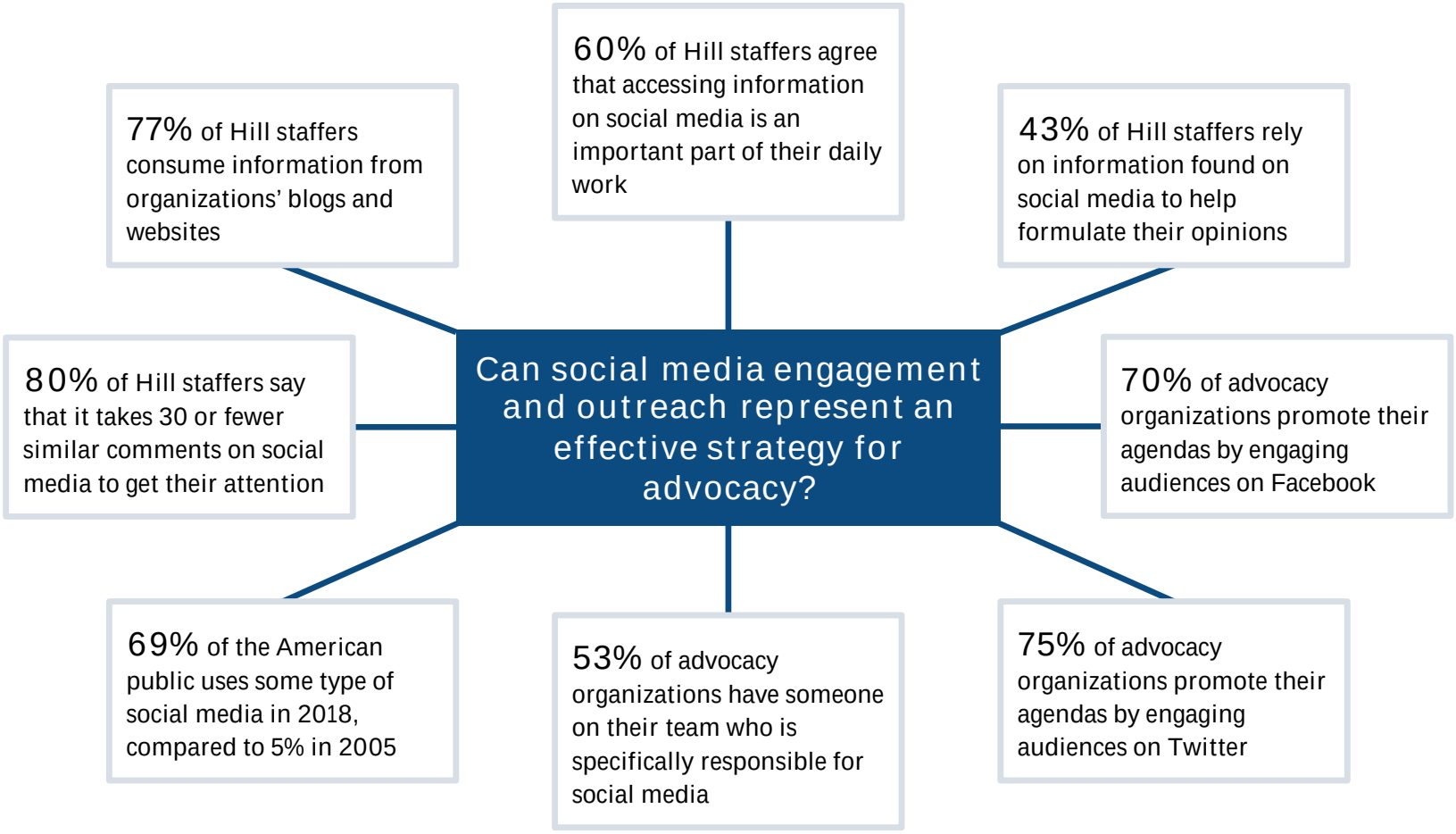
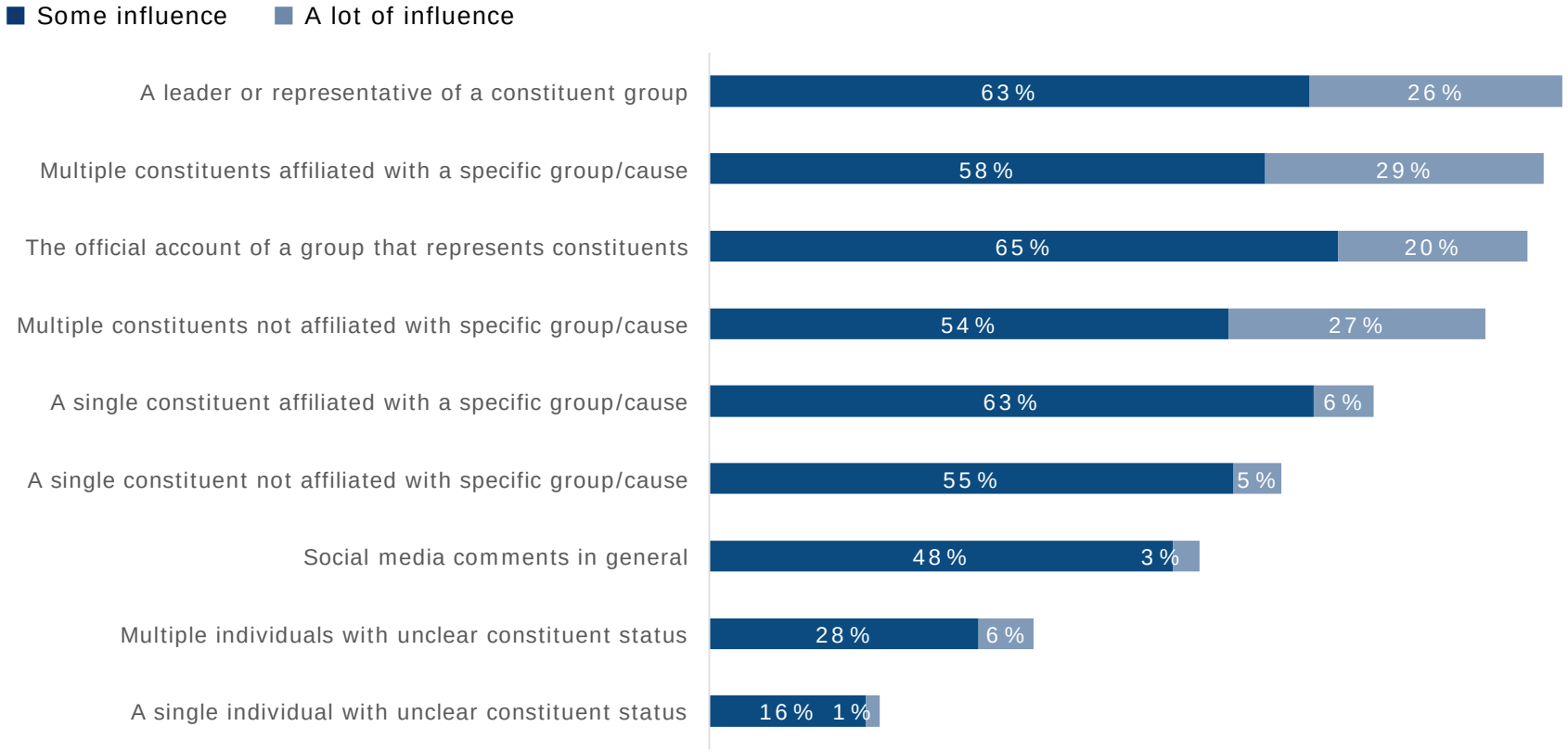
The stats on social media engagement for advocacy



Sources: National Journal Leadership Council research, 2017; "Social Media Fact Sheet," Pew Research Center, Feb. 5, 2018.

For legislators, social media that represents constituents' clear agendas is influential

For a member of Congress who has not arrived at a firm decision on an issue, influence of social media posts directed at their office on the member's decision



Sources: National Journal Leadership Council research, 2017.

Individual/employee advocacy on social media – and how regulated industries can reap the benefits

Benefits of individual advocacy on social media

Employee advocacy, in which an employee promotes exposure to and interest in an organization or company, is highly effective.

Why?

People trust people more than brands. People are 16x more likely to read a post from a friend than from a brand.

Brand messages get re-shared 24 times more frequently when shared by an employee, rather than a company/brand.

Almost 64% of companies with formal employee advocacy programs credit advocacy with attracting new business.

Nearly 86% of employee advocates say being involved in social media has positively impacted their career.

Customers referred by an advocate have a 37% higher retention rate.

Individual advocacy in regulated industries

Because information exchange is highly regulated in some industries, like health care and finance, companies often take steps to abide by the rules on social media

Have industry leaders, program administrators or designated employees create pre-approved content

Establish – and publicize – stringent requirements around the content that employees can distribute

Pre-populate social media postings with consistent, pre-approved information (e.g., a dedicated hashtag)

Use technology to ensure all shareable images and content contains necessary legal disclaimers

Sources: National Journal research, 2018; Dian Griesel, "Using Social Media To Build Patient Trust," Clinical Leader, Jun. 29, 2017; "Digital Health: Building Social Confidence in Pharma," Weber Shandwick research, 2013; Dominique Jackson, "What Is Employee Advocacy & How Does It Really Work?," Bambu, May 2, 2017.