that, if your Social Media output relies on the involvement of the employees, you'll have to get their approval for it too.

TIP: Feedback is the most constructive way to grow something together, to experiment without embarking on a pointless project.

Co-creating your content

An Example?

Take a look at Ambassify's Instagram page.

We decided to turn this into a sort of company photo album, with the idea of putting the spotlight on our employees – we have a lot of employee-centered posts such as Podcasts, photos with our Mascot, Bruce, photos from team building events, etc.

Before launching every single one of these posts we have asked our employees if they were on board with them. Not everyone might feel comfortable recording a short podcast, or having their pictures live on Social Media.

Co-creating your content

When you have a new idea to shake things up and give a different spin to how things have been done so far in your company, ask for other people's opinions before acting.
Create a Survey, Poll, Rating, or Voting campaign, or simply ask your colleagues what they think: is this a terrific way to revamp the old ways, or is it just too much too soon?

Listen to what they say and adapt your next move based on their answers. They might all be ecstatic about your plan and be 100% on board, but more often than not, there will be someone who disagrees with you and would like to keep it a bit more traditional.

But what do you do when that happens and there just is no middle ground? Well, there is no one-size-fits-all kind of answer here, but there is a thought process you can go through to evaluate what to do next.

TIP: When you have a new idea to shake things up, ask for other people's opinions before acting. Create a Survey, Poll, Rating, or Voting campaign, or simply ask your colleagues what they think.

Co-creating your content

Is this content idea of yours going to bring additional value to your already existing content?

Is it going to give a boost to your online presence?

Can it live without every single person on your team being on board?

If your answers to these questions are a loud yes, then all you have left to do is give it a shot. Otherwise, it might be smarter to take a step back.

And remember, even after you've launched something new, it might take a little time before it really takes off.

Give yourself and your followers a little bit of time before you judge the outcome of your latest, revolutionary post, but after a while, take a step back and look at the results.