

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