

How to turn your employees into brand influencers

Employees are your internal brand influencers. People trust people, so getting employees to post will help boost your employer brand and attract talent.

How to do it:

- Create a culture of engagement

Provide opportunities for your employees to share their feedback, ideas and suggestions. Encourage open communication, and celebrate the achievements of your employees.

- Provide training

Teach people how to create engaging content and promote your brand without sounding too promotional.

- Make it easy

Provide employees with pre-approved content, images and hashtags they can use.

- Recognise and reward

Celebrate the successes of your brand influencers and show them how much you appreciate their efforts. This will encourage others to follow their lead.