

A man with a beard and glasses, wearing a yellow patterned jacket, and a woman with long dark hair, wearing a blue jacket, are looking at a smartphone together. The man is holding a green mug. They are both smiling and appear to be in a professional setting.

# Employee Advocacy Benchmark Report 2024

Insights and Best Practices to Optimize Your Social Reach



# Table of Contents

Introduction.....2

Overview.....3

Key Takeaways.....4

Employee Advocacy Timing: Posting with Purpose.....5

Boosting Interaction: The Impact of Post Types on Social Media Engagement.....7

Credible Connections: The Power of Employee Advocacy.....9

Trust in Transition: Employee Advocacy's Rise in Google Searches.....10

Shares:The Indicator for Success.....11

Analyzing the Impact of Employee Advocacy Programs.....13

Employee Advocacy: Return on Investments.....14

Content Diversity in Employee Advocacy: Exploring Types and Impact.....16

From Startup to Enterprise: The Versatility of Employee Advocacy Tools.....19

What Holds the Future?.....21

About us.....23

Sources.....24



## Introduction

In today's rapidly evolving digital landscape, Social Reach Optimization (SRO) has emerged as a crucial strategy for enhancing commercial growth and brand awareness, using a people-focused activation method without being purely structural. It is a tool to **Optimize your Social Reach**. At Apostle, we've pioneered SRO as a response to the inherent challenges within traditional employee advocacy programs, transforming how companies leverage their workforce to amplify their social media presence.

Employee advocacy involves using word-of-mouth to spread news and information about your company through your employees. By becoming brand ambassadors, employees promote your activities, products, or services through their personal and professional social media networks. This approach not only humanizes the brand but also provides credible insights into the company's operations, fostering personal development alongside corporate goals. The benefit is reciprocal: while employees help achieve corporate objectives, they also advance their own professional growth.

An employee advocacy program, including dedicated software, leverages this human element, enhancing engagement and trust compared to standard corporate messages. Despite its advantages, many companies face challenges such as a lack of personalized goals, structured training, and effective strategies, which can lead to inauthentic engagement and diminished results. Nevertheless, the potential benefits are significant—**companies with robust employee advocacy programs experience enhanced social proof, reduced recruitment and advertising costs, and increased business growth, with 64% reporting new business attraction.**

SRO overcomes these challenges by seamlessly integrating advocacy into daily routines without adding extra workload. Rooted in the BJ Fogg model, SRO ensures high motivation and ability, turning simple tasks into impactful actions. Our framework excels through three core principles: inclusive advocacy, a blended content strategy, and structured implementation. SRO provides dedicated training, fosters shared objectives, and builds participant confidence. This people-focused approach empowers employees as advocates, leading to higher engagement, successful recruitment, and achievement of business goals. With SRO, Apostle turns social reach into a strategic asset for sustained growth and deeper audience connections.



## Overview

For over 15 years, Apostle has been realizing its mission to make employee advocacy accessible for every organization, as we understand that employees are the most powerful brand ambassadors for you. Apostle has powered employee advocacy programs for a wide-reaching number of customers active in 30 industries. Due to the evolving landscape of marketing and the wide range of users, we have continually adapted and refined our approach to meet diverse needs.

In this benchmark report, we compare industry standards and trends with data from our customers, allowing them to see how they are performing. We carefully prepared the data to ensure accuracy and relevance, and we conducted a survey to gather insights from companies within the market. Additionally, we incorporated articles and research studies into our analysis, which are listed in the references at the end of the report. This comprehensive analysis not only provides valuable benchmarks and highlights the impact of employee advocacy programs across various sectors but also shows prospects what they can achieve by comparing their potential with other market players. Our data points included over:

1408

companies with an employee  
advocacy program in place

90.000

content pieces

30

industries

4

social media platforms

20

countries

5832

marketers that activate brand  
ambassadors



# Key Takeaways

that will benefit your company

- **Compare Your Social Media Activity**

Discover the best times to post on social media and apply it to your social media strategy to optimize reach.

- **Boost Engagement and Growth**

Learn about employee advocacy within your industry and discover effective tactics to increase engagement and achieve significant business growth relevant to your customers.

- **Analyze the Impact of Employee Advocacy Programs**

Learn how to leverage employee enthusiasm to reduce uncertainty and boost employee engagement.

- **Identify Untapped Benefits of Employee Advocacy**

Learn about the advantages you might miss with your current employee program.

- **Exclusive Insights and Trends**

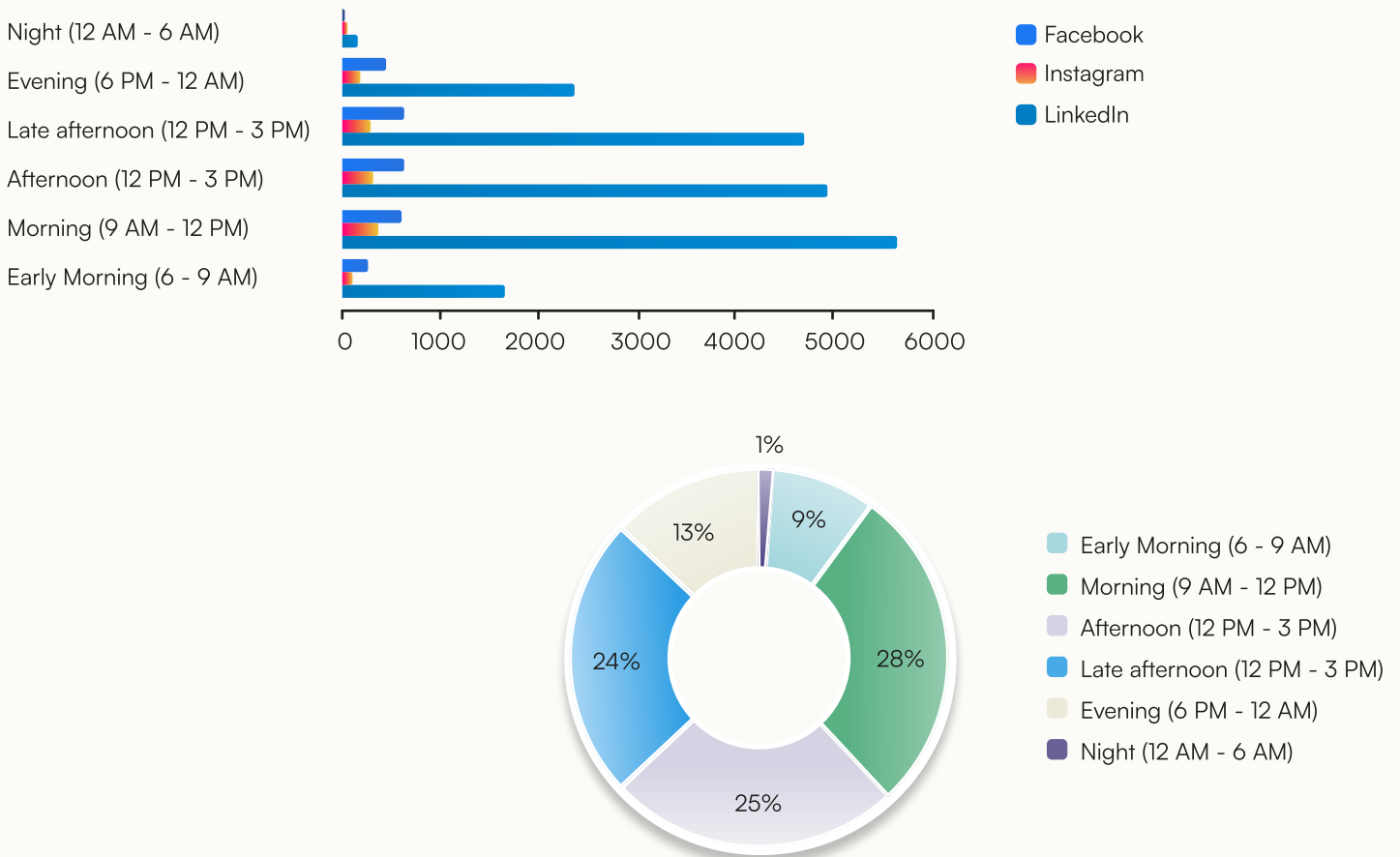
Access the latest trends and insights on employee advocacy to optimize your strategy for maximum impact.



# Employee Advocacy Timing: Posting with Purpose

**DISCLAIMER:** Different platforms are used by different target audiences. It's essential to consider this when developing your social media strategy to ensure it aligns with your ideal audience.

Personal posts per day part (Jan '23 - May '24)



Employee advocates' sharing habits fluctuate per day and platform. While a social media manager might simply plan a post through the software, it is essential to analyze the opportunities social media platforms offer to get more engagement. The graphs above display the distribution of social media postings across different times of the day. Because it might be worth trying to have employees schedule posts on times and platforms where they matter most and create the largest engagement.



## LinkedIn:

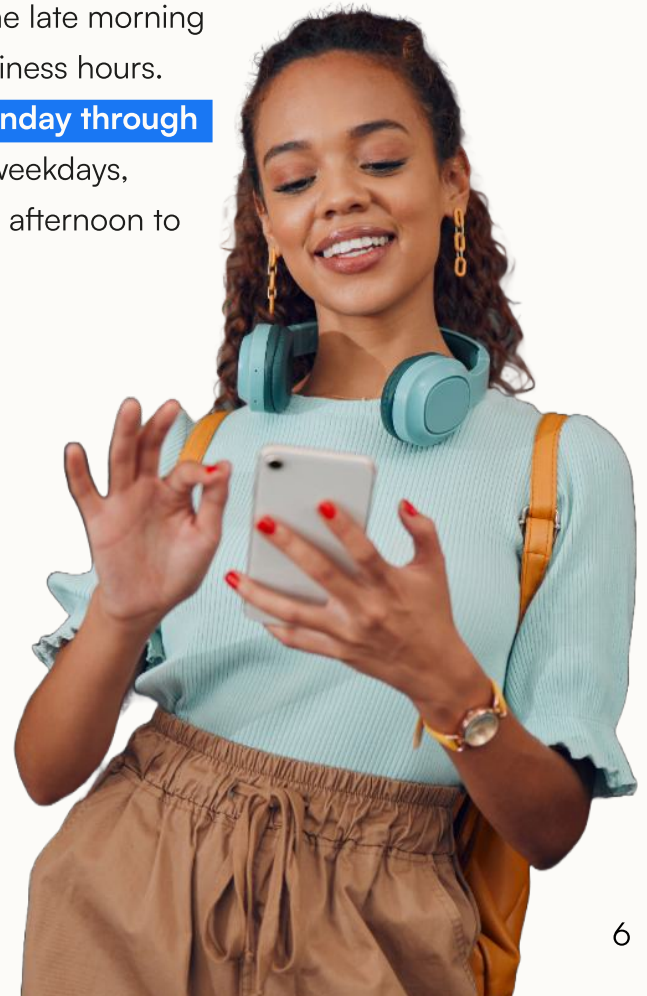
LinkedIn is a platform for professional storytelling and advocacy, enabling employees and employers to share expertise, spark conversations, and amplify voices globally. Its content centers on professional thought leadership and career growth, making it most engaging during working hours. General industry analysis shows that the best times to post are Tuesdays through Thursdays between 10 a.m. and noon. As seen, the current strategy that users adopt aligns well with the optimal times. To optimize engagement, **focus on posting more frequently between 10 AM and 12 PM**, instead of throughout the day.

## Instagram:

Instagram is the second most popular platform, but it requires consistent posting. The best times to post on Instagram are **between 7 a.m. and 8 a.m. on weekdays when engagement peaks**. There is another increase around midday during lunch breaks and in the early evening on Thursdays and Fridays. The current posting pattern shows a spread across all time intervals with peaks in the morning and afternoon. Users should increase posts in the late afternoon and early evening, to align with midday and evening engagement peaks.

## Facebook:

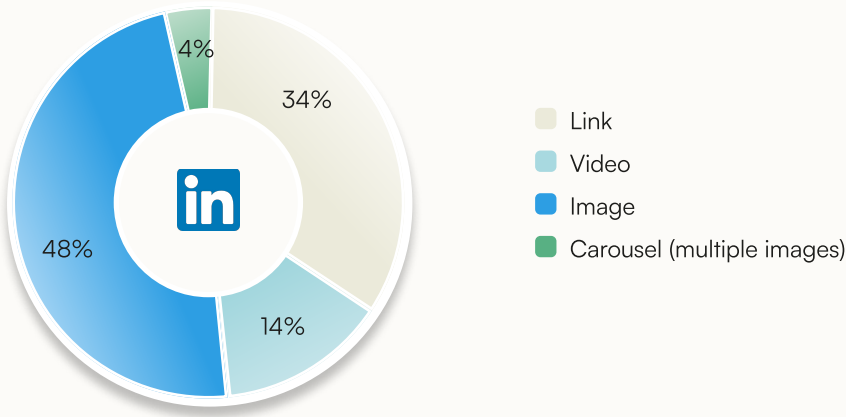
9 out of 10 marketers worldwide use Facebook, which has 3.05 billion monthly active users. Peak engagement times on Facebook occur predominantly in the late morning and early afternoon on weekdays, aligning with typical business hours. Ideal posting times are **from 9 a.m. to around 2 p.m., Monday through Friday**. Facebook postings occur throughout the day. On weekdays, increase the number of posts in the late morning and early afternoon to better align with optimal engagement times.



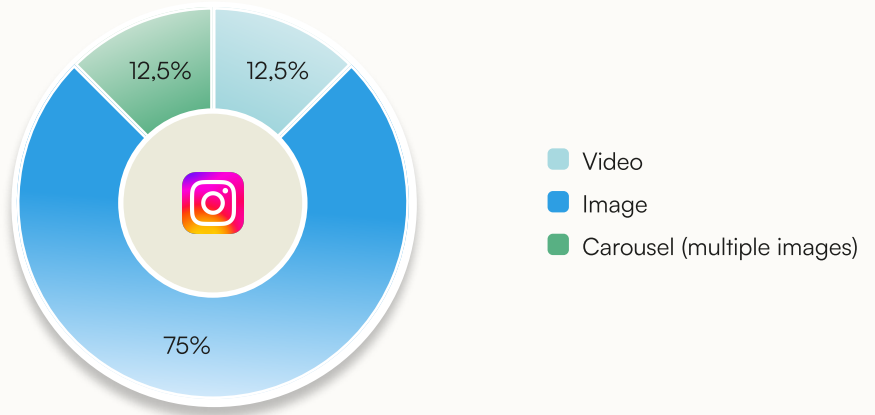


# Boosting Interaction: The Impact of Post Types on Social Media Engagement

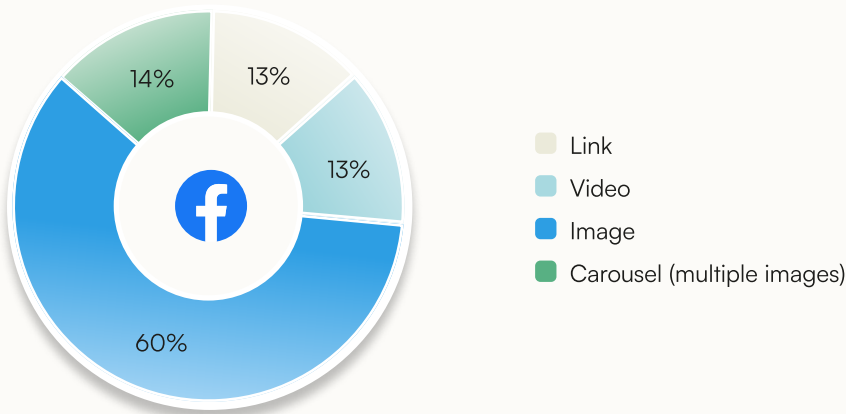
LinkedIn Type of Posts (Jan '23 - Aug '24)



Instagram Type of Posts (Jan '23 - Aug '24)



Facebook Type of Posts (Jan '23 - Aug '24)







## LinkedIn:

Research shows that **video content creates the most engagement on LinkedIn** with an engagement rate of 4.9%, followed by photo posts at 4.8%, carousel posts at 4.2%, and link posts at 2.7%. This disparity highlights an opportunity for customers to optimize their LinkedIn strategy by incorporating more video content to increase engagement. As seen in our graph, our clients post primarily images on LinkedIn. Moreover, links are shared the most on LinkedIn compared to other platforms. Adjusting content types based on these insights can lead to better performance and more influential audience interaction.

## Instagram:

**The most engaging content on Instagram is videos, particularly reels or short videos.** Carousel posts tend to perform slightly better than images. Video posts got a staggering three times more engagement than single images and significantly more than carousels. Our analysis of Instagram posts shows that 74% of the content shared by customers consists of images. This distribution contrasts with engagement data, which shows that video content, particularly reels or short videos, is the most engaging format on Instagram.

## Facebook:

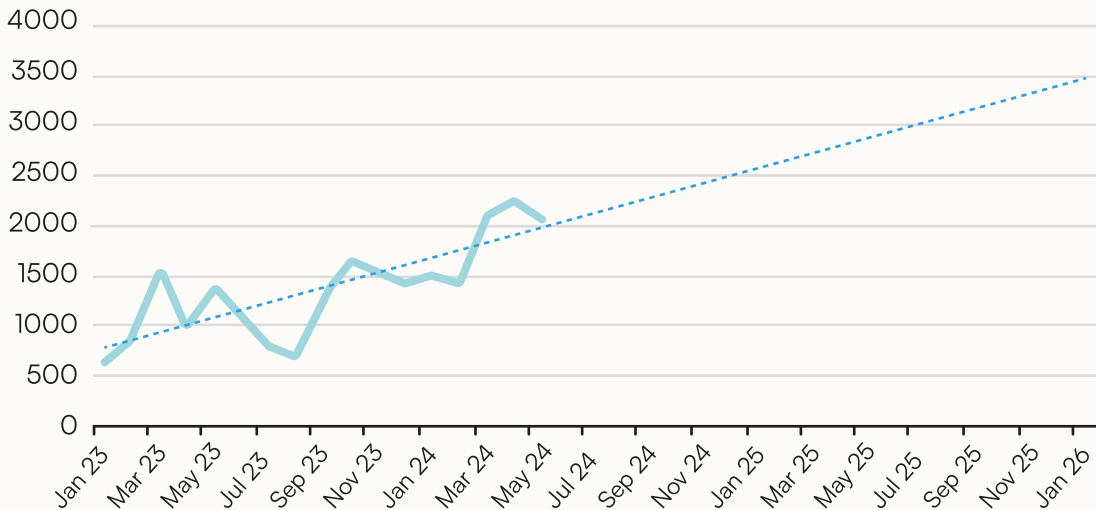
**Data indicates that also on Facebook, video is the most engaging content type,** followed by photos or images, and then text-based posts. Link-only posts have the lowest engagement. However, despite their lower engagement, **Facebook links receive five times more clicks than links posted on LinkedIn.** Similar to Instagram and LinkedIn, users on Facebook tend to lean towards posting images on this platform. Despite its innovative foundation, the production of videos is time-consuming and labor-intensive. Since Facebook is a visual platform, it's important to show customers authentic content that shares a message in a compelling, impactful way.





# Credible Connections: The Power of Employee Advocacy

Advocacy in Action: Growth Trends in Social Media Posts



Employee advocacy will keep growing as more companies recognize the link between frequent posting and overall business growth. As more companies embrace employee advocacy, we will see an increase in the number of posts published by employees. This can be seen in the graph above that represents the increase of social media posts over time.

Moving forward, the evolution of employee advocacy will result in positive business outcomes, including enhanced visibility, strengthened brand recognition, and improved conversion rates.

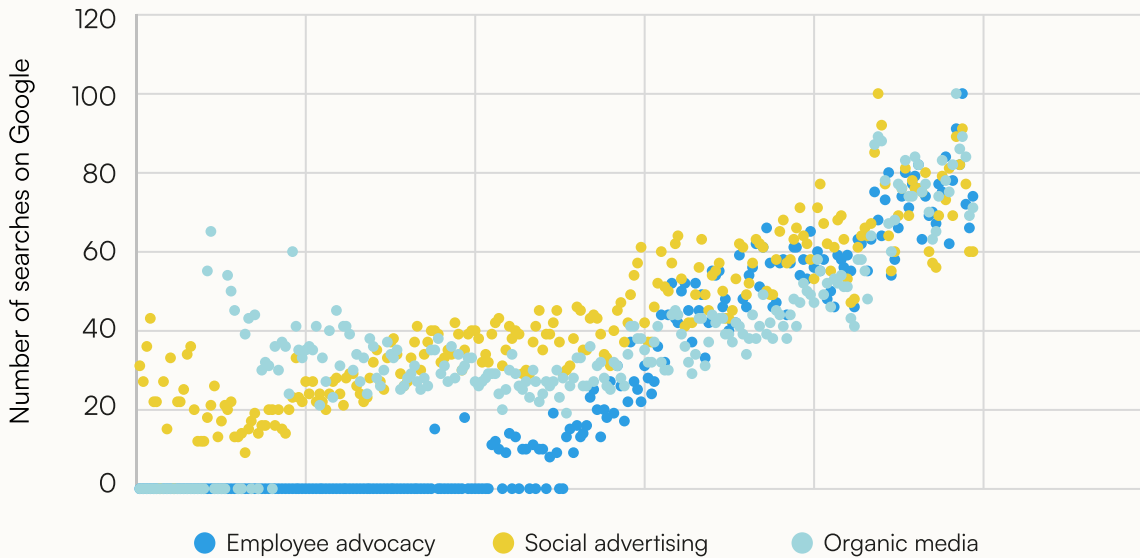
**Research indicates that 92% of individuals place greater trust in messages from their personal networks than in company-generated posts.** Therefore, when companies encourage employees to share recommendations, they inherently boost their credibility and trustworthiness among consumers.

An effective employee advocacy tool facilitates this process by providing coworkers with curated posts that can be easily customized and shared across their personal social media accounts. This approach not only amplifies the reach of company messages but also leverages the authenticity and influence of individual employees to drive meaningful engagement and ultimately contribute to sustained business growth. Moreover, it simplifies the process of posting content online for employees themselves. Creating posts independently can often be daunting and time-consuming, requiring individuals to conceive engaging topics, write compelling text, and manage the posting process. By providing curated content, the advocacy tool streamlines these tasks, empowering employees to share company messages confidently and efficiently.



# Trust in Transition: Employee Advocacy's Rise in Google Searches

Tracking the Trend: Rising Searches for Employee Advocacy Topics



As the professionalization and recognition of employee advocacy continue to grow, so does the popularity of this approach. **The market landscape is shifting towards organic advertising.** Employees, as the voice of a company, play an important role in this. By analyzing Google Trends data, we observe increasing interest in terms related to Social Reach Optimization (SRO) and employee advocacy.

The graph highlights this surge in interest, particularly since 2016. **The term “Employee Advocacy” only started to get noticed at the end of 2012 but has gained momentum ever since.** This indicates that more companies are leveraging their employees' voices to amplify their brand message, recognizing the significant reach, engagement, and trust that employee-shared content can achieve. **As traditional advertising methods face increasing skepticism,** employee-shared content gains notability for its **authenticity and reliability,** emphasizing the shift towards more organic, employee-driven marketing efforts. SRO benefits both the company and employees by aligning company goals with employees' personal growth. The growing interest in new marketing strategies underscores its potential to enhance employee engagement and advocacy effectively. For companies, this means recognizing the benefits of investing in employee advocacy programs to create a more engaged workforce that contributes to optimal social reach and a stronger brand presence.



## Shares: The Indicator for Success

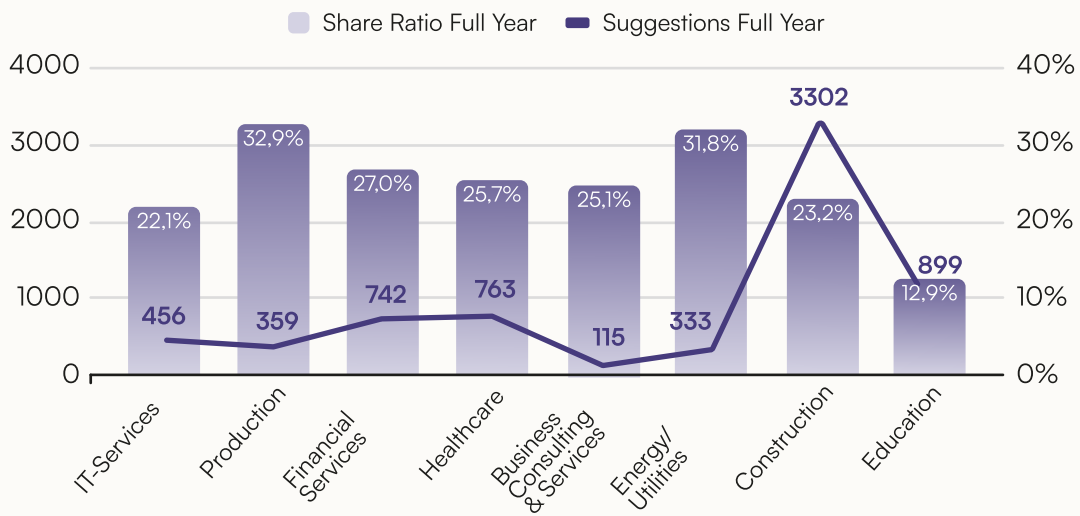
In this section, we examined the number of shares as an indicator of success. Understanding share ratios and suggestions within industries provides valuable insights into the dynamics of employee advocacy and its impact on organizational success.

- Post suggestions are pre-approved content recommendations provided to employees for posting on their personal social media accounts, ensuring consistent and aligned messaging.
- Share ratio refers to the percentage of suggested content that employees actually post on their personal social media accounts, indicating the effectiveness of the advocacy program.
- Moderate share ratios are typically based on industry averages. At Apostle, we aim for a 45% share ratio, though the average across industries is around 20%. Ratios below this are considered low, while anything above is regarded as strong performance. Many of our clients are striving for share ratios close to 45%, highlighting their exceptional performance compared to industry norms.





## Driving Engagement: Comparing Post Suggestions and Share Ratios Across Industries (May '23 - April '24)



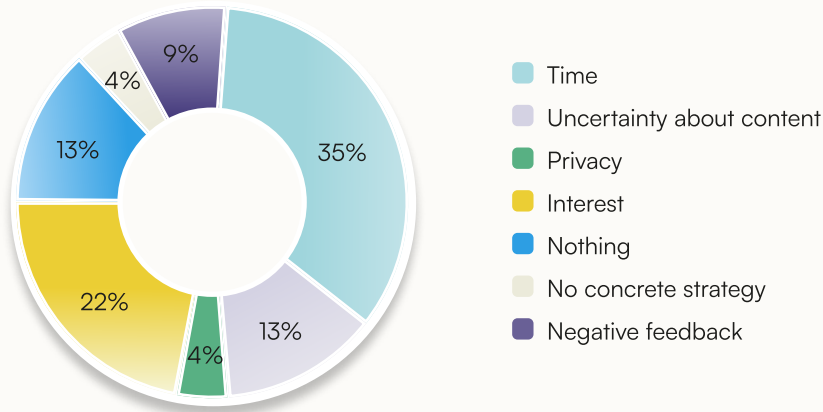
The graphs show detailed share ratios for different industries and how post suggestions relate to actual shares of social media posts by employees.

- **Production** and **Energy** industries stand out with high share ratios of 32.9 and 31.8, respectively. Despite having relatively low post suggestions (359 for Production and 333 for Energy), these industries achieve high share ratios, indicating a strong adherence to sharing suggestions by members in these sectors.
- **Construction** tells a different story. With a significant number of post suggestions (899), the share ratio stands at 23.2. This suggests that despite many recommendations, the actual follow-through by members is comparatively lower than in other industries.
- **IT- Services and Consultancy** and **Education** have moderate share ratios (22.1 and 12.9, respectively) and post suggestions, showing a balanced but lower overall engagement.
- **Financial Services, Healthcare,** and **Business Consulting** have moderate to high share ratios (27.0, 25.7, and 25.1, respectively) with varying degrees of post suggestions, highlighting their consistency in member engagement relative to their industry norms.



# Analyzing the Impact of Employee Advocacy Programs

What is Holding Back the Advantages of an Employee Advocacy Program



- Many companies see a lack of interest as a barrier to starting an employee advocacy program, but this actually presents an opportunity. **Did you know that 50% of employees are willing to share company content on their social media regularly?** This means that by implementing an employee advocacy program, you can leverage the enthusiasm of half your workforce to amplify your brand's reach and engagement. Even if not all employees participate, the active half can still significantly boost your company's visibility and credibility.
- A common concern among employees is uncertainty about what content to share, with 13% expressing this hesitation. An employee advocacy program allows members to pre-review and schedule content, ensuring it aligns with company standards. Employees can then personalize and adapt this content to match their voice and preferences. This process reduces uncertainty and empowers employees to confidently share content, knowing it's already been evaluated.
- Many companies hesitate to implement an employee advocacy program due to time constraints, with 35% citing it as a barrier. However, this is a missed opportunity, **as research shows that companies with robust employee advocacy programs experience enhanced social proof, reduced recruitment, and advertising costs, and 64% report attracting new business.** By collectively sharing your brand story, you can make a significant impact. At Apostle, our employee advocacy program offers a step-by-step framework with guided onboarding, seamlessly integrating advocacy into your workforce's daily routines. After just a one-hour kick-off session, employees can be ready to share social media posts in just two minutes a week. Through efficient employee advocacy software like Apostle, you can spread and post content with your colleagues up to 71% faster than usual (Apostle Research, August 2023). This minimal time investment can yield substantial benefits for your organization.

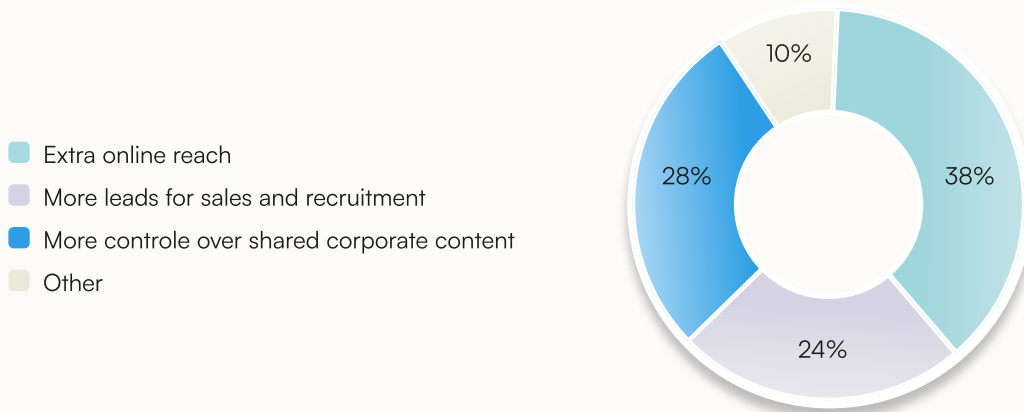


# Employee Advocacy: Return on Investments

## Personal Results of Implementation Employee Advocacy Program



## Corporate Results of Implementation Employee Advocacy Program



**Both businesses and employees gain from an employee advocacy program. For businesses, it boosts brand awareness, engagement, leads, traffic, shares, and potential hires. Employees benefit by enhancing their personal profiles, expanding networks, and advancing their careers.**

As illustrated by Van Oosten from our client Vivent, the impact on employees can be significant. Van Oosten notes, "There are a lot of beneficial effects for the employees themselves, especially now that we have started posting blogs on LinkedIn. They have been suddenly regarded as authorities, recognized at seminars, and approached as experts. This 'personal branding' naturally opens up new doors. Internally, one of the participants was noticed by management due to the extra visibility on social media, which led to new opportunities within the organization."

This example shows how employee advocacy supports both business growth and individual career development.



Moreover, an employee advocacy tool can help employees feel more connected to the business by fostering a sense of inclusion and engagement. Here are a few reasons why:

- **Empowerment:** Such tools empower employees to share company news, achievements, and content, giving them a voice in the company's external communications. This involvement can make them feel more valued.
- **Transparency and Communication:** Advocacy tools often facilitate better internal communication, keeping employees informed about company goals, updates, and values. This transparency helps employees understand the bigger picture and how their contributions align with the company's mission.
- **Community Building:** By participating in advocacy programs, employees can feel part of a broader community, fostering a shared sense of purpose. This sense of belonging can enhance their emotional connection to the company.
- **Recognition and Reward:** Many advocacy programs include recognition or rewards for employees who actively participate, and this acknowledgment can significantly strengthen their connection to the company. A great example of this is Apostle's client, Shimano, and their "Yellow Jersey Challenge" during the 2021 Tour de France. To boost engagement, Shimano awarded special jerseys—modeled after the iconic Tour de France jerseys—to the most active stores, those with the highest interaction, and the best newcomers. This creative and highly motivating reward system led to a significant increase in online activity, showcasing how well-crafted incentives can drive success in advocacy programs.

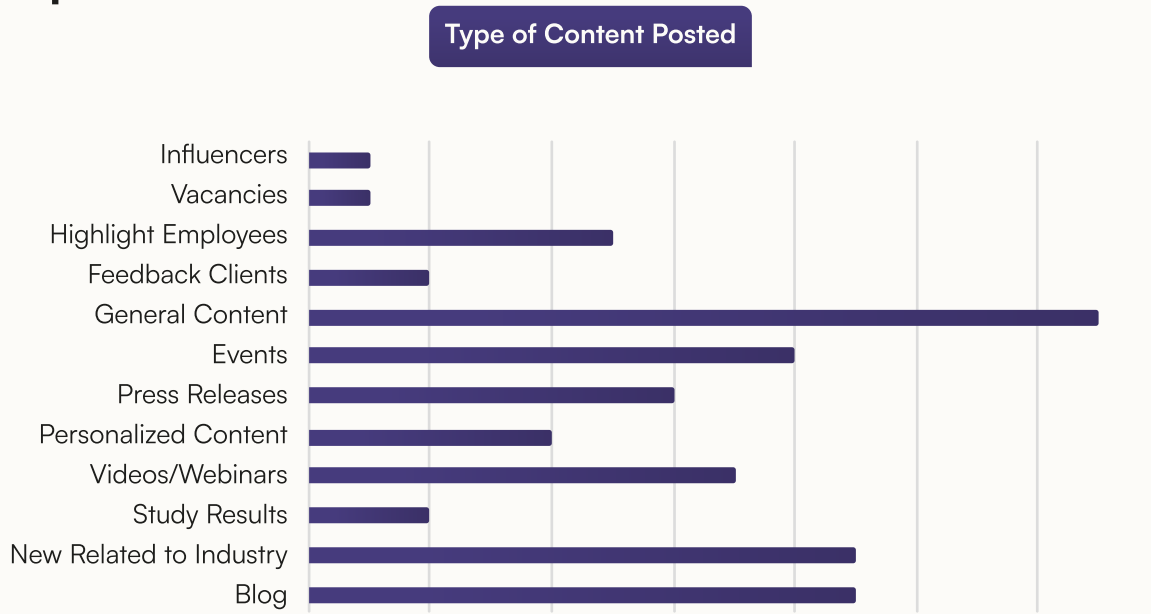


- **Skill Development:** Engaging in advocacy allows employees to develop skills in social media, communication, and personal branding. This personal growth can increase their investment in the company, as they see it contributing to their professional development.





# Content Diversity in Employee Advocacy: Exploring Types and Impact



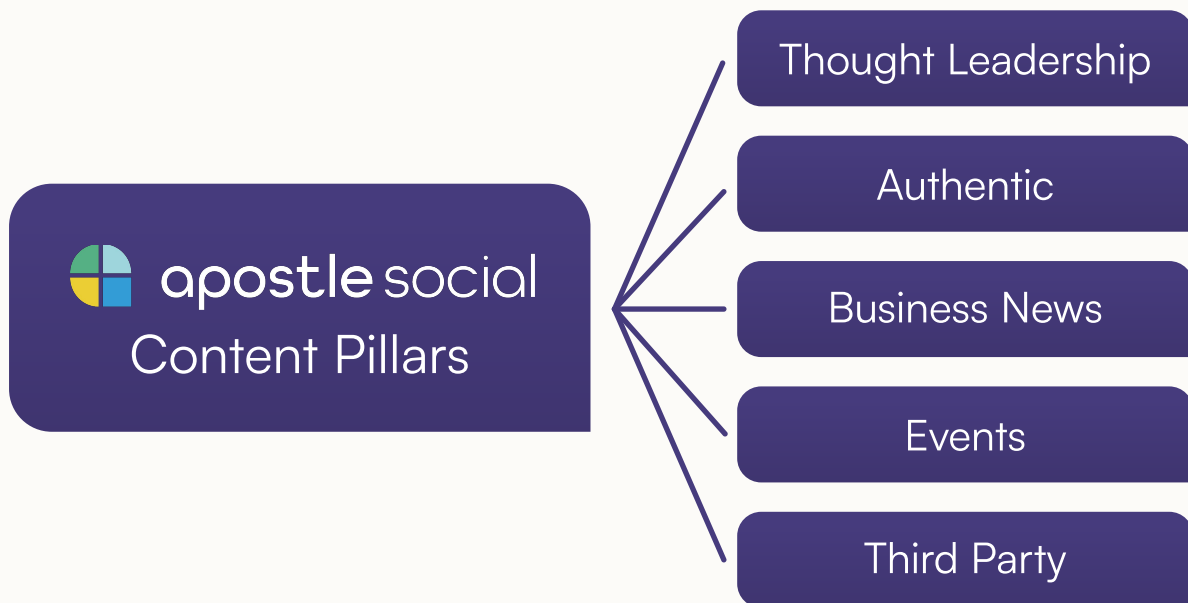
In various industries, many companies predominantly use regular image posts on social media as the main driver for their employee advocacy programs. However, research shows that employee engagement thrives on a diverse mix of content types. Employees are more involved when their posts include a blend of corporate blogs, industry news, videos, and employee highlights. Our research into the types of content employees frequently share reveals that this variety not only enhances engagement but also significantly boosts leads and extends reach. By leveraging a mix of content types, organizations can more effectively harness the power of employee advocacy to drive brand visibility and growth.

- **Vacancies:** Despite only a small amount stating vacancies, employee advocacy is an effective tool for promoting your organization through your employees. Potential candidates are 7x more likely to apply after seeing shared vacancies on your colleagues' networks (Apostle Research). Moreover, 76% of job seekers now find their role via a referral, often after learning more about the employer brand. We especially recommend posting authentic content that clearly reflects the employer brand, along with occasional relevant vacancies. This approach ensures that job seekers are already familiar with your brand and are more inclined to respond to a vacancy if they find it appealing. Your employee advocates can convert a latent job seeker into a new recruit by posting inspiring content and providing honest, positive answers to any questions.



- **Influencer Marketing:** Moreover, it is powerful to integrate employee advocacy with influence marketing, as 90% of business decision-makers initiate their purchasing process by researching opinions from industry experts and peers. By actively listening to influencers and understanding their topics of interest, employees can create and share content that truly connects with their audience. The SRO framework is the perfect vehicle to send targeted posts quickly and reach millions of followers through influential networks.
- **Events:** Using employee advocacy to promote company events will help reach a new audience through diverse networks and helps reduce promotional spending by utilizing organic social media reach. The consistency of an employee advocacy program helps reinforce your event's core messages and maximizes its impact, before, during, and after an event.

Content themes should resonate with the target audience and align seamlessly with your five content pillars.



At Apostle, we recommend aligning social media posts with five content pillars to create a balanced and effective strategy. While organizations often gravitate towards sharing primarily business news, it's important to recognize that your target audience isn't always eager for this type of content alone. By combining business news with other content pillars, you provide added value and a more complete picture of your organization. Authentic and thought leadership content, in particular, is much more engaging, making a diverse mix essential for a successful approach.

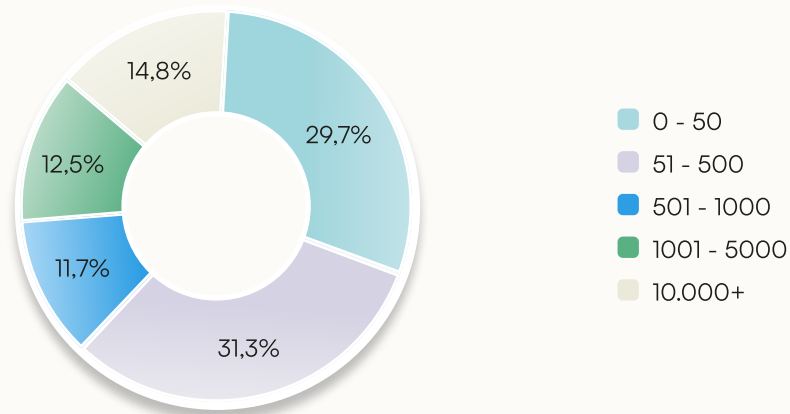


- **Business News:** While essential for highlighting your product’s unique selling points and company updates, it’s important to limit such posts as they tend to generate lower engagement and conversions compared to other content types.
- **Thought Leadership Content:** This content helps establish credibility for leaders and brand ambassadors by positioning them as experts in their fields.
- **Authentic/Personal Content:** Personal content, alongside thought leadership, is crucial for giving your company a genuine face and boosting online reach by fostering trust, as people prefer engaging with individuals over corporate content.
- **Third-Party Content:** Third-party news is almost always research-based, ever-evolving, and contains information that matters to your business as well as to your customers and prospects.
- **Event Content:** Event content aims to offer potential clients the chance to meet you offline or online, which is highly effective, with 95% of marketers believing that in-person events help achieve business goals.



# From Startup to Enterprise: The Versatility of Employee Advocacy Tools

Adoption by Company Size Based on Clients From Apostle



Employee advocacy programs can matter for every organization, regardless of its size. Throughout our research, we have analyzed the adoption rate by industry and company size. The key findings highlighted that:

- Small businesses should invest in employee advocacy programs as they significantly amplify reach and visibility, with **79% of companies reporting increased visibility after implementation.**
- Additionally, LinkedIn found that individuals skilled in social selling are **51% more likely to meet their sales targets,** making employee advocacy a powerful tool for enhancing both brand awareness and sales performance in small and midmarket companies.
- Implementing an employee advocacy program in large companies with over 500 employees is crucial as it **fosters a sense of connection and engagement** among employees. By empowering employees to advocate for the company on platforms like social media, organizations can strengthen internal bonds, enhance morale, and ultimately drive higher productivity and performance across the board. **Ultimately, research shows that connected employees are 20-25% more productive, highlighting the significant impact on overall company performance.**



- With an employee advocacy program, **small and medium-sized enterprises can beat social network algorithms** that are often used by big companies as well. Higher interaction between employees and friends or peers leads to more engagement.
- An employee advocacy program can significantly contribute to creating authenticity for big enterprises by leveraging the voices and experiences of their own employees, as large enterprises often struggle with appearing impersonal or detached. **An employee advocacy program humanizes the brand** by showing the people behind the corporate entity, making it more relatable to customers and the public.

Large companies, including enterprises, also use employee advocacy tools to create a structured, centralized approach to their social media strategy with Apostle. We assist these companies in organizing their social media efforts by establishing clear frameworks and guidelines based on their values.

For example, we help them form and ensure groups within their organization, complemented by specific topics relevant to their industry. These groups can include different departments, locations, or roles, ensuring that content is tailored and relevant to diverse audiences.

We also provide a cross-team content pool. Social media posts are prepared at the holding level and seamlessly shared with all relevant locations, ensuring consistent and cohesive messaging across the organization. Something we always recommend within employee advocacy programs is for individual countries or labels to share their content. This collaborative approach aids content creation, inspires local teams, and saves significant time by reducing duplicate efforts.

Additionally, Apostle's tools help companies manage their social media campaigns by providing feedback, enabling continuous improvement. By creating this structured approach, we help enterprises streamline their social media efforts, ensuring consistency, enhancing engagement, and ultimately driving better results.



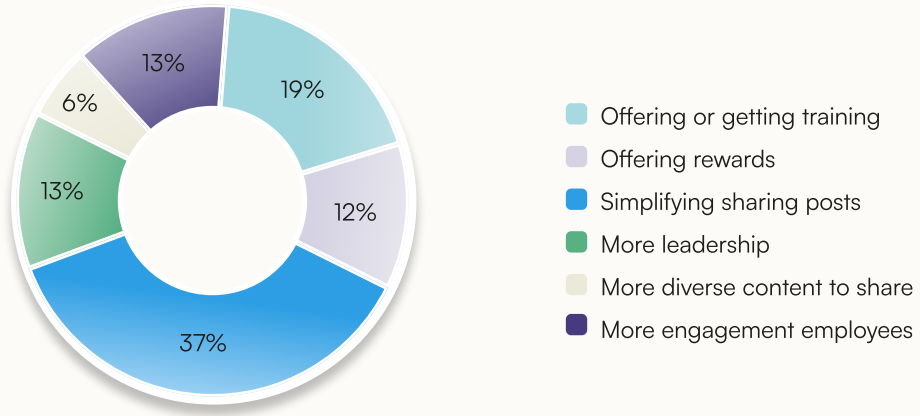
*“The challenges are universal, affecting companies regardless of size or sector. Overall, if a company can embrace change and innovation in how it communicates and wants to stand out from the competition, employee advocacy is right for any organization.”*

Koen Jordaans, CEO Apostle Technologies



# What Holds the Future?

Strengthening Employee Advocacy in the Future



The recognition of employee advocacy and engagement will continue to grow, with increasing evidence of its positive impact on company growth. **Companies already using employee advocacy are among the fastest-growing, with a recent study showing that only 17% of firms have a formal program, yet these companies experienced over 20% revenue growth.**

As employee advocacy programs become embedded in company culture and infrastructure, the tools we use are becoming more sophisticated and will integrate further with existing HR, marketing, and communications systems. This integration is crucial as **salespeople leveraging social media for sales, a key component of employee advocacy, are 51% more likely to meet their sales quotas.**





- **Simplification:** According to our research, 37% of respondents wishes to simplify sharing posts in the future. Employee advocacy programs often simplify the process of posting. This means that employees don't always have to think about what to post, as the software provides pre-approved messages and content ideas that align with the company's branding and goals. This approach not only makes it easier for employees to participate but also ensures that the shared content is consistent and on-message.
- **Whitelabel:** With Apostle's employee advocacy software, companies can streamline the posting process by fully aligning content with their corporate branding, which has been shown to boost team engagement and program effectiveness. By offering a Whitelabel solution, Apostle allows companies to develop their own branded mobile app, which is familiar and recognizable to users, unlike another new app they don't know. This familiarity can enhance program results by up to 54%.
- **WhatsApp:** The future of employee advocacy is set to integrate more seamlessly with popular social media tools like WhatsApp, which boasts an impressive 98% open rate and has over 2.78 billion users globally, expected to surpass 3.14 billion by 2025 (Statista). Apostle has launched a new integration that pushes suggested posts directly to WhatsApp, allowing companies to easily share content with employees, dealers, and other stakeholders. This integration not only increases share rates and engagement but also offers brand ambassadors the flexibility to choose their preferred communication channel, whether it be WhatsApp, an app, or email.



*"It's the future of authentic and organic engagement in a landscape where social media platforms, such as LinkedIn and Meta, are increasingly constrained by algorithms and privacy concerns."*

Koen Jordaans, CEO Apostle Technologies



## About us

Apostle Social is your partner in transforming your employees and business partners (retailers, franchisees, dealers) into powerful drivers of your social media success. Since our founding in 2012, we've been dedicated to making it effortless for organizations to amplify their brand through authentic employee-generated and -shared content. Our advanced software and proven Social Reach Optimization (SRO) methodology enables marketers to grow their organizations on social media, contributing to enhanced sales, marketing, and recruitment efforts.

Based on behavioral science in collaboration with the Cialdini Institute, our software allows you to empower your team to post work-related content on their personal social media profiles with ease, driving momentum over time. Manage all your social media activities seamlessly through our intuitive dashboard while benefiting from the extensive resources of our SRO Framework.

Trusted by over 1,400 companies across more than 20 countries, Apostle provides the expertise and tools needed to succeed in today's social media landscape. Whether you're looking to strengthen your brand presence, engage your audience, or drive measurable results, Apostle is here to guide you every step of the way. Discover how our innovative solutions can help your company grow and achieve its goals.

We're excited to explore how we can help you succeed. Let's connect and find the best way forward, together.

Let's connect

### Contact us

✉ [sales@apostlesocial.com](mailto:sales@apostlesocial.com)

☎ +31 85 876 9435

📍 Keizersgracht 391A, 1016 EJ Amsterdam

📍 Rijksweg 38G, 5386 LE Geffen

🌐 [www.apostlesocial.com](http://www.apostlesocial.com)







## Sources

Copley, A. (2023, October 11). *The SME Advantage: Harnessing Employee Advocacy for Growth* - Dragon Perks. Dragon Perks.

<https://dragonperks.co.uk/the-sme-advantage-harnessing-employee-advocacy-for-growth/>

Hinge Research Institute & SocialMediaToday. (n.d.). *Understanding Employee Advocacy on Social Media*.

<https://hingemarketing.com/uploads/hinge-research-employee-advocacy.pdf>

HubSpot & Mention. (2022). *2023 Instagram Engagement Report*. In HubSpot.

<https://mention.com/en/reports/instagram/>

Keutelian, M. (2024a, April 15). *Best times to post on Instagram in 2024*. Sprout Social.

<https://sproutsocial.com/insights/best-times-to-post-on-instagram/>

Keutelian, M. (2024b, April 15). *Best times to post on Facebook in 2024*. Sprout Social.

<https://sproutsocial.com/insights/best-times-to-post-on-facebook/>

Keutelian, M. (2024c, August 6). *Best times to post on LinkedIn in 2024*. Sprout Social.

<https://sproutsocial.com/insights/best-times-to-post-on-linkedin/>

Landes, E. (2022, September 16). *24 employee advocacy statistics you need to know in 2022*. CareerArc Social Recruiting.

<https://www.careerarc.com/blog/employee-advocacy-statistics/>

Lang, K. (2024a, March 20). *The Best Content for Major Social Media Platforms in 2024 (+ Ideas and Examples)*. Buffer Library.

<https://buffer.com/library/best-content-for-social-media/>

[#:~:text=The%20best%20content%20to%20post%20on%20Facebook,with%20link%2Donly%20posts%20lagging](https://buffer.com/library/best-content-for-social-media/#:~:text=The%20best%20content%20to%20post%20on%20Facebook,with%20link%2Donly%20posts%20lagging)

Lang, K. (2024b, March 20). *The Best Content for Major Social Media Platforms in 2024 (+ Ideas and Examples)*. Buffer Library.

<https://buffer.com/library/best-content-for-social-media/>

[#:~:text=The%20best%20content%20to%20post%20on%20Facebook,with%20link%2Donly%20posts%20lagging](https://buffer.com/library/best-content-for-social-media/#:~:text=The%20best%20content%20to%20post%20on%20Facebook,with%20link%2Donly%20posts%20lagging)



Lang, K. (2024c, May 31). *Best Time to Post on Instagram in 2024 (With Heatmap)*. Buffer Library. <https://buffer.com/library/when-is-the-best-time-to-post-on-instagram/>

Lang, K. (2024d, June 28). *The Best Time to Post on LinkedIn in 2024 (+Heatmap Graph)*. Buffer Library. <https://buffer.com/library/best-time-to-post-on-linkedin/>

Nair, A. (2024, March 14). *WhatsApp Statistics for 2024 — All You Need to Know*. Verloop.io. <https://verloop.io/blog/whatsapp-statistics-2024/#Number-of-WhatsApp-Users-Worldwide->

Peters, A. (2023, December 13). *Social Selling 101: How to Generate More Leads on Social Media*. Oktopost. <https://www.oktopost.com/blog/social-selling-101-generate-leads-social-media/>

Spencer, D. (2023, September 26). *How Employee Advocacy And Influencer Marketing Go Hand In Hand*. Tribal impact. <https://www.tribalimpact.com/blog/employee-advocacy-and-influencer-marketing>

Statista. (2024, April 4). *Monthly global unique WhatsApp users 2020-2024*. <https://www.statista.com/statistics/1306022/whatsapp-global-unique-users/#:~:text=In%20April%202022%2C%20WhatsApp%20had,unique%20users%20in%20June%202022>

Weijland, I. (2024, May 28). *Employee Advocacy: What is it and how do you approach it?* <https://www.linkedin.com/pulse/employee-advocacy-wat-het-en-hoe-pak-je-aan-ilse-weijland/>