



Filene Research Institute Social Media Advisory Programs

Brand Ambassador Strategy

Digital communications and content sharing is not a fad; it's just as much a part of everyday life as email, phone and text, and people will talk about your brand online with or without you participating in the conversation. Research tells us only 33% of consumers trust a brand's messages alone, while 90% trust product or service recommendations from people they know. And content shared by employees receives 8 times more engagement than content shared by brand channels. If you're not already tapping into your employees' potential to be your biggest brand advocates, you're leaving a huge opportunity on the table.

The Brand Ambassador program takes you through all the steps and preparation to engage your employees to be evangelists for your credit union.

What you get:

- Guidance on **who and how to select the right employees** for the program, considering different roles, member touch-points, tenure, interest and experience
- Research and information on **culture, infrastructure, technology, resource and process needs** to maximize your employees' potential in these efforts
- **Strategy to incentivize employees** to excel in this work through gamification, rewards, leadership endorsement and personal development opportunity
- **Strategic plan for enabling employees to share content** – both from reputable third party sources and from corporate brand/marketing outputs -- to grow their networks, increase their reputations as leaders in the industry and ultimately drive business results
- Examples and guidance on **social media policy and rules of engagement**
- Overview of **what to measure to gauge success** of these efforts over time

Participation Fee:

	Filene Members	Filene Non-Members
Brand Ambassador Strategy	\$3,000	\$6,000

*Brand Ambassador Strategy is included in Social Media Strategy Development program – this option is for CUs looking to add a Brand Ambassador program to an existing strategy.

QUESTIONS?

Contact Holly Fearing at 608.213.5194 or e-mail hollyf@filene.org