

# Employee Advocacy – Preparedness Model – I

		Non-strategic approach to employee advocacy		Strategic approach to employee advocacy managed by the marketing, communications or HR department		
Employee involvement		None	Autonomous	Experts	Ambassadors	All employees
Parameters for employee advocacy strategy		▼	▼	▼	▼	▼
Situation analysis	<b>Communications policy</b>	Employees may not write about the company on social media cf. the company's HR policy.	Employees write about their company and their jobs on social media under the management's radar.	A group of professional experts has been appointed to write about the company on social media.	Engaged employees from various teams/departments write about the company on social media. Efforts are coordinated. Possibly objectives, budget and follow-up.	All employees may write about the company and their own activities on social media. The company has developed a social media strategy with clear objectives, budget and follow-up.
	 Please check off	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>Engagement</b>	None, given that talking about the company on social media constitutes a violation of the personnel policy.	No distinction is made between private and working life. Employees upload what is relevant in a given situation.	Positioning for the benefit of the company and the professional expert.	Positioning for the benefit of the company and the engaged ambassadors.	Positioning for the benefit of the company and the employees.
	 Please check off	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Attitude/approach</b>	No or restricted access to social media.	Possibly monitoring of the brand and selected core services by marketing/communications /HR.	Possibly monitoring of the brand and selected core services by marketing/communications/HR.	Monitoring of the brand and selected core services by marketing/communications/HR and, possibly, follow-up on objectives.	Monitoring of the brand and selected core services by marketing/communications/HR for the purpose of following up on objectives.	
 Please check off	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	




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# Employee Advocacy – Preparedness Model – II

		Non-strategic approach to employee advocacy		Strategic approach to employee advocacy managed by the marketing, communications or HR department		
Employee involvement		None	Autonomous	Experts	Ambassadors	All employees
Parameters for employee advocacy strategy		▼	▼	▼	▼	▼
Communications planning	<b>Content strategy</b>	Top-down management of the company's social media presence by marketing/communications/HR.	Sporadic sharing of content developed at the employee's initiative or copied from the company's other communications materials.	Content created by the company's professional experts. Possibly based on guidelines issued by marketing/communications/HR.	Content created with the support of the communications department, largely following the company's guidelines for good digital content.	Content created with the support of the communications department, largely following the company's guidelines for good digital content – and employees throughout the organisation are allowed to communicate freely.
	 Please check off	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>Content guidelines</b>	Have not been developed.	Have not been developed.	May have been developed.	Have been developed.	Have been developed.
	 Please check off	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Training</b>	None.	None. Best practice based on own experience.	Best practice based on expert opinion and own experience. Possibly training by marketing/communications in what makes good digital content.	Formalised workshops/online with guidelines on how to create good digital content.	Formalised workshops/online with guidelines on how to create good digital content. Best practice and results are shared to optimise overall efforts.	
 Please check off	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

# Employee Advocacy – Preparedness Model – III

		Non-strategic approach to employee advocacy		Strategic approach to employee advocacy managed by the marketing, communications or HR department		
Employee involvement		None	Autonomous	Experts	Ambassadors	All employees
Parameters for employee advocacy strategy		▼	▼	▼	▼	▼
Effect	<b>Technology</b>	Installation of firewalls and social media listening tools to ensure that employees do not participate on social media.	Open access to social media.	Possibly installation of software for measuring expert engagement.	Possibly installation of software for measuring employee engagement in general and, possibly, for compiling content and facilitating sharing.	Installation of software for compiling content and facilitating sharing. Also measurement of employee engagement. Data is linked to other intern data sources; CRM and BI.
	 Please check off <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>Data/measurement</b>	None.	In case of monitoring of the brand and selected core services, employee activities are also included in the results.	In case of monitoring of the brand and selected core services, expert activities are also included in the results.	In addition to monitoring, employee activities are tracked and results are included as part of the reporting on objectives.	Tracking of employee activities is fully integrated in the overall objectives.
	 Please check off <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Other</b>		<hr/> <hr/>				