

DSMN8 PRESENTS YOUR

# EMPLOYEE INFLUENCER WORKBOOK

Build the framework and strategies for your employee influencer program to guarantee success!



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What is it?

# WHAT IS EMPLOYEE INFLUENCE?

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## **In its purest form:**

Employee Influence is the promotion of an organization by one of its employees through advocacy and content creation.

# KEY BENEFITS OF AN EMPLOYEE INFLUENCER PROGRAM

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## Amplified Content Marketing

An employee influencer platform allows you to tap into your number one asset, your employees, to garner more reach and engagement on your content.



## Maximize Social Selling

By sharing your company content, your employees are exercising their knowledge of your company to their networks, establishing themselves as industry experts in the eyes of their prospects.



## Employer Branding Benefits

Employees are more reputable ambassadors for your brand, so having them advocating for you will get the attention of top candidates by showcasing your company culture in a more authentic way.



## Crowdsource Authentic Content

Creating content at scale is a challenge for organizations big and small. An Employee Influencer platform gives employees a chance to create for, feature on, and be credited on company pages. Inundating your company with authentic content.

# CONTENT MUST-HAVES

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An employee influencer program is nothing without content. Here at **DSMN8**, we believe four main types of content should be a part of your employee influencer program. Different types of content have different goals, as well as varying levels of effectiveness.

It's not essential that you have every kind of content, what is crucial is that you have content ready for your employees to share.

There is **no perfect formula** for your content strategy; every company is different, with different types and levels of content available for brands.



# FOUR CONTENT MUST-HAVES FOR SUCCESS WITH EMPLOYEE INFLUENCE

**1**

## Company Centered

Company-centred content, put simply, is an article, blog post, or even site page that has an ultimate benefit for the company if shared and engaged with.

**2**

## Third-Party & Educational

Articles or news about your company or industry. In many ways, the most valuable material in your content arsenal.

**3**

## Employee Centered

Anything from employee projects, photos from team away days, to employee education content. Develops a more profound sense of company culture.

**4**

## Employee Generated

Employee-Generated Content is any form of content created by your employees. Whether photo, video, or written content, employees' networks are statistically more likely to engage with this form of content.

# WHAT DO YOU HOPE THE PROGRAM WILL ACHIEVE?

## Set Goals.

It's time to consider why you've considered implementing an employee influencer program. Set goals that you can measure over time. Is there an end goal? Perhaps try align them with the business goals. Top platforms like **DSMN8** offer a built-in analytics tool, so you can measure its success in real-time.

A large orange-bordered rounded rectangle containing eight horizontal dashed lines for writing.

# WHO IN YOUR ORGANIZATION WILL TAKE ON CERTAIN ROLES

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## Assign Roles

From the people who will oversee the day-to-day running of the program, to regional team leaders and content curators, it would be a good idea to delegate these roles pre-launch. Use the space below to jot down some potential candidates for each role!

### Global Admin

The person(s) that will be overseeing the day-to-day running of the platform.

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### Team Leaders

If your company is a larger organization, you may want to assign team leaders to regions and/or departments.

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### Content Curators

A content curator is anyone who is able to curate content within the platform for employees to share.

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# WHO WILL YOU ASK TO JOIN?

Take some time to identify your superstar brand advocates and content creators.

## Who Will You Invite?

If you're planning to start a trial before you officially launch, it will be worth considering who you are going to invite to participate. Finding socially active employees can seem like an impossible task, especially if you're an enterprise brand with thousands of employees. Fear not, as **social media can be an invaluable asset to identify them.** Try searching your company name on sites like LinkedIn and Twitter to find out which employees are already sharing off their own back. If you're a brand that frequently uses **hashtags**, use these to your advantage when searching for active employees.

### Socially Active Employees

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### Influential Employees

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### Senior Leadership

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# CHOOSE YOUR CONTENT SOURCES

Where is your content currently published?

## Content Sources

DSMN8's advocacy tool will allow you to set up content sources. In doing so, content for sharing will automatically be pulled into the platform for admin approval/curation.

Where is your content currently published/shared?

Content sources can be anything from your social media accounts to your owned sources (website, blog etc), and articles/news from third-party publications.



### Social Pages

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### Owned Source

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### Social Listening

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# THE STAGGERING EFFECT OF EMPLOYEE INFLUENCE - AMPLIFIED REACH IN NUMBERS

## Owned Reach

To workout your current owned reach, head to each of your corporate social media accounts and calculate the **sum of all your followers**.

 = .....

 = .....

 = .....

**Total Owned Reach =** .....

## Employee Reach

To calculate your potential reach with employee influence, total your number of employees and multiply this by the average number of followers per social channel.

### Total No. Employees

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x 338

 = .....

x 606

 = .....

x 930

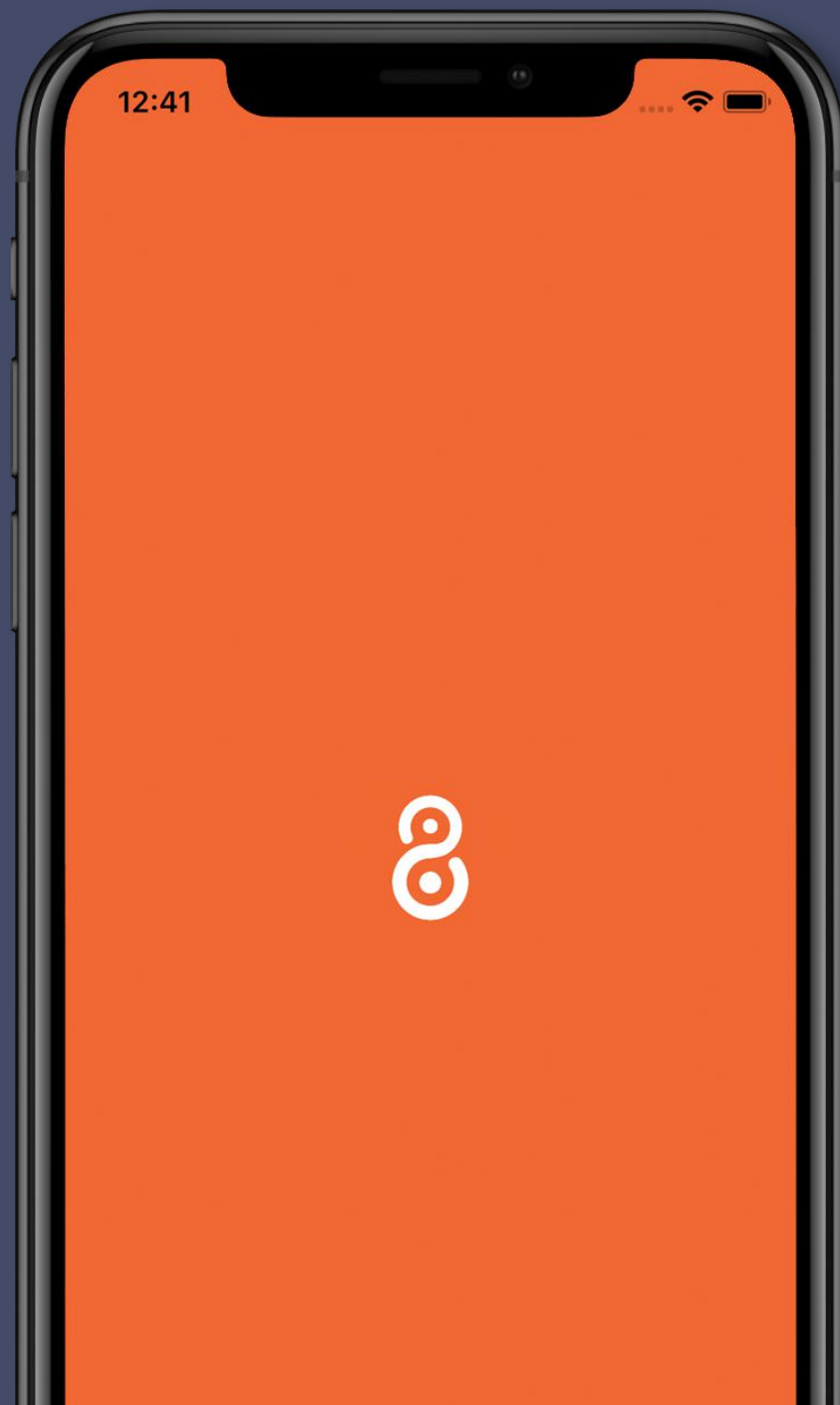
 = .....

**Total Employee Reach =** ..... **x 0.15 =** .....

Working on a conservative estimate of just 15% of your employees sharing your content, your potential reach with an employee influencer program would be...



# DSMN8



## DSMN8: The All-in-One Employee Influencer Platform

### What do we do?

In short, we make it easy for employees to become **social sellers, publishers, content creators**, and full-blown **influencers**. Our innovative technology helps brands tap into the power of their number one asset – their employees through an all-in-one platform.

### How do we do it?

We offer **three unique and innovative solutions** that enable your employees to **Create, Curate** and **Share** company-approved content, all packaged up and rolled into the ultimate all-in-one employee influencer platform.



**Advocacy**



**Lens**



**Author**

## Employee Advocacy with DSMN8

Supercharge your online reach and engagement by converting your number one asset – your employees into social media advocates for your business.

Your employees will have access to both a desktop and mobile application where they can effortlessly share your content across social, messenger, email and SMS — boosting **organic reach** while keeping users up to date with company news and industry trends.

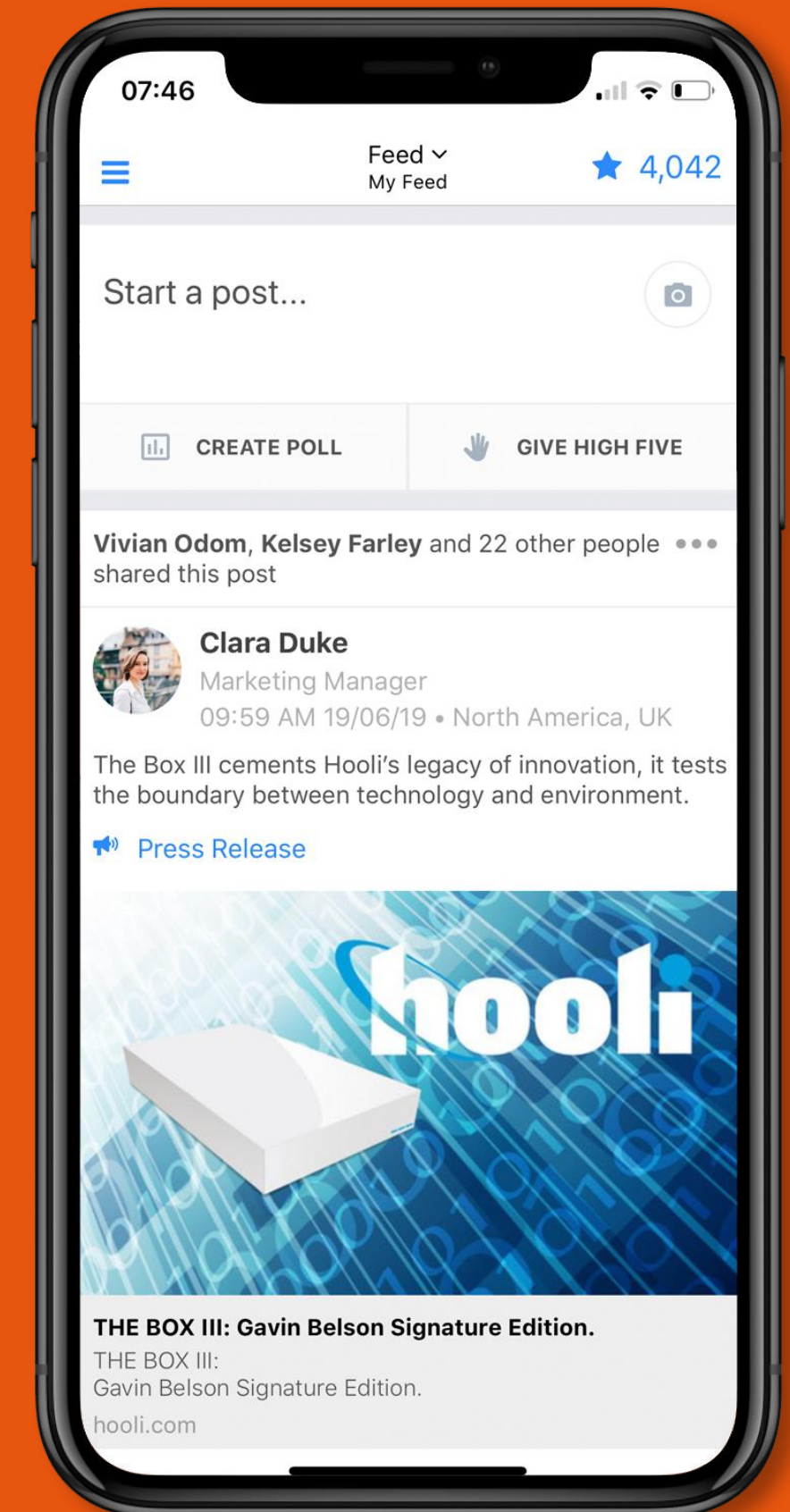
DSMN8's advocacy tool makes it easier than ever to navigate social network algorithm changes, reduce spiraling advertising costs and have more branded content seen through the people closest to your business – your employees.

You can also choose to offer recognition and real prizes through the built-in gamification engine.



**Advocacy**

DSMN8



## Content Creation With Lens by DSMN8

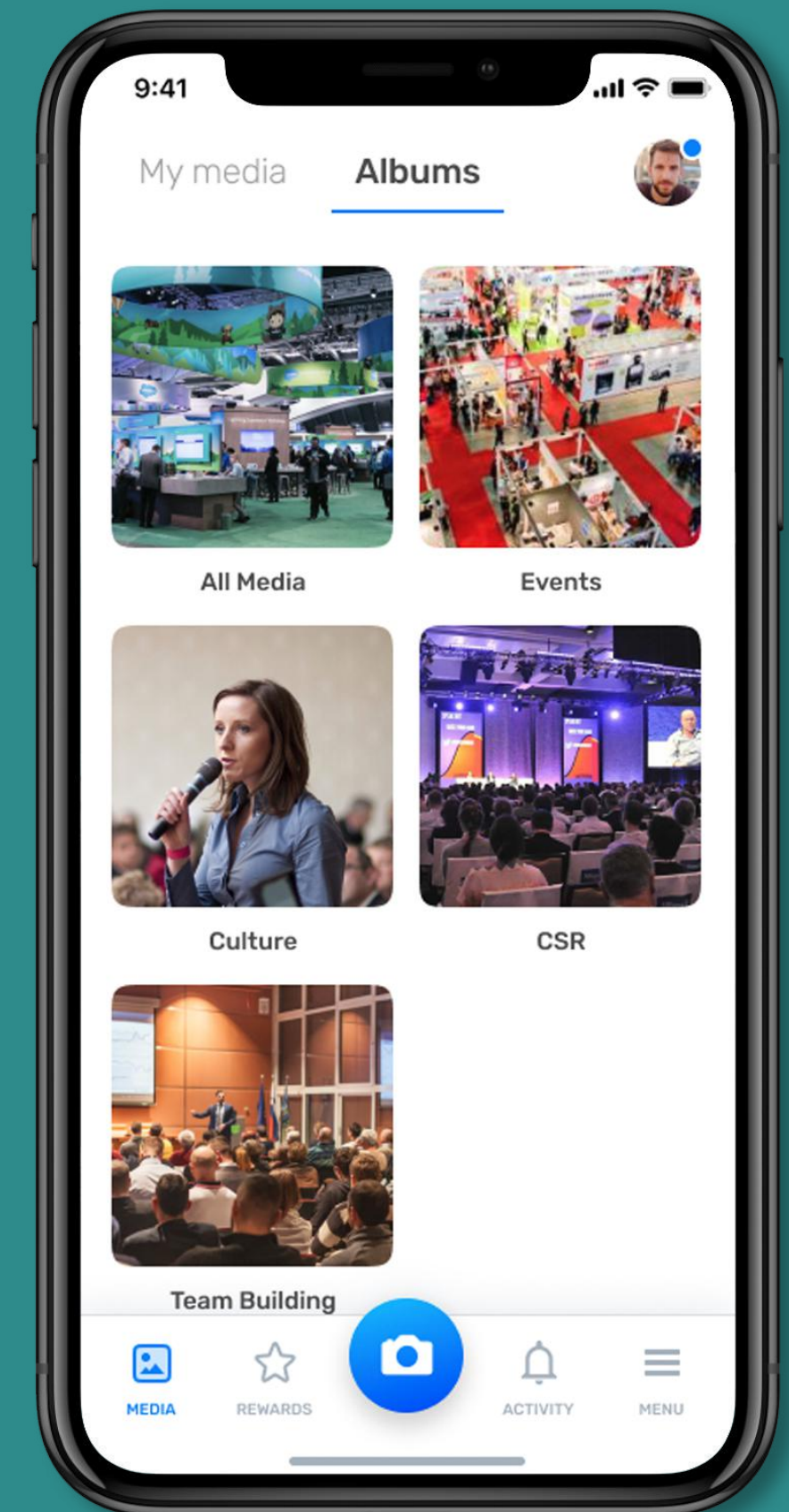
Most companies rely on their social media manager to take pictures and videos, but naturally, they can't be everywhere at once.

**Lens** allows employees to capture and submit those **special moments** within your organization. From an employee's first day to team away day photos, leaning on your employees for photo content is a fantastic way to crowdsource company-based content for social media.

When they look, what will they see? Will they see anything at all? Will they see staged stock photography, or will they get a genuine window into what life at your company is really like?



Lens



## Lens by DSMN8

Once captured, media files are automatically synced with an online dashboard where you can approve images for use across your own company social media accounts. **The platform even manages the assignment of the rights to your company from the employee.**

Lens also allows users to submit their photos to specific folders. So, for example, if you had a blog post to write about an event your company attended, you could create an event-specific folder for employees to submit their photos to.

Then once used, you can not only credit the employee by tagging them in the post, but you can also assign points that can be exchanged for real prizes such as online gift cards, company perks, and charitable donations.

If you're looking to inject some authenticity into your social media, then Lens is the answer!



## Content Creation With Author by DSMN8

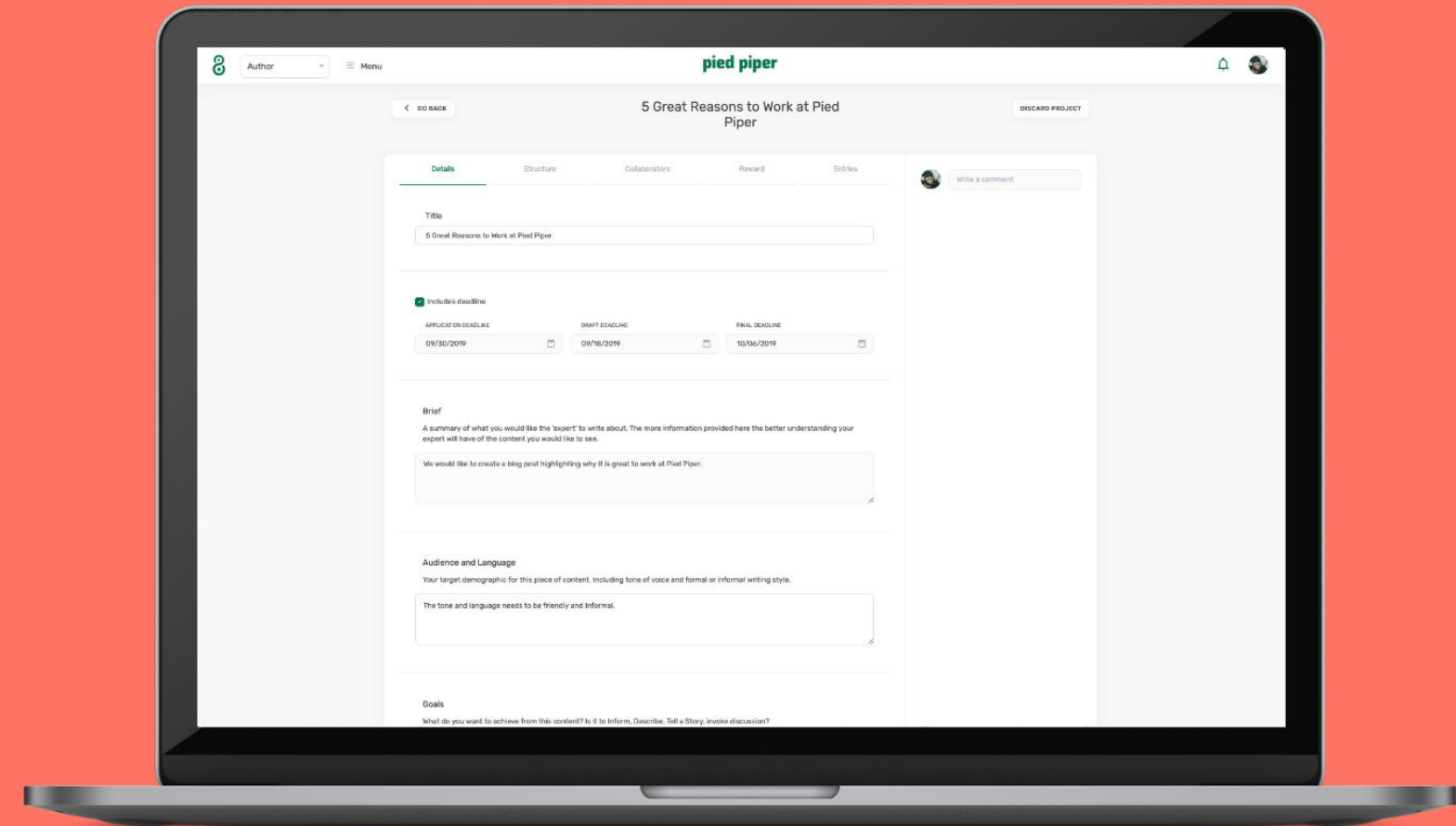
Writing blog posts, or any written content, can be both time-consuming and strenuous, and remains a tricky practice at scale for organizations both big and small.

Content agencies are often too expensive, and freelance writers don't know your business well enough to **add real value**. Well, have you ever thought that maybe your next superstar content contributor is already within your company just waiting to be discovered?

Author makes it easier than ever before to scale your content efforts through the people closest to your business – your employees.



**Author**



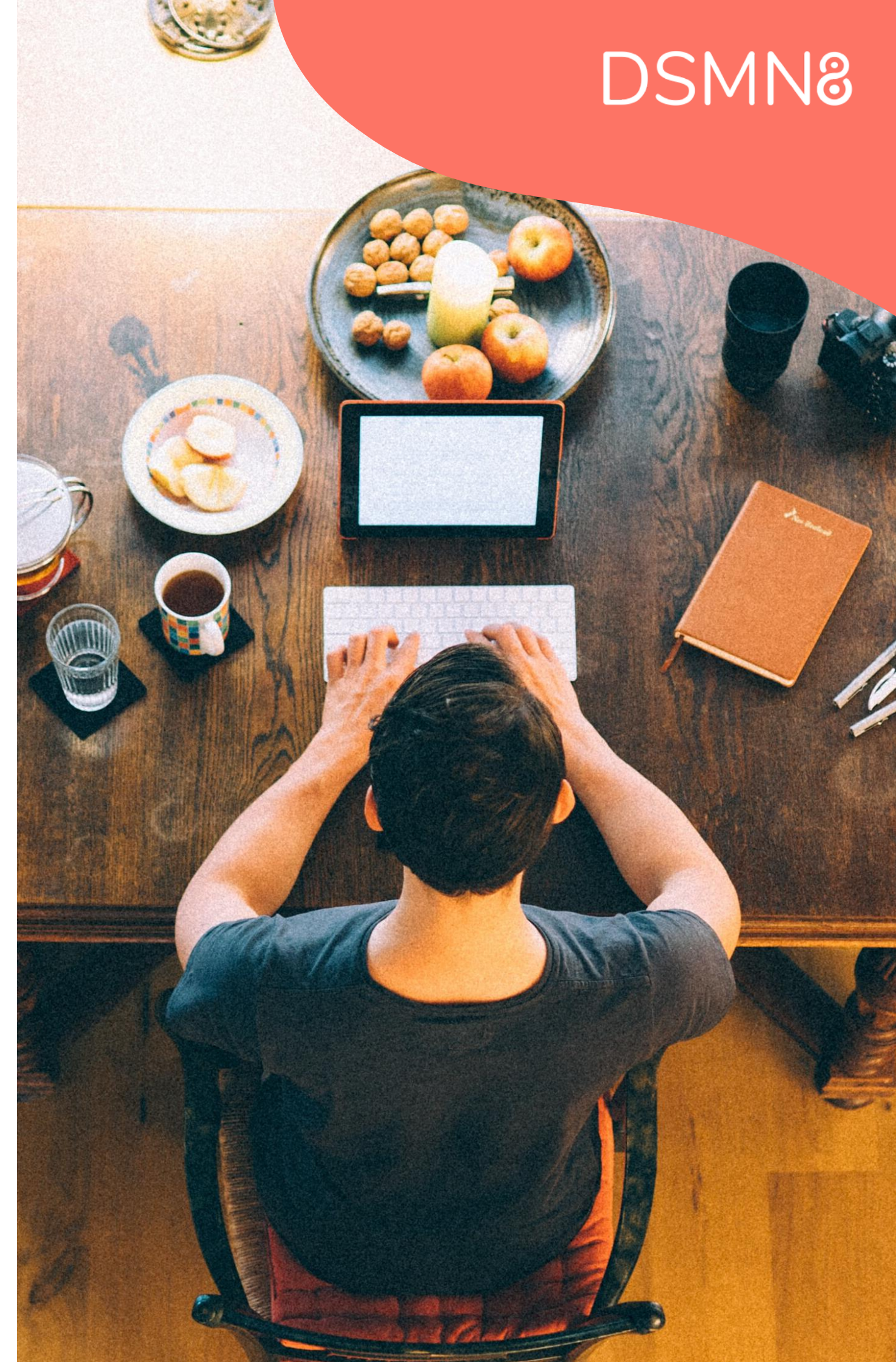


## Content Creation With Author by DSMN8

Having a great blog is **vital to boosting your SEO ranking**, and also helps strengthen and develop relationships with existing customers whilst establishing your company as both industry and thought leaders. However, creating authentic content at scale has always been a challenge for organizations big and small, as often freelance writers are brought in who simply don't know the company/industry well enough to add value.

With Author, you have access to a cloud-based text editor where you can **create, save and collaborate on ideas**. Not only does this include things like track changes, comments and suggestions, but also automated alerts to warn of potential breaches to your companies tone of voice policy.

Want to create more authentic written content for your business while at the same time reducing your reliance on third parties? If so, then **Author** is the perfect solution for you!



# DSMN8

Interested in starting your own employee advocacy program with us? Get in touch! Click [here](#) to speak with one of our expert team.

We recently released The Ultimate Guide to Employee Influencers as a free download. Click [here](#) to get your FREE copy!

