

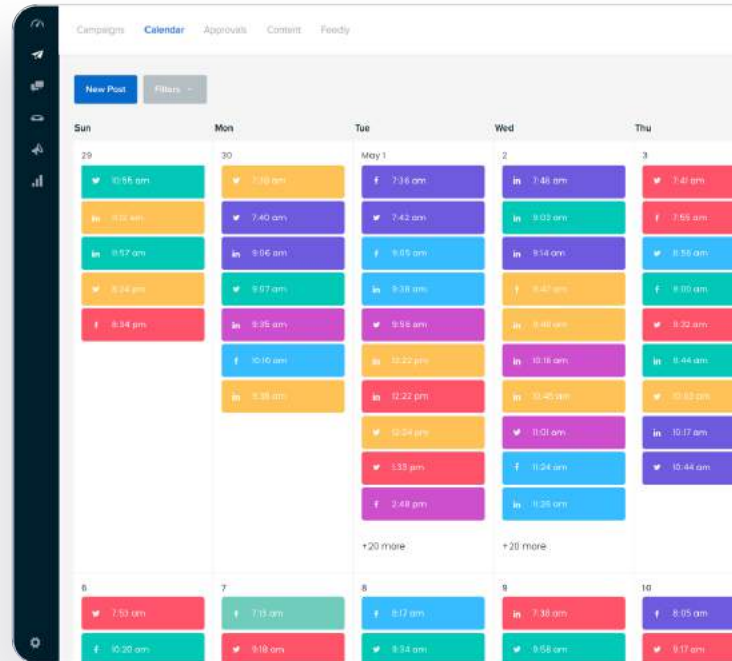
Your guide to:

# Becoming a top employee advocate



# What is Oktopost?

Oktopost is a **social media management and employee advocacy platform for B2B enterprises**. Marketers use Oktopost to publish content, engage with audiences at scale, and tie social to the company's bottomline.





## What is employee advocacy?

Amplifying reach of company **content** through employees' personal social networks.

Fostering a **positive company culture**, in which employees are proud to represent the company.

A new way of engaging with customers and **telling a consistent brand story** on social media.

# Why is employee advocacy so important?



## SOCIAL AMPLIFICATION

Employees reach 10X more people than all of your corporate social accounts combined.



## MORE COST-EFFECTIVE

Employee advocacy is proven to be more cost-effective than social advertising



## INCREASED ENGAGEMENT

Posts shared by employees generate 8X more engagement than company posts.



## SALES GROWTH

Leads generated by employees convert 7x more frequently than other leads.



## BUILDING TRUST

Employees humanize your brand which makes the audience more receptive to your message.



## THOUGHT LEADERSHIP

Sharing valuable content positions employees as industry thought leaders.



## What content do advocates share?

- Marketing collateral
- Thought leadership content
- Company announcements
- Industry news
- Product updates
- Third-party articles
- Job postings
- Company culture posts
- Employee spotlights

# But what's in it for you?

No matter what role or department you're in, being a social advocate offers plenty of valuable, long-term benefits!



## THOUGHT LEADERSHIP

Become an expert in your own network and build connections with other influencers.



## LEAD GENERATION

Target a wider audience with valuable content to garner more qualified leads.



## SALES ENABLEMENT

78% of salespeople who utilize social media as part of their sales techniques outperform their peers.



## SOCIAL RECRUITMENT

44.5% of job seekers are more likely to apply to a position when the post is shared by a familiar face.

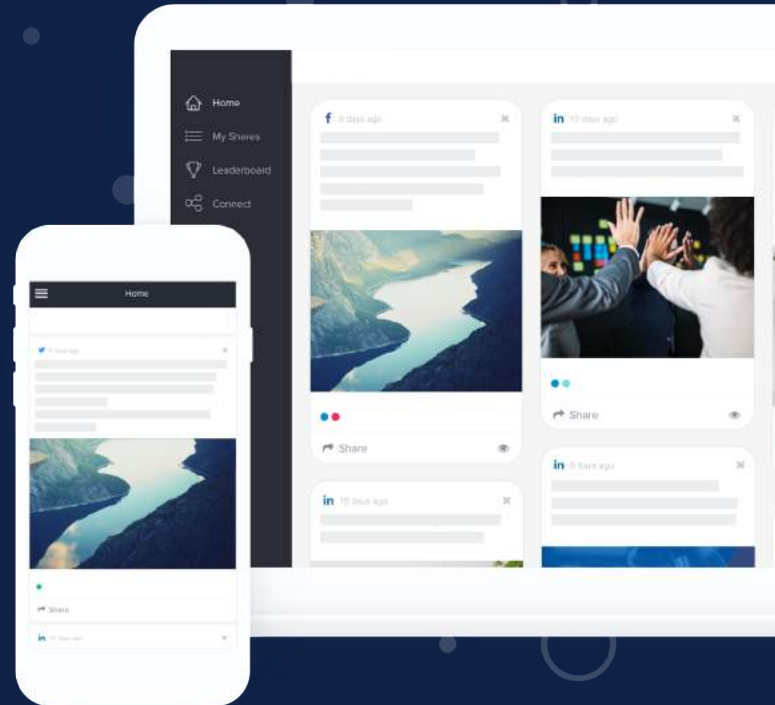


## CUSTOMER RELATIONSHIPS

Empowering your customers with great content paves the way for personal connections.

# Getting started with Oktopost!

Even when you're swamped with work, Oktopost makes content sharing an extremely effortless and rewarding experience!



# 1. Download the mobile app

Share content on the go with Oktopost's Social Advocacy app – available on Android and iOS.



## Introducing a brand new social advocacy board

Take a quick tour to discover all the new features!





Email

Password

Sign in

[Forgot Your Password?](#)

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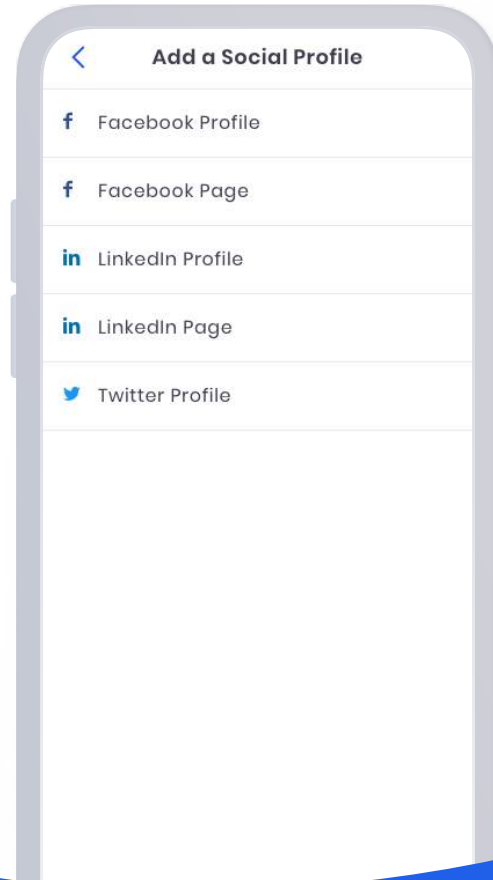
## 2. Log in to your advocacy board

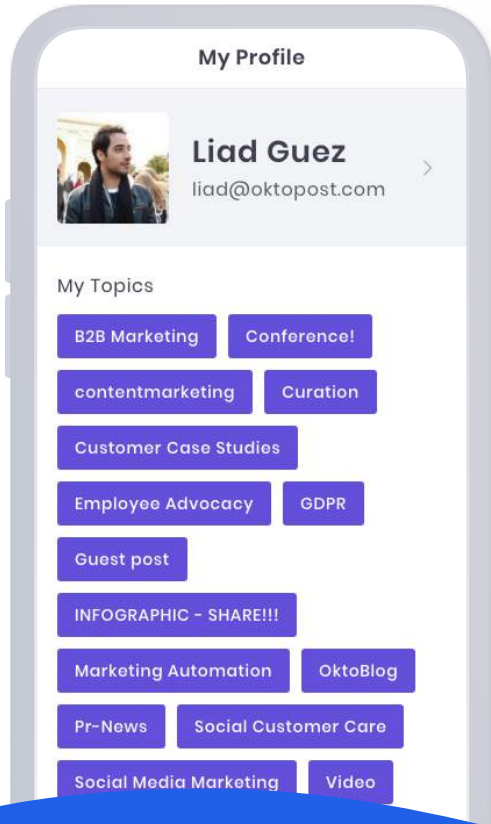
You should now be directed to the sign-in page. Add the login details given to you in the email invite and click Sign In.



### 3. Connect your social profiles

Once you're logged in, you should receive a welcome message. Click on the 'Next' button to connect your social profiles and pages.





## 4. Select relevant topics

Pre-select your favorite 'topics' to discover and share content that's relevant to you and your role. You can always change this under 'My Profile'.

## 5. Let the content sharing begin!

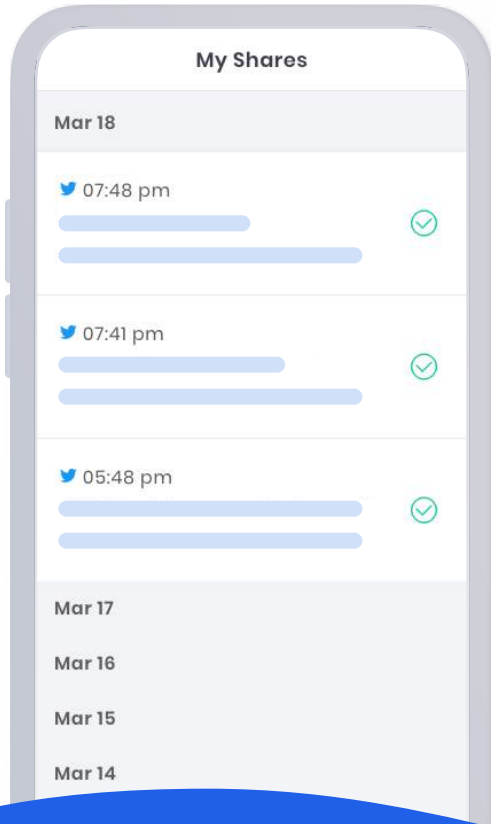
Now that your profiles are connected and your topics have been selected, click any post to share:

**Now** - post immediately

**Later** - automated schedule

**Custom** - pick a custom date and time



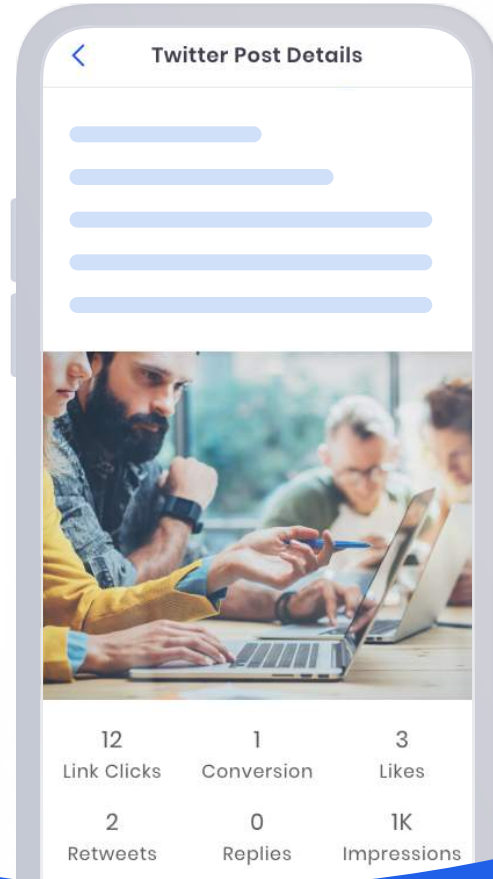


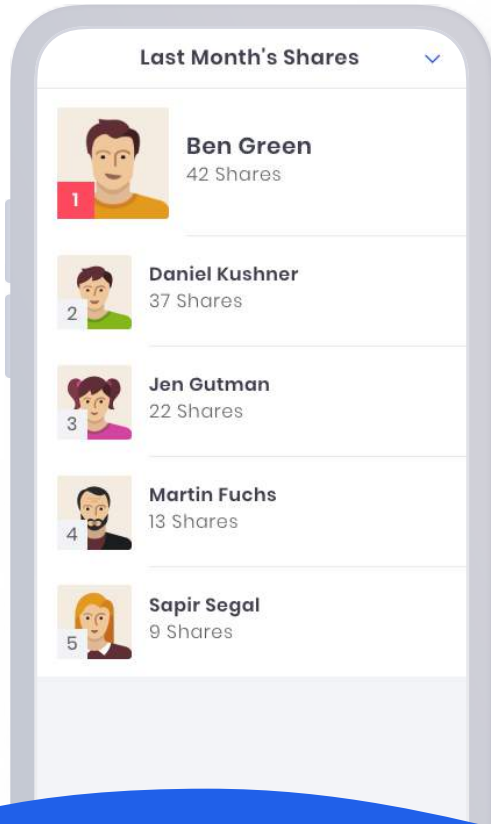
## 6. View your content schedule

Manage your own content schedule by going to 'My Shares' and clicking the post you'd like to view or edit its time period.

## 7. View top-performing posts

Click an individual post to view how it's performing across various metrics, including impressions, clicks, likes, retweets, conversions, and more!





## 8. Track your success to win!

Inside the 'Leaderboard', you can view the number of clicks and shares generated by your peers within a certain time period.

**Shares:** The number of times an advocate shared a post

**Clicks:** The number of link clicks generated by the posts.

# 6 tips to lead your advocacy program!

1

## BE MINDFUL OF YOUR POSTING FREQUENCY

Do you know anyone who shares 10 posts in 5 minutes? You don't want to be "that person".  
(Tip: Schedule your posts.)

2

## DON'T BE LAZY, CUSTOMIZE YOUR POSTS

Sharing is caring, but adding your personal touch goes a long way to being perceived as authentic, not spammy.

3

## ENGAGE BACK WITH YOUR AUDIENCE

Did someone leave a comment on your post? There's your chance to engage. And hey, it could be a prospect.

4

## TAG COMPANY PAGES & PROFILES

Don't see any mentions or tags? Take this opportunity initiate by including them yourself.

5

## ADD RELEVANT HASHTAGS (#)

Maximize your reach by including relevant #'s, or go all the way by using RiteTag.com to find trendy #'s.

6

## SHARE POSTS DIRECTLY TO GROUPS

The ultimate engagement hack: find the scheduled post and share it directly to a Facebook or LinkedIn group.



# Final things to keep in mind:

## Notifications

By default, you will receive email notifications about new content that's been added to the board and hasn't been shared. You can control your notification preferences from the Settings tab inside the board.

## Topics of interest

Each message can be associated with one or more topics. You can always customize your preferred content topics by going to 'My Profile'.

## Questions?

If you have any questions, please reach out directly to the marketing team or your advocacy program manager.

