# **Employee Video Advocacy Program**





## 1. Program Manager

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

| Name   | Email   |
|--|---|
| Name   | Email   |
| 2. Program Advo<br>A group of advocate<br>known video enthus | s determined by job family variety, specific departments or |
| Advocate 1   | Advocate 2  |
|  |   |
| Advocate 3   | Advocate 4  |
| Advocate 3  Advocate 5                                       | Advocate 4  Advocate 6                                      |
|  |   |

|       | 3. Value Alignment  This employee video advocacy program aligns with one of our core company values. |
|-------|--|
| Value |  |
| Why   |  |
|       |  |
| D     | 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.

#### **A**mount

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) Social Media Engagement

Sessions

Views

Time

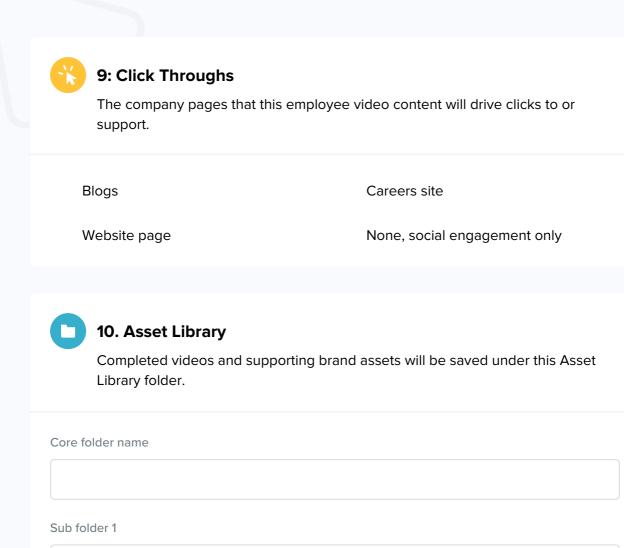
Reactions

Depth

**Shares** 

Goals

Company page follows



Sub folder 2

