



2025  
**EMPLOYEE  
ADVOCACY  
REPORT**

**ADVOCACY**  
BY SOCIALPUBLI



# INDEX

***Why present an Employee Advocacy report?***

3

***What is Advocacy by SocialPubli?***

5

***Report Overview and Methodology***

7

***Insights: Key Findings***

10

***Conclusions***

21

# WHY PRESENT AN EMPLOYEE ADVOCACY REPORT?



# WHY PRESENT AN EMPLOYEE ADVOCACY REPORT?

*Employees are among the most powerful influencers for a company. They understand and embody the brand's values, and by sharing these on their personal social networks, they can generate up to 10 times more reach than a company page, according to LinkedIn.*

*Additionally, empowering employees with a voice boosts engagement and helps attract top talent. This is why more organizations are adopting employee advocacy programs like ADVOCACY by SocialPubli.*

*In this report, we'll dive into three real-life case studies to explore the benefits of employee advocacy and provide insights on how to create and optimize programs for sustained growth and impact in your organization.*



# WHAT IS ADVOCACY BY SOCIALPUBLI?



# WHAT IS ADVOCACY BY SOCIALPUBLI?

**ADVOCACY by SocialPubli is a corporate communication tool that helps companies transform their employees into key brand ambassadors, significantly enhancing the company's reputation and image.**

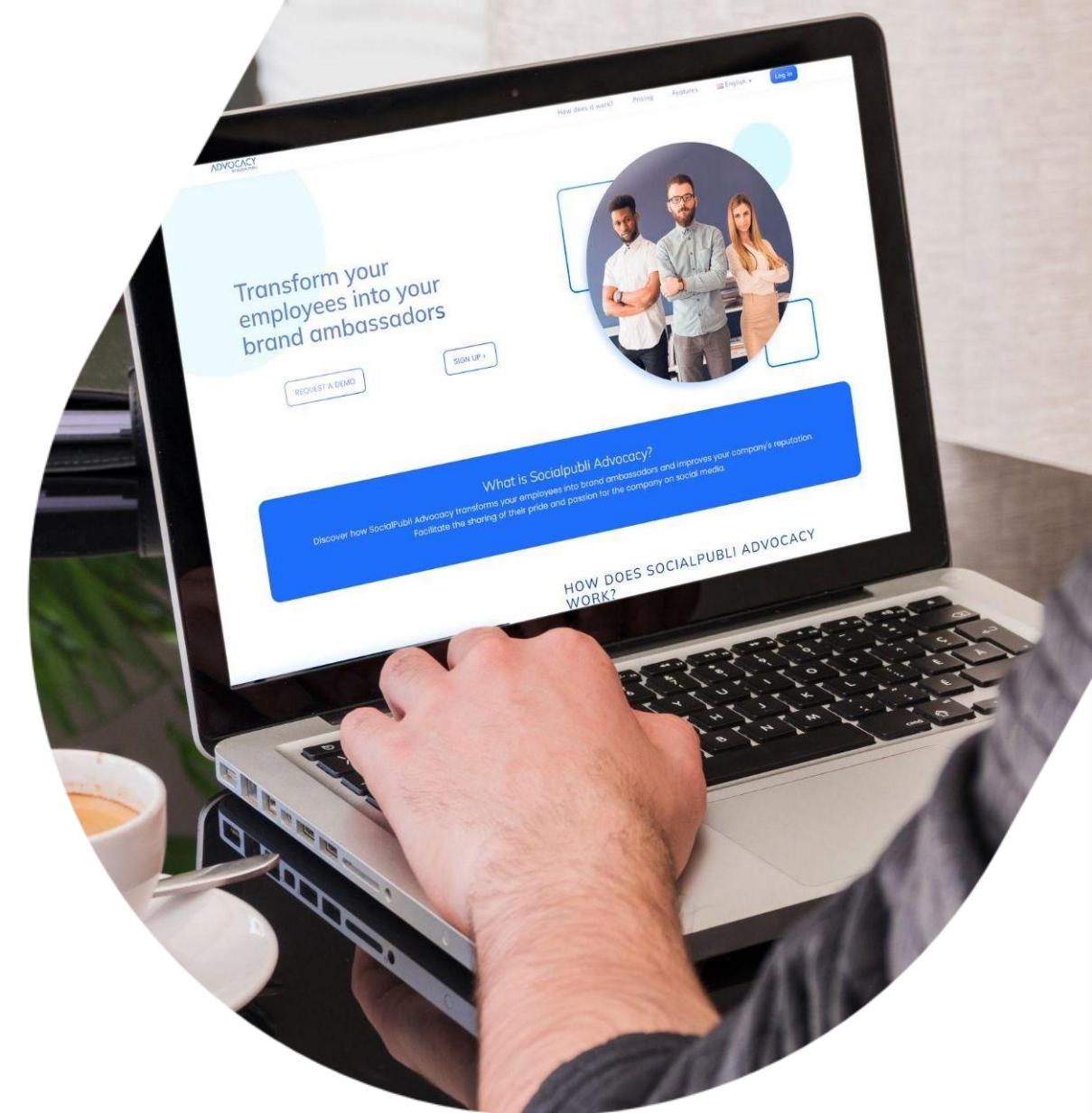
**Its employee advocacy framework offers guidelines, resources, and incentives. In other words, it provides clear direction on how employees can share branded content and makes the process simpler for them.**

*Imagine the potential reach of your communications if every employee shared it through their own social media channels.*

FOUNDED IN  
**2016**

CONTENT  
AMPLIFIED VIA:  
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NUMBER OF EMPLOYEES  
ON THE PLATFORM  
**4,816**



# REPORT OVERVIEW AND METHODOLOGY



# METHODOLOGY

*We analyzed the profiles, campaigns, and results of three companies from different sectors to understand the impact of their employee advocacy programs through ADVOCACY.*

## **Industry + Time Period Analyzed:**

- **INSURANCE:** March 2022 – December 2024.
- **TELECOM:** October 2020 – December 2024.
- **TOURISM:** February 2022 – December 2024.

## **Metrics Analyzed:**

*Participation, Reach and Engagement Rate.*

*Due to the confidentiality agreements with our clients, we are not including company names and have opted to share a general profile for each client.*



# OVERVIEW: COMPANY PROFILES



INSURANCE

**A Spanish company with a global presence, offering insurance for businesses and individuals for several decades. Its diverse product portfolio includes automobile, home, healthcare, and life insurance. With a significant market share in Spain, the company employs 11,000 people and serves over 6 million customers.**



TELECOM

**A telecommunications operator providing phone, mobile, and broadband internet services to both residential and business customers, along with green energy, telemedicine, and security services. The company employs over 2,000 people and serves more than 15 million customers in Spain.**



TOURISM

**A leading hotel group with over 100 4- and 5-star hotels in top tourist destinations across Europe, Africa, and America. With more than 34,000 employees worldwide, the company has an ambitious training program aimed at fostering the growth and development of its staff.**

# INSIGHTS: KEY FINDINGS



# EMPLOYEE PARTICIPATION

***In the first 12 months of implementing the EMPLOYEE ADVOCACY program, employee participation increased by 5,315%, marking a 50-fold growth from March 2022 (52 employees) to March 2023 (2,816 employees).***



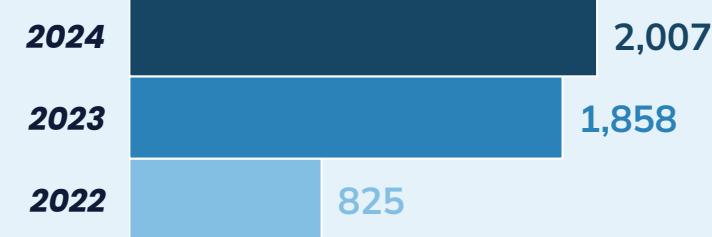
INSURANCE

**VOLUNTARY PARTICIPATION IN THE EMPLOYEE ADVOCACY PROGRAM  
LAUNCHED IN MARCH 2022**

**YEAR-OVER-YEAR COMPARISON**  
of employee participation in the program



**AVERAGE monthly participation per year**



# EMPLOYEE PARTICIPATION

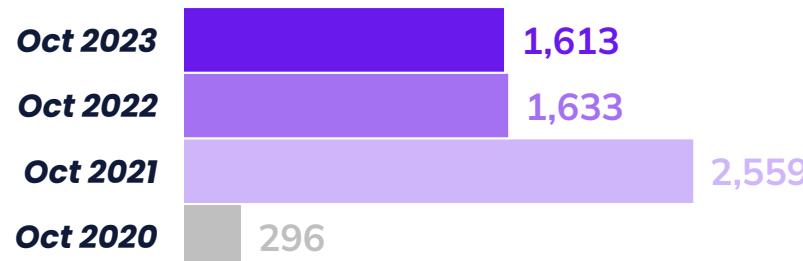
***In the first 12 months of implementing the EMPLOYEE ADVOCACY program, employee participation grew by 765%, representing an 8-fold increase from October 2020 (296 employees) to October 2021 (2,559 employees).***



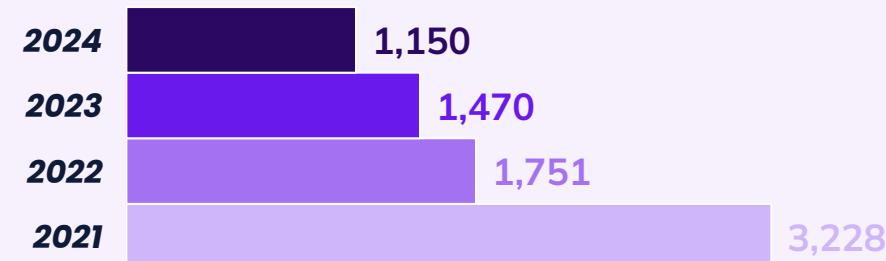
TELECOM

**VOLUNTARY PARTICIPATION IN THE EMPLOYEE ADVOCACY PROGRAM  
LAUNCHED IN OCTOBER 2020**

**YEAR-OVER-YEAR COMPARISON**  
of employee participation in the program



**AVERAGE monthly participation per year**



# EMPLOYEE PARTICIPATION

***In the first 12 months of implementing the EMPLOYEE ADVOCACY program, employee participation increased by 296%, representing nearly a fourfold growth from February 2022 (67 employees) to February 2023 (265 employees).***



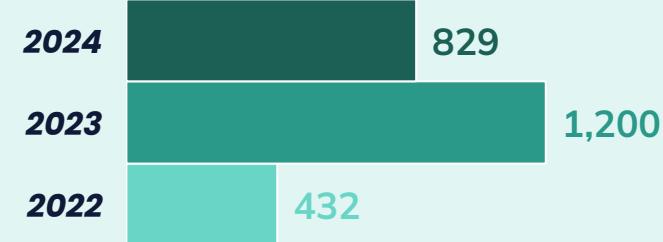
TOURISM

**VOLUNTARY PARTICIPATION IN THE EMPLOYEE ADVOCACY PROGRAM  
LAUNCHED IN FEBRUARY 2022**

## YEAR-OVER-YEAR COMPARISON of employee participation in the program



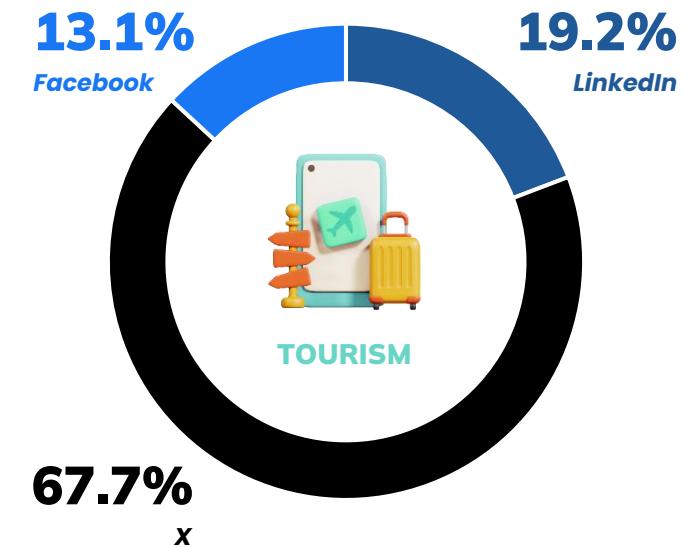
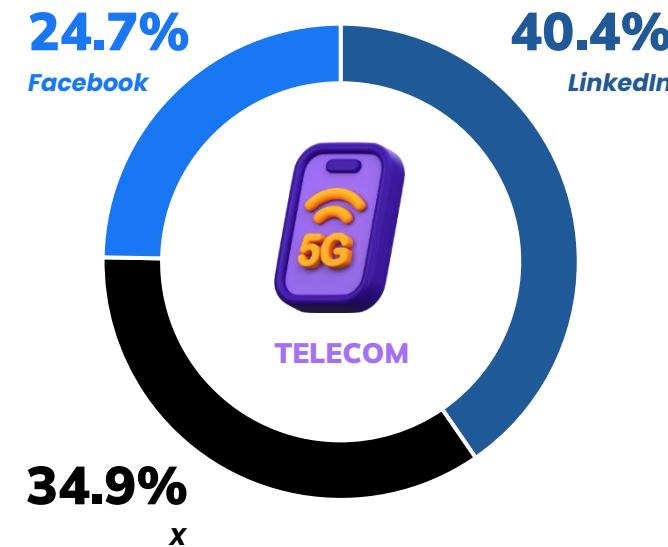
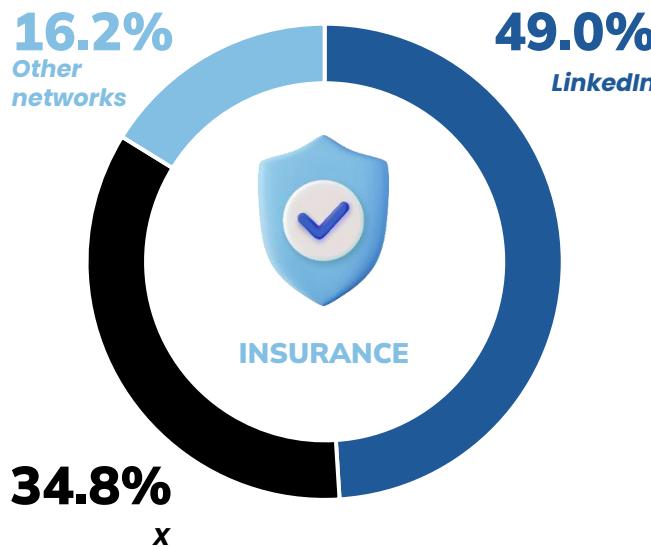
## AVERAGE monthly participation per year



# FAVORITE SOCIAL NETWORKS

*The majority of employees prefer using LinkedIn to share company publications, except in the tourism industry where X is more popular.*

EMPLOYEE PARTICIPATION ACROSS SOCIAL NETWORKS

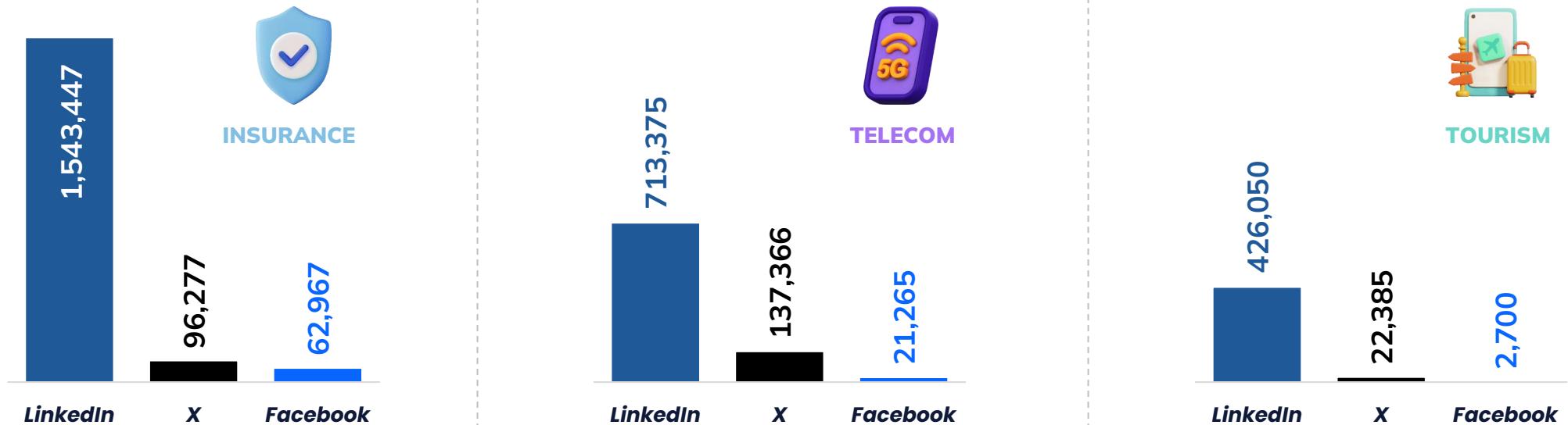


# AVERAGE REACH OF EMPLOYEE POSTS

*When analyzing the reach of all employee across the three industries for 2024, the average monthly reach was 894,290 on LinkedIn, 85,343 on X and 28,977 on Facebook.*

*LinkedIn stands out as the dominant platform with the highest average reach during 2024, indicating that this professional network is the most effective for increasing brand visibility through employee posts.*

AVERAGE REACH OF EMPLOYEE POSTS DURING 2024



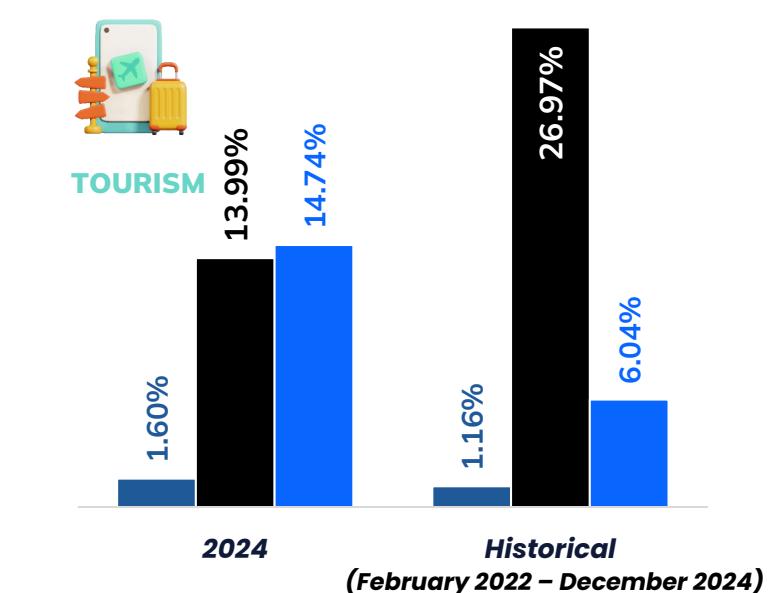
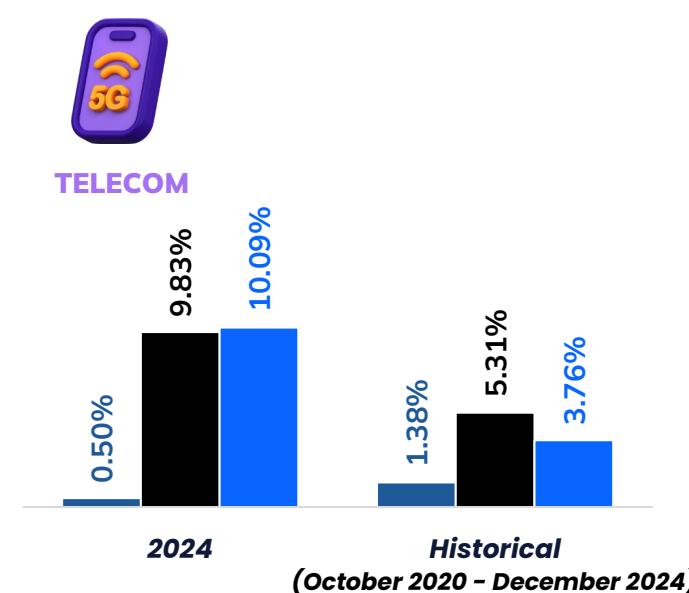
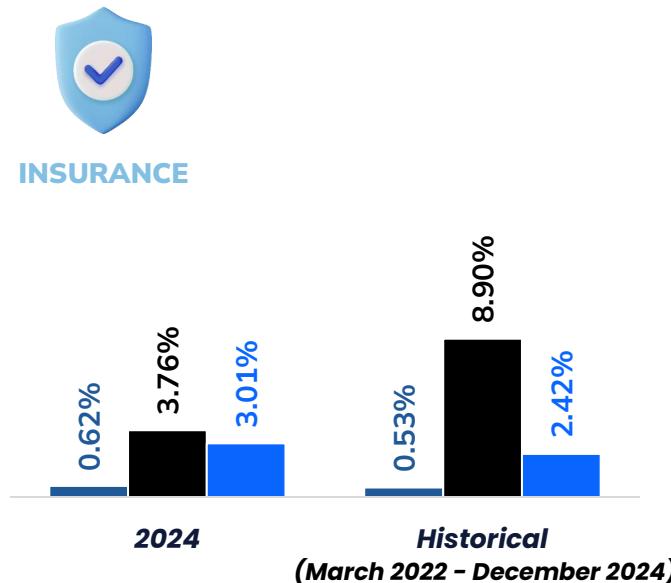
# ENGAGEMENT RATE OF EMPLOYEE POSTS

**The engagement gap between platforms is significant with X and Facebook consistently outperforming LinkedIn. Although LinkedIn has a greater reach, as evidenced in the previous slide, the level of interaction with posts in the form of likes, comments and shares is greater on Facebook and X.**

ENGAGEMENT RATE OF EMPLOYEE POSTS

LinkedIn X Facebook

ER = (total number of interactions / total number of impressions) X 100



# TOP 10 CAMPAIGNS IN 2024

*We analyzed the 10 campaigns with the highest social media engagement and reach in 2024 and identified 5 key topics that drove the best performance.*

1 COMPANY'S COMMUNITY INITIATIVES

2 INFORMATION AND EDUCATIONAL RESOURCES

3 COMPANY'S RECOGNITION (MILESTONES, AWARDS)

4 CONTENT ABOUT THE COMPANY'S CULTURE

5 COMPANY NEWS

## TOP 10 CAMPAIGNS



INSURANCE

- 8 are from LinkedIn, 1 from X and 1 from Facebook.
- Average engagement: 1,767
- Average reach: 1,696,519



TELECOM

- All are from LinkedIn.
- Average engagement: 2,004
- Average reach: 953,868



TOURISM

- All are from LinkedIn.
- Average engagement: 1,258
- Average reach: 483,708

# BEST TYPE OF CONTENT

***We analyzed the 10 campaigns with the highest social media engagement and reach in 2024 and these are the 3 content types that had the best performance:***

1

URL / LINKS TO  
OTHER CONTENT



2

PICTURES



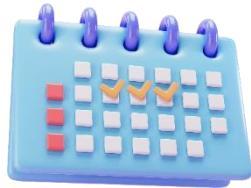
3

SHORT-FORM  
VIDEO CONTENT



# MOST POPULAR DAYS AND TIMES TO POST

*Employee participation is highest from Tuesday to Thursday, with peak engagement occurring between 12:00 and 3:00 PM.*



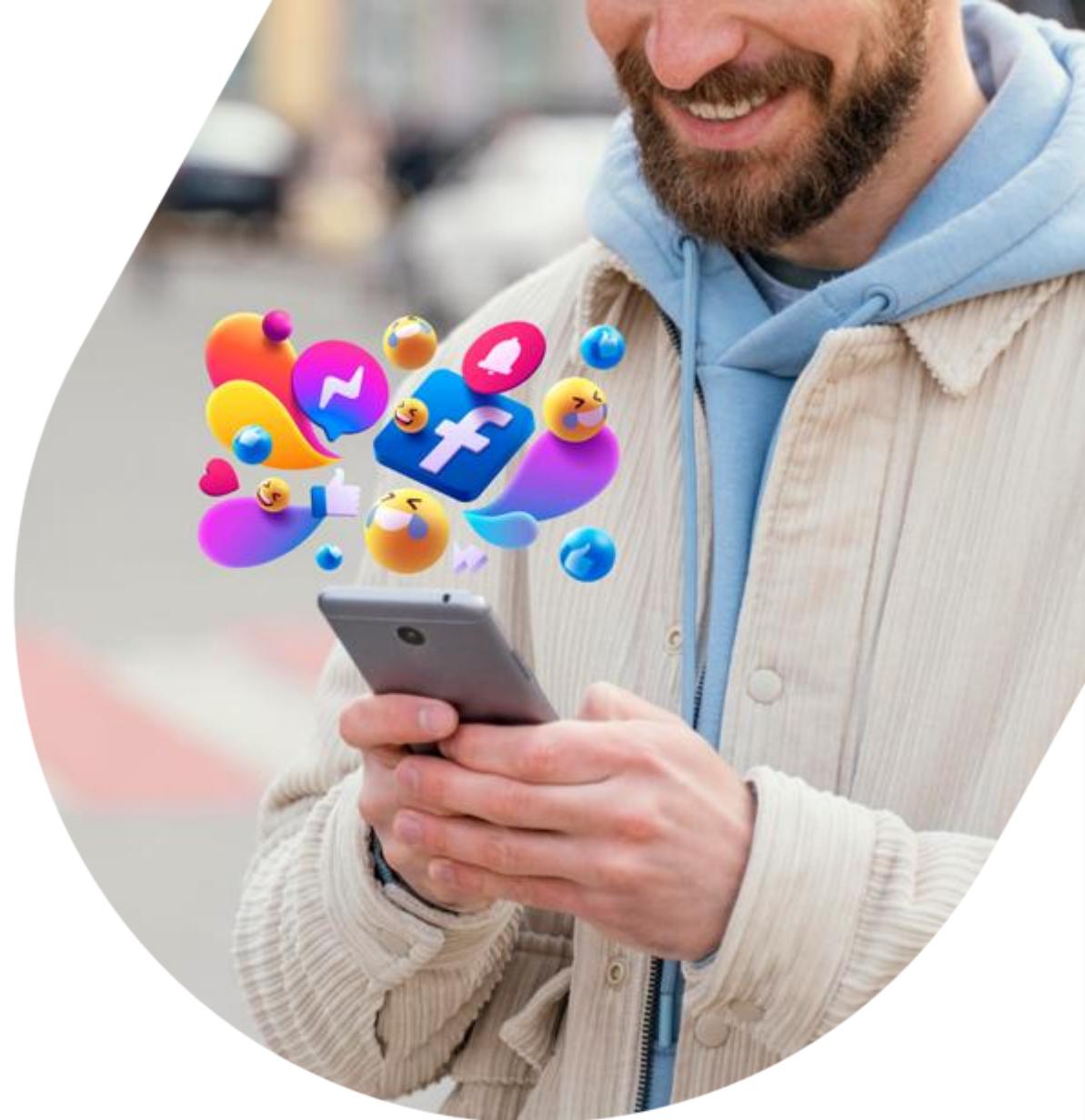
**Preferred Days:**

**Tuesday to Thursday**



**Preferred Time:**

**12:00 – 3:00 PM**



# GAMIFICATION / INCENTIVES

**Performance-based rewards are the most commonly used by companies, with household items, electronic devices, and gift cards being the most effective incentives for employees.**

**Most popular incentives among employees:**



HOUSEHOLD  
ITEMS



ELECTRONIC  
DEVICES



GIFT CARDS

**Employee participation based on the number of incentives:**



**HIGHER % OF PARTICIPATION.**  
Greater variety of incentives.



**AVERAGE % OF PARTICIPATION.**  
There is only one incentive for everything, and it changes very rarely.



**LOW % OF PARTICIPATION.**  
Always the same incentive or no incentive at all.

# CONCLUSIONS



# CONCLUSIONS

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**Enhanced reach and interaction on social media.** Implementing an EA program significantly boosts a company's social media presence as employee posts reach hundreds of thousands of accounts, generating greater visibility and engagement.

**Significant growth in voluntary participation.** Employee enthusiasm for advocacy programs is evident in the first year, with the number of participants typically increasing by at least 296%, even though participation is entirely voluntary.

**LinkedIn, the social network of choice.** LinkedIn is the preferred social network for employees to share messages about their companies. However, X generates the highest levels of engagement.

**Most shared content is community initiatives.** Employees take pride in being part of socially engaged companies and are more likely to share content related to their company's community initiatives.

**Links make an impact.** Although video is still a popular format, ADVOCACY has observed that posts containing URLs or links to external content have shown better performance in terms of reach and engagement over the past year.

**Incentives mobilize employees.** Offering a variety of rewards, such as household items, electronic devices, and gift cards, significantly boosts employee participation rates in EA programs.

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