

Creating Employee Brand Evangelists



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Senior Social Media Manager

3 Steps to Create Employee Brand Evangelists



Lay the Groundwork

Social media guidelines



Leverage LinkedIn

Identity
Network
Knowledge



Provide Ongoing Training

Curriculum

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Lay the Groundwork: Social Media Guidelines

Recipe for success



Empowering



Values-based



Concise



Evolving

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Leverage LinkedIn



Identity

The professional profile of record



Networks

Connect all of the world's professionals



Knowledge

The definitive professional publishing platform

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Identity: Our most powerful brand evangelists

MEMBERS



Current Members

5,537

% of Members Joining LinkedIn
(Last 12 Months)

1%

CONNECTIONS



Unique 1st Degree Connections

2,254,247

% Internal Connections
(within Company)

19%

EMPLOYEES VIEWED



Monthly Viewers of Employee Profiles

243,736

% of Employees with Profile Viewed

100%

Identity: Optimize employee profiles

Professional names

Professional headline

Manage your endorsements
Optimize your location

and industry

Add projects, test scores,

courses, professional

marketing boards and

volunteering/causes

Customize your

Profile URL
Make yourself contactable

Expand upon your headline
and support it

Show examples of your work

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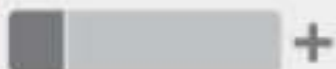


Connect

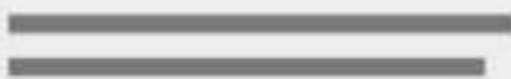
277
connections

www.linkedin.com/yournamehere/

Skills



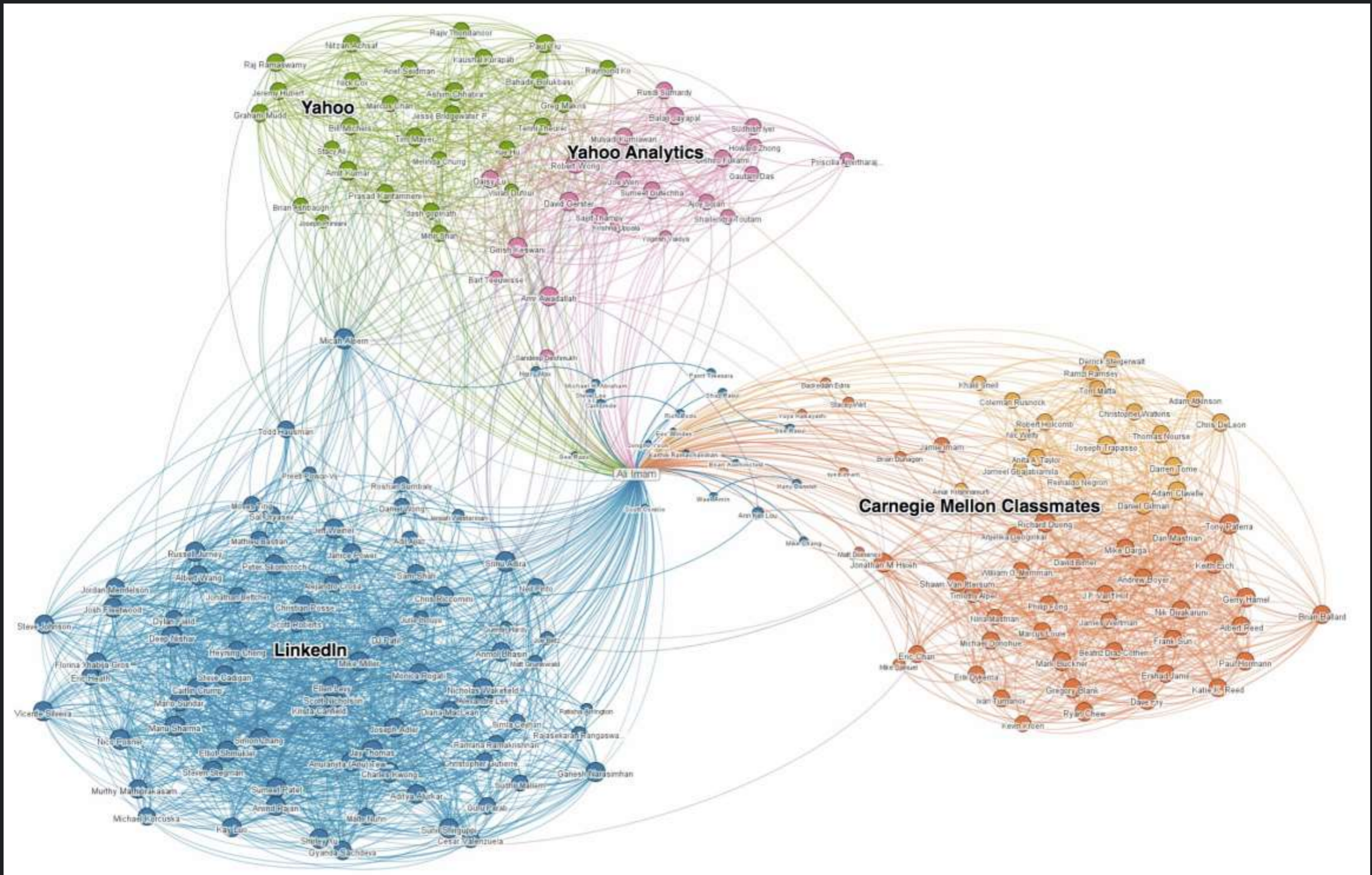
Education



Additional info



Network: Encourage employee connections



Knowledge: Empower employees to engage



70%

More likely to engage
with your posts

Knowledge: Post on your Company Page

LinkedIn How ridiculously good do you look in our new LinkedIn Profile experience on mobile?
<http://linkd.in/1rZPeqT>



Your New LinkedIn Profile Makes You Ridiculously Good Looking on Mobile, and in Meetings [SLIDESHOW]

linkd.in · Your LinkedIn Profile is your professional identity of record. It's also the heart of LinkedIn. Your new profile helps you tell your story to other professionals when they're looking for you on the go.

LinkedIn Now, students can declare their major knowing what career outcomes are possible based on LinkedIn data. <http://linkd.in/1qb4YVV>

Delete



Does Studying Fine Art = Unemployment? Introducing LinkedIn's Field of Study Explorer

linkd.in · We recently invited several high school students to LinkedIn's campus to talk to us about how they are navigating their search for the right University. While each student had a unique story, and faced their own set of challenges when deciding where...

Knowledge: Engaging brand content



Company branding: inside looks and interviews



Employment branding and career opportunities



Tips and best practices

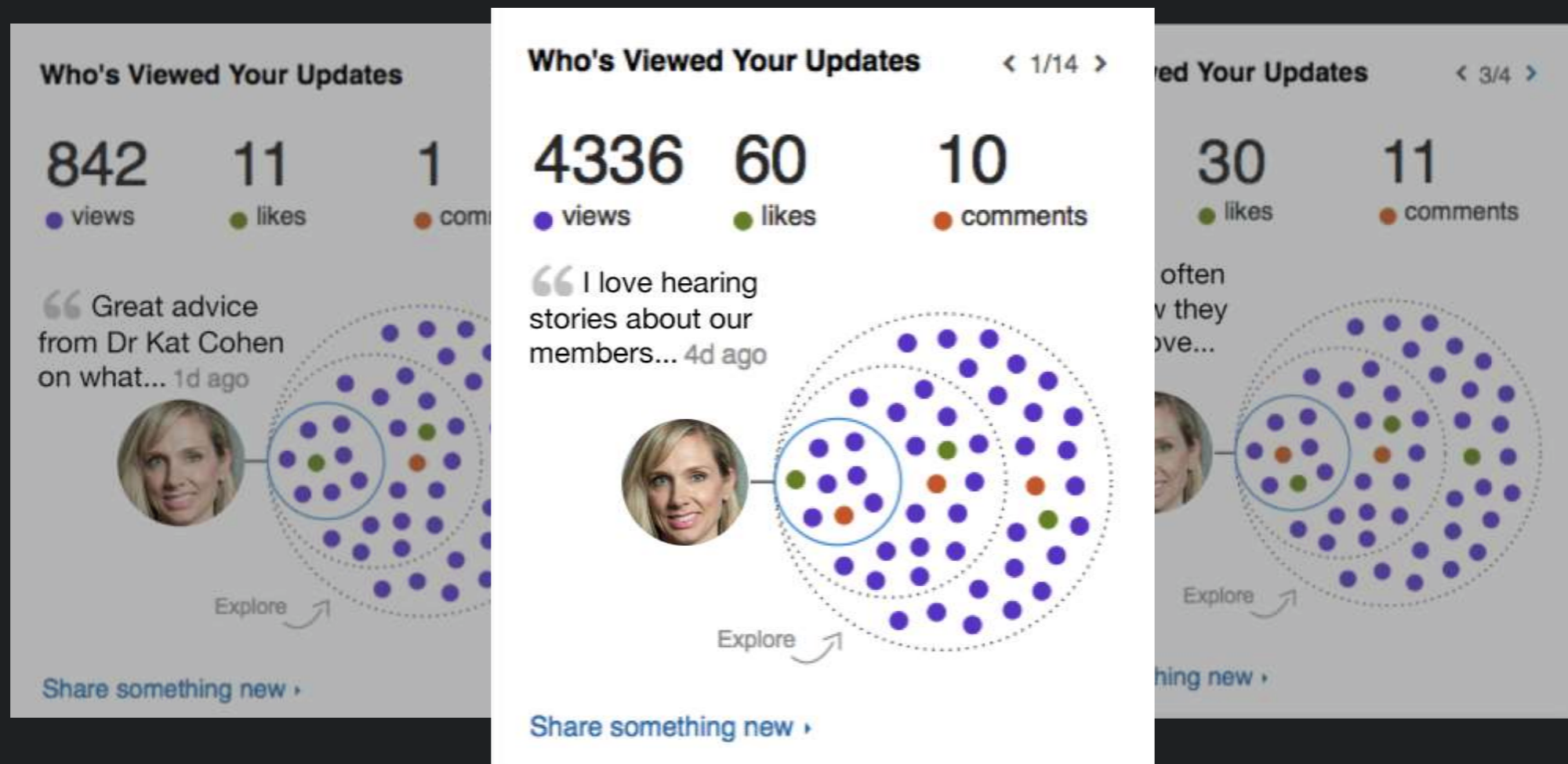


Fun facts and quotes

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Knowledge: Employees post status updates



Knowledge: Employees publish long form posts


The screenshot shows a LinkedIn profile for Wayne Pan, a Manager - Software Engineer at LinkedIn. The post is titled "How to Quit Your High Paying Job" and was published on May 13, 2014. It has received 407,980 views, 2,804 likes, and 653 comments. The post includes social sharing buttons for Tweet (235), Like (1.3k), +1 (669), and Share (7,695). The main content of the post is a flowchart with the following steps:

```
graph TD; Start([Start]) --> Q1{Are you happy with your job?}; Q1 -- Yes --> Exit1[ ]; Q1 -- No --> A[Make a vesting spreadsheet]; A --> B[Find row for next year]; B --> Q2{If your bank balance looked like that will you be happy?}; Q2 -- Yes --> Exit2[ ]; Q2 -- No --> Exit3[ ];
```

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Knowledge: It starts from the top


LinkedIn What is LinkedIn? Join Today Sign In

 **Jeff Weiner** fluencer
CEO at LinkedIn 28 Posts 1,457,745 followers Follow

Three Musts to Retaining Superstar Talent

May 05, 2014 106,273 2,264 345

Tweet 301 Like 535 +1 172 Share 9,249





In a previous post, I wrote about [five tools](#) to look for when recruiting superstar talent. In this post, I'd like to share some key lessons learned over the years when it comes to retaining your top people.

As a general rule, it's important to note that by the time your best talent comes to you and says they're leaving, more often than not, it's too late. They've long since reached the conclusion it's time to go, having repeatedly seen or experienced examples of why they no longer want to be at the company. At that point, it's going to be extremely difficult to keep them.

One of the reasons it's so hard to change a person's mind once they've communicated their intention to leave is that they may not be willing to share the truth behind their



Jeff's Recent Posts

-  **Avoiding the Unintended Consequences of Casual Feedback**
June 2, 2014
-  **Three Musts to Retaining Superstar Talent**
May 5, 2014

[See all](#)

Top Posts

Today This Week All

-  **Liz Ryan**
Seven Signs You're Too Smart For Your Job
97,322 views
-  **Adam Grant**
You're Not My Friend
53,153 views

Training: Provide ongoing education

LinkedIn Social Media Education Curriculum:

- Social media 101
- How to be a LinkedIn brand evangelist
- Building your brand with social media
- Social media at LinkedIn: Explained
- Essential tips for blogging on LinkedIn's Corporate Blog
- Social media channel guides
- Social media measurement tools
- Leveraging social media at live events

Interested in hosting a LinkedIn
training at your company?

Email our LinkedIn Education team:

jhirz@linkedin.com

Recap



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