

# Employee Video Advocacy Program



## 1. Program Manager

The name and email of the person(s) responsible for the roll out and management of EVAP

Name

Email

Name

Email



## 2. Program Advocates

A group of advocates determined by job family variety, specific departments or known video enthusiasts.

Advocate 1

Advocate 2

Advocate 3

Advocate 4

Advocate 5

Advocate 6

Advocate 7

Advocate 8

Advocate 9

Advocate 10



### 3. Value Alignment

This employee video advocacy program aligns with one of our core company values.

Value

Why



### 4. Key Themes

Three key themes that guide our employee video advocacy program.

Theme 1

Theme 2

Theme 3



## 5. Video Prompts

5 video topic ideas to inspire specific scripts under each key theme.  
Statements or questions.

### Theme 1

Topic 1

Topic 2

Topic 3

Topic 4

Topic 5

### Theme 2

Topic 1

Topic 2

Topic 3

Topic 4

Topic 5

### Theme 3

Topic 1

Topic 2

Topic 3

Topic 4

Topic 5



## 6. Video Frequency

The number of videos expected from each advocate.

### Amount

2 videos

3 videos

4 videos

### Frequency

Per theme

Per week

Per month



## 7. Sharing Responsibility

The person(s) responsible for sharing the completed video content,

The Program Advocates on their personal social channels

The Program Manager on brand social channels

Both



## 8. Measuring Success

The key digital metrics that define success of EVAP.

### Website Analytics (Google, Adobe, etc)

Sessions

Time

Depth

Goals

### Social Media Engagement

Views

Reactions

Shares

Company page follows



## 9: Click Throughs

The company pages that this employee video content will drive clicks to or support.

Blogs

Careers site

Website page

None, social engagement only



## 10. Asset Library

Completed videos and supporting brand assets will be saved under this Asset Library folder.

Core folder name

Sub folder 1

Sub folder 2

