

# EMPLOYEE ADVOCACY CONTENT CHECKLIST

## Company Content / News

- New products & features
- Case studies & success stories
- Promotions or sales

## Employer Branding Content

- The human side of your company!
- Showcase your company culture
- Spotlight your employees
- Behind-the-scenes

## Educational Content

- Provides value to your audience
- Your audience & followers are more likely to engage with informative content

## Employee-Generated Content

- More authentic than company content
- Thought leadership from senior execs

## Third-Party Content

- Share industry news
- Be a valuable resource!
- Add insights to build up credibility

## Make It Engaging

- Use Visual Storytelling
- Create interactive content, e.g. polls & quizzes
- Vary your media. Don't be afraid of video!

