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at&t

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The AT&T social circle: Activating employees as social advocates

The AT&T Social Circle

Activating Employees as Social Advocates

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The AT&T Social Circle

- Emerging Communications employee engagement initiative
- Piloted in late 2009
- Now a community of ~1,500 exempt management employees
- Group of employees with varying levels of social savvy active on Twitter or LinkedIn
- Voluntarily post from personal Twitter and LinkedIn accounts

- Help share and reshare AT&T news, information, announcements, and more
- About reputation, not marketing or customer care
- Personalized, freestyle tweets
- Members are lightly monitored and measured

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Your Employees Are in Social



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Why See Employees as Potential Advocates?

92%

of consumers worldwide trust recommendations from friends and family more than any form of advertising — Nielsen 2013

8%

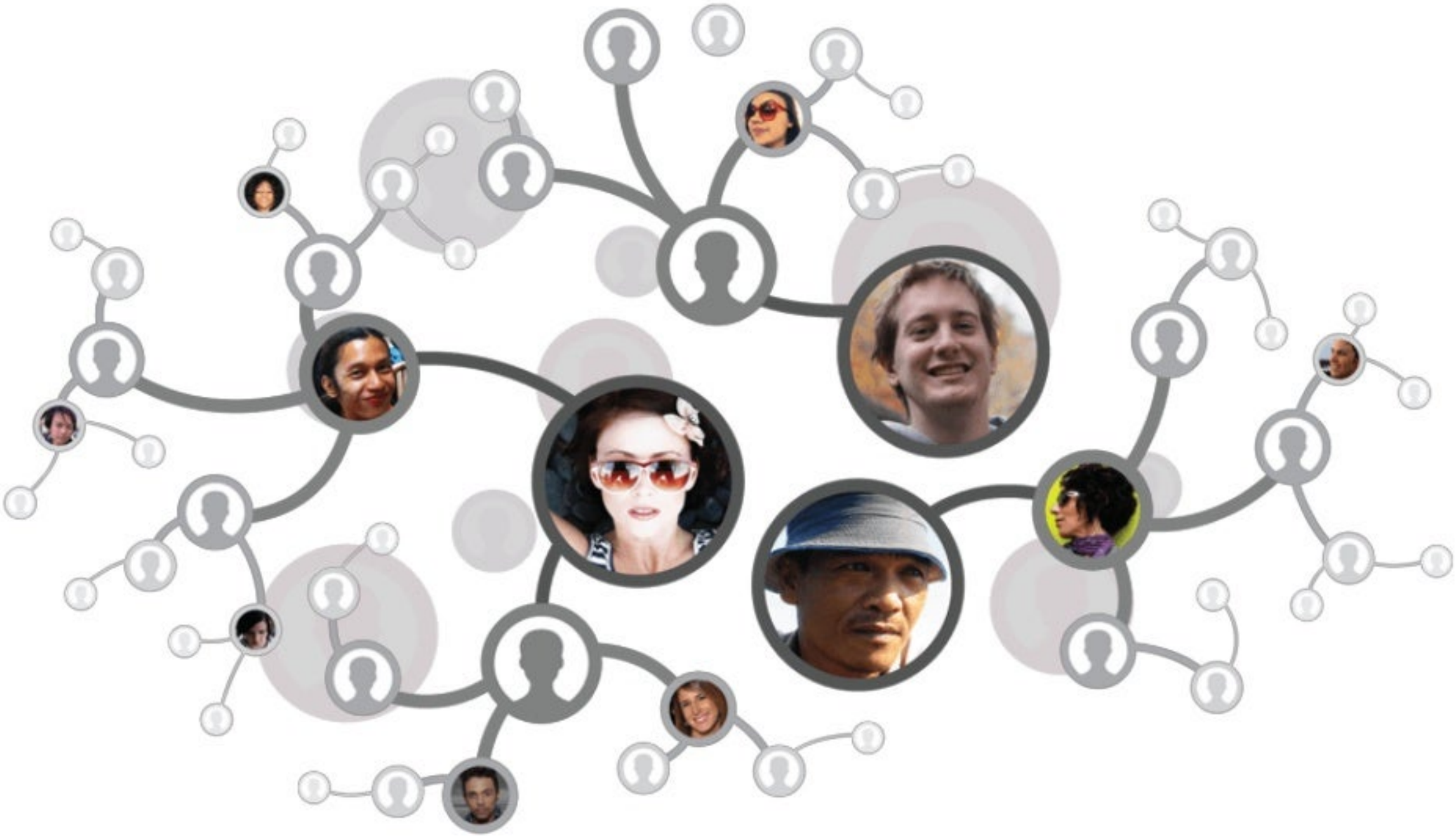
average overlap between employees' Twitter followers and brand's Twitter followers — DELL study 2012

77%

of consumers are more likely to buy a product when they hear about it from someone they trust — Nielsen 2013

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Activating Employee Voices & Encourage New Voices To Start



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Employees Are an Amazing Resource

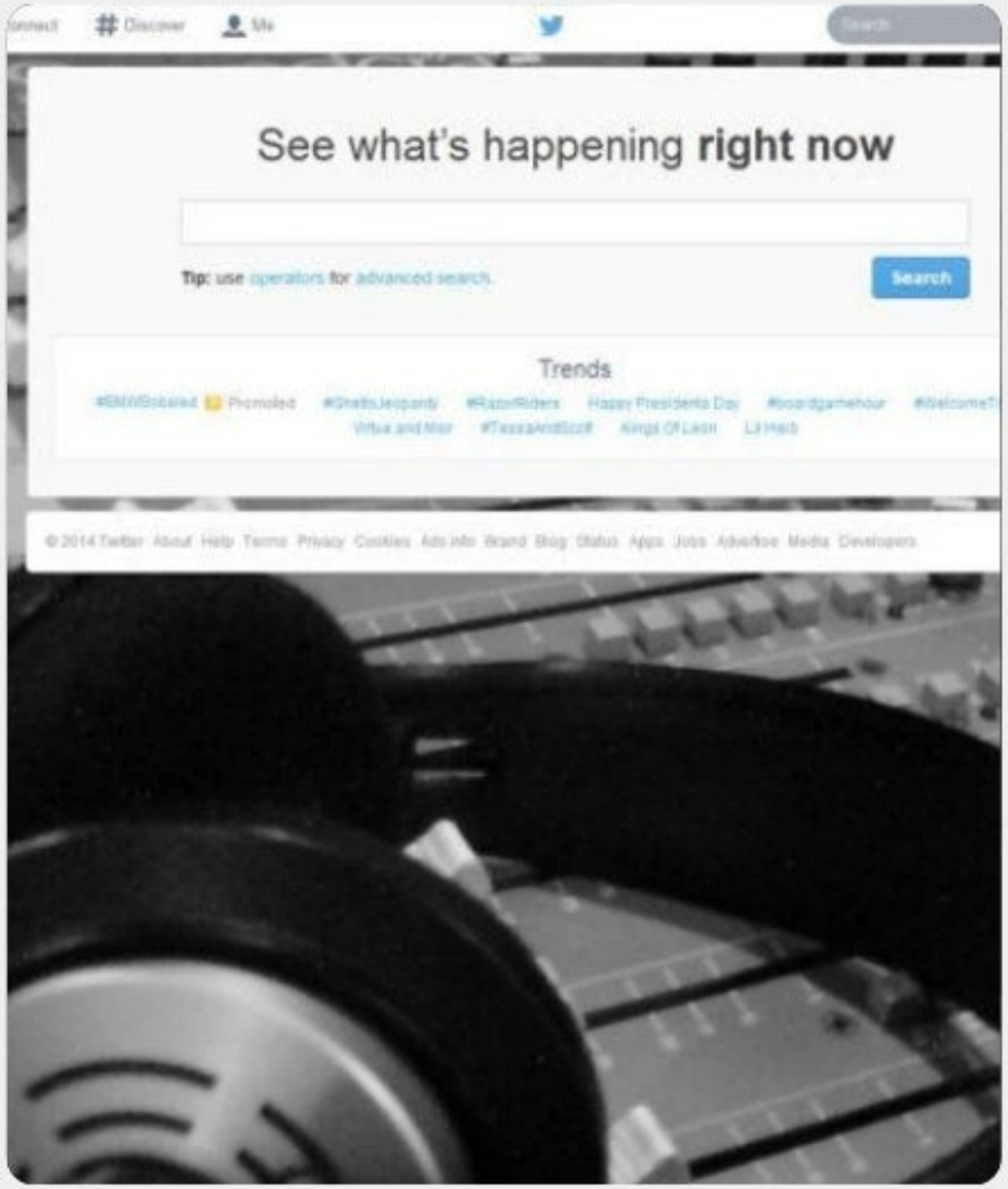
- Tap into the existing knowledge, networks, and enthusiasm of our most "social" employees
- Recruit and mobilize a small and effective group to give real, human voices to the company
- Broaden channels to promote company products and services, announcements, and disaster/emergency messages
- Increase favorable brand association with consumers and key influencers through credible, real-employee dialogue that we can't always initiate from "official" channels
- Highlight and showcase the diverse and interesting viewpoints of our employees

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Informing Employees How to Expand Personal Reach

Finding relevant content and building a following can be important to garnering ongoing activity.

- Search for people you already know
- Finding lists of top profiles in key areas of interest
- Getting involved in current discussions and trending hashtags
- Being a consistent participant and contributor
- Creating a reason to be following
- Linking profiles across multiple social channels



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Employees Have Varying Levels of Experience

How will you approach employees with different experience and comfort levels?

- Fit this into your current social media training strategy
- Add training modules
- Determine which audiences are a priority
- Create leadership-specific training and engagement opportunities
- Provide access to tips and tools
- Quick hits and one-pagers
- Ask your current membership or interest group what would be helpful



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Establish Membership Requirements

Who should be able to join your social advocacy program?

- Specific employees or management levels
- Existing activity on certain platforms ~90 days
- Willingness to actively share content about your company
- Identification as an employee in your company (FTC requirements)
- Compliance with internal standards



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Facilitating Real-time Advocacy

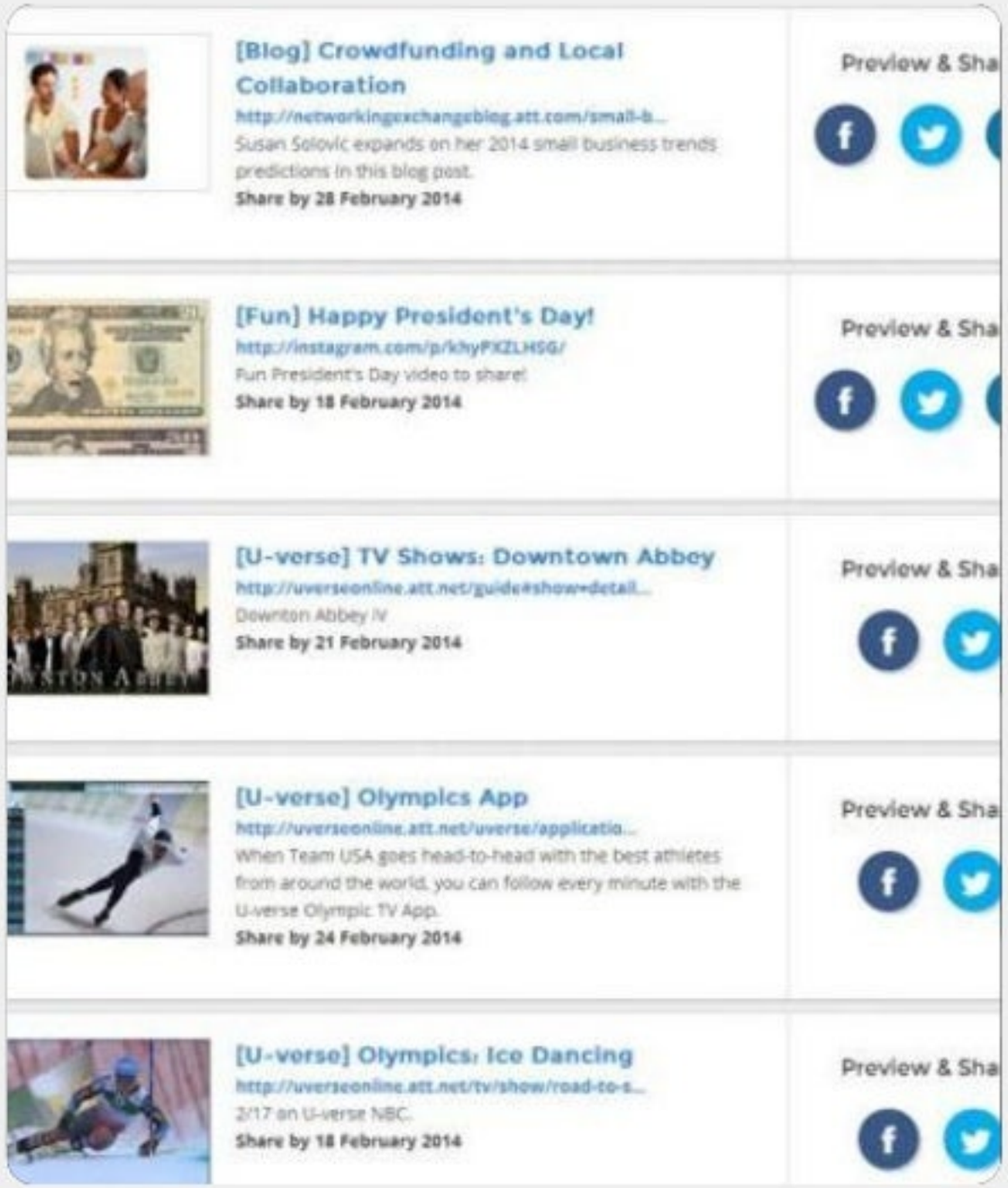


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Leveraging a Vendor Solution: The Hub

Evolving how we provided AT&T Social Circle members with content

- Previously focused on email outreach
- The Hub provides a central location to access and share content
- Members can select social networks they want to link to the Hub
- Sharing is facilitated through the platform to the preferred network
- Tracking and analytics built-in
- Results and top-sharers for gamification, kudos and prizes

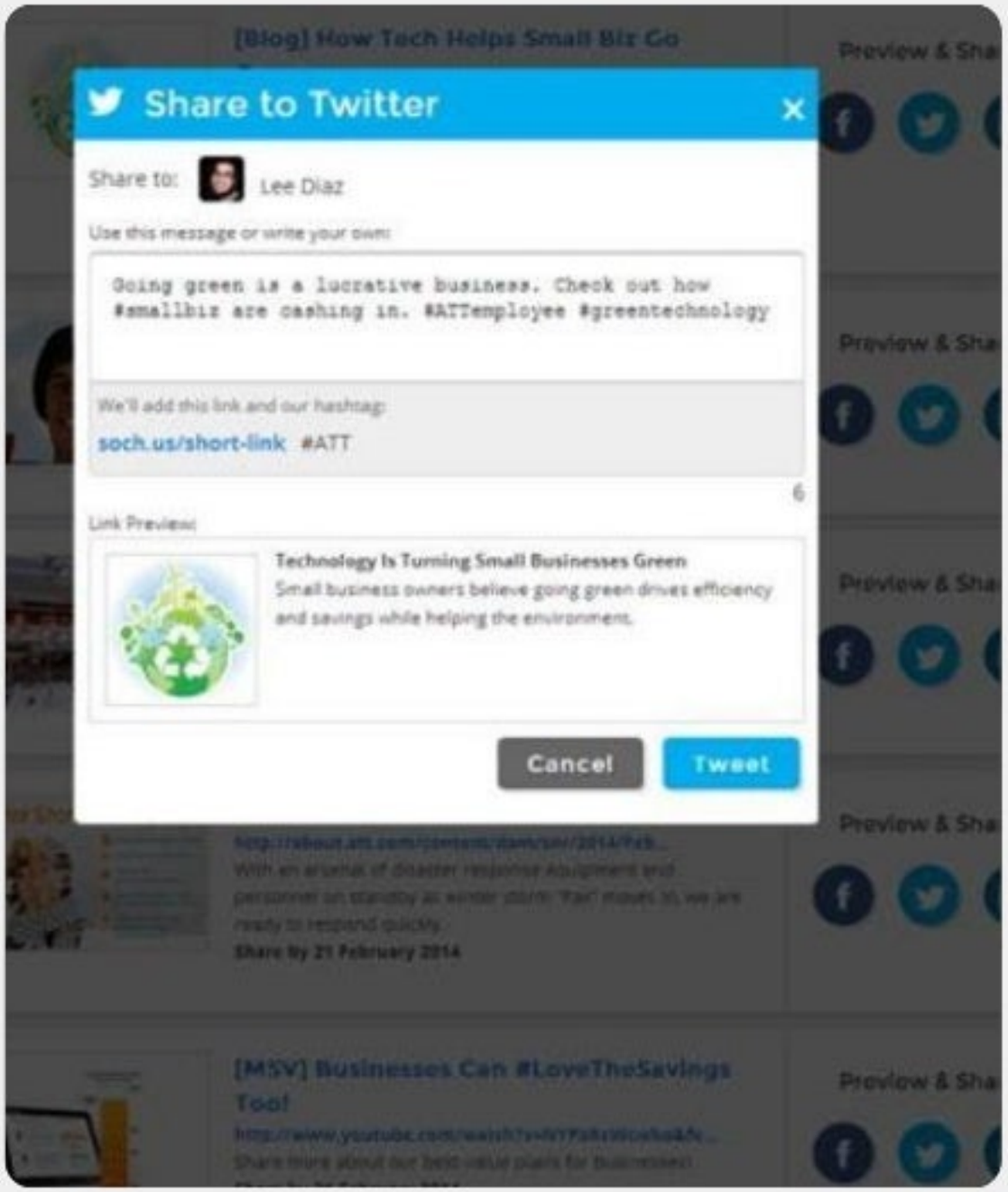


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The Member Experience: Sharing Content

The user can access the Hub online or through their mobile device

- Browse the content that is currently available for sharing
- Select the preferred social channel
- Preview the content related to the post and access the link being shared
- Edit any of the content so it is personal and relevant for your following
- Key hashtag (#ATTemployee) is already included in the content
- Post when ready

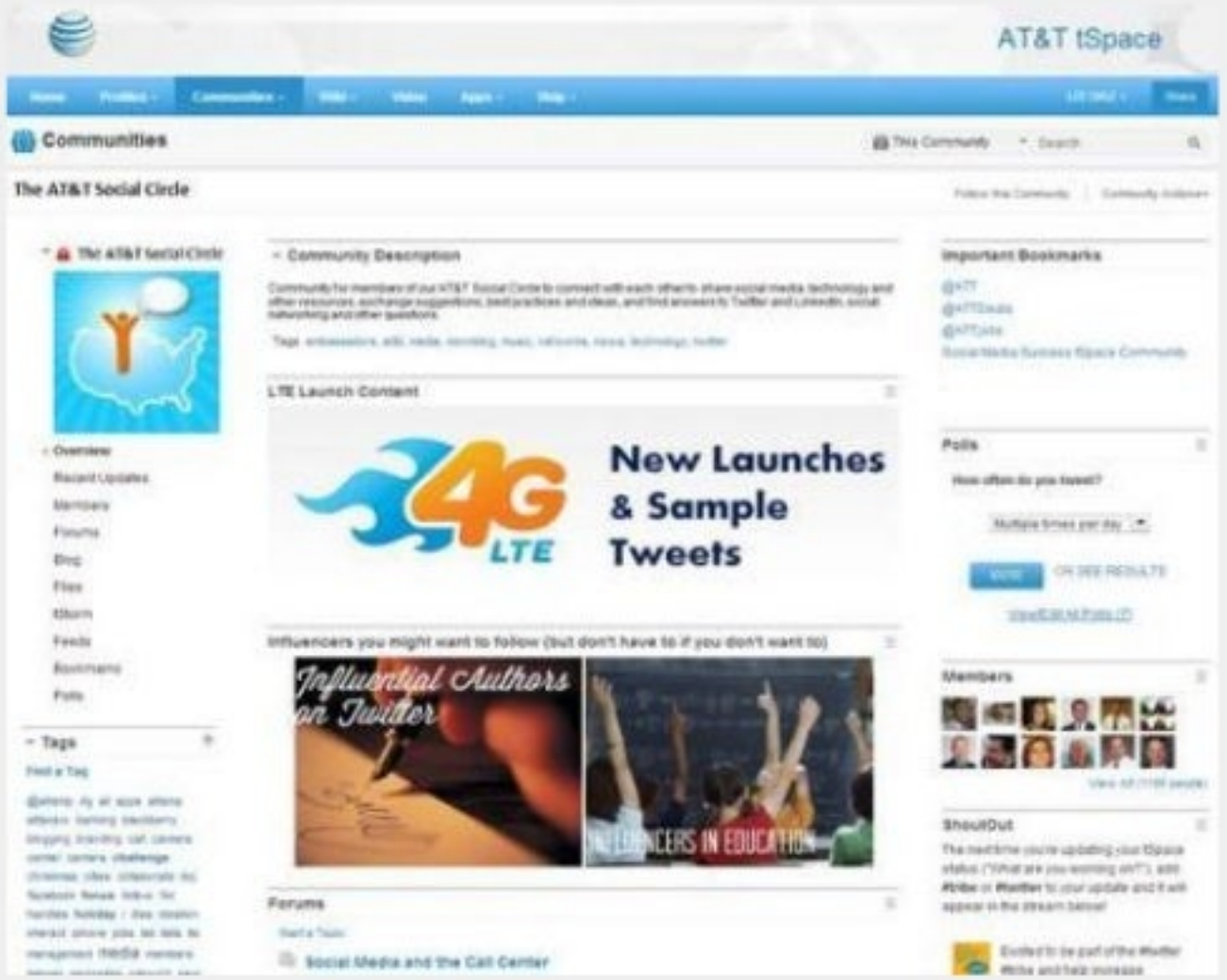


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Developing Community: The AT&T Social Circle on tSpace

Leverage a tSpace Community to encourage member collaboration

- Key tips and resources
- Highlight new content that members have requested
- Use internal shout-outs with status updates (@ mentions and # for trending topics)
- Develop forum topics for key questions, opportunities and member self-help
- Post forums for larger releases
- Membership listing allows internal networking with other active employees
- Polls to ask quick questions

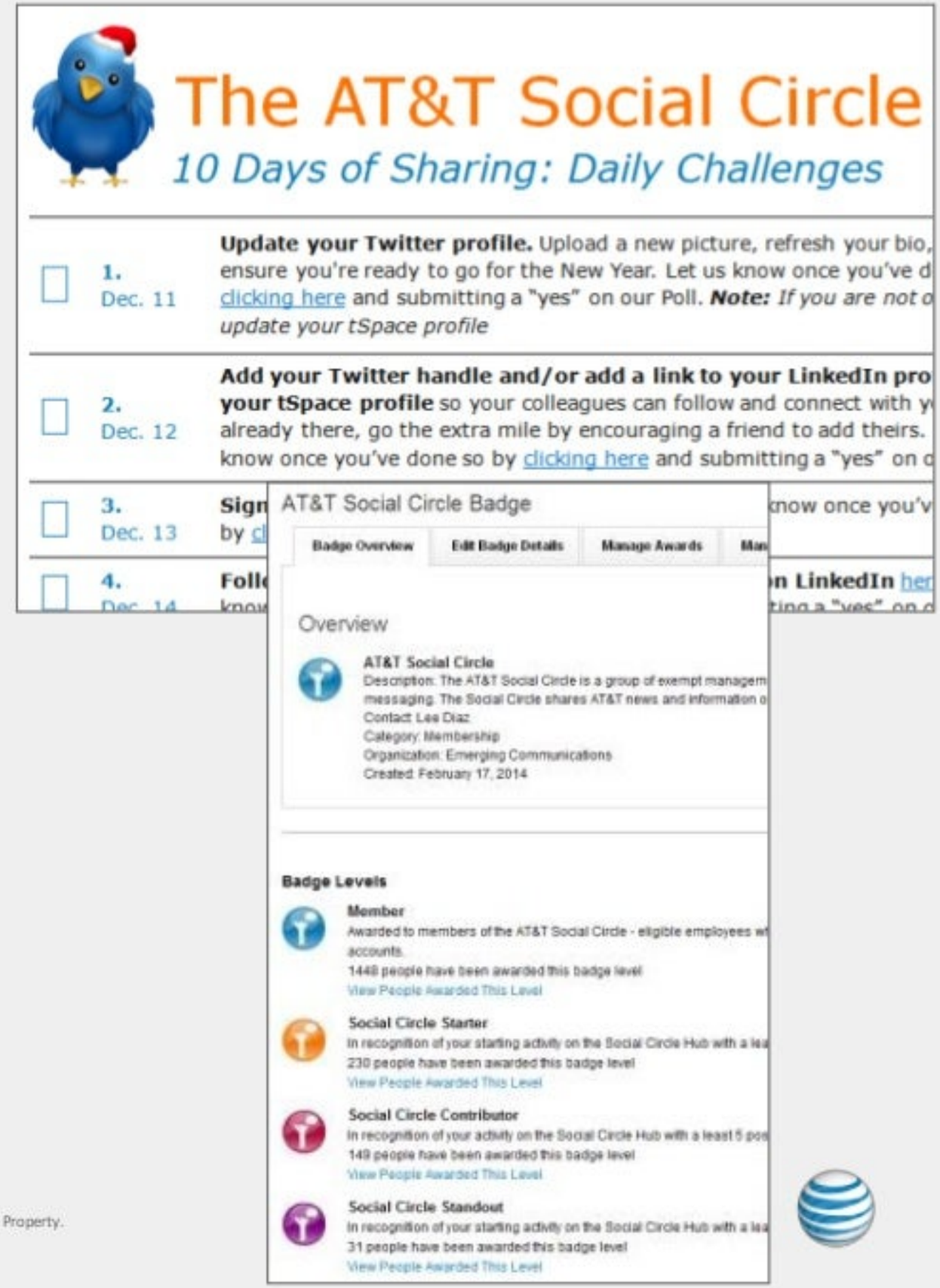


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Spotlight & Award Excellence

Develop ways to recognize your members throughout the year for activity and for just being awesome.

- Contests to boost activity or promote specific actions (10 Days)
- Award badges based on activity or expertise
- Highlight very active members in communications (Member of the Week)
- Give away branded apparel or certificates
- Share experiences or guest speakers
- Surprise and delight



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Develop the Right Policies and Garner Support

Determine all of the other touch points that will support growth

- Explore possible additions to social media standards or policies
- Stakeholder support from departments that might external impact social engagement: HR, Labor, Legal
- Reach leaders already in social to increase backing for outreach
- Find organizations and programs with participants that are fit your key target audience
- Set a less-corporate tone to all communications



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Elevate the Conversations Around Your Social Brand

Everything that an employee shares online may impact their social brand

- Create a dialogue around the impact of social and the influence employees have
- Share examples from Internal & External
- Drive awareness around the importance of profile building
- Content that should and shouldn't be shared
- Disclosures within the profile
- How to address escalations or network referrals and concerns





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The Results

Since the launch of our Hub in Dec. 2012

Members	**1,533**
Followers per Influencer	**231**
Influencer Activities	**20,235**
Audience Engagements	**409,589**
Engagements per Action	**20.2**
Program EMV to Date	**$1,023,867**



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Questions?

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