



@cshirkeycollins



@thenameiscasie

Employee advocacy for #WeAreCisco Advanced Trust



The Social Shake-Up
May 22-24, 2017 | Atlanta

www.socialshakeupshow.com

#shakeupshow
@cshirkeycollins &
@thenameiscasie

Who Do You TRUST?

- Who do people trust?

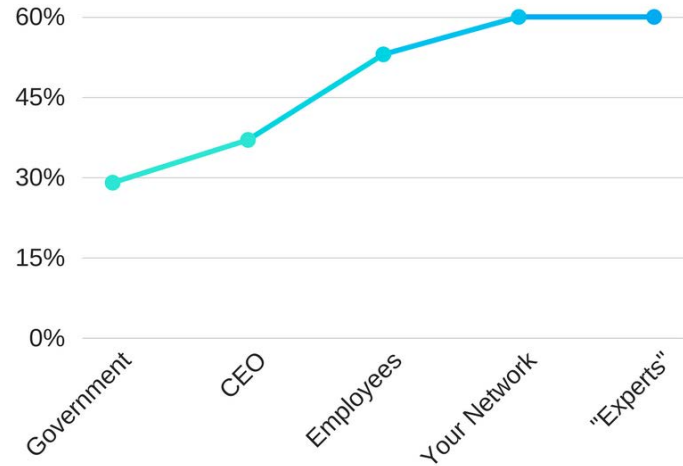
Source: Neilson Trust in Advertising Survey

- Website reviews? 54%
- Professional Networks? 58%
- Their own personal networks? 86%

- Employees!

- VS. the CEO, 16 POINTS MORE

Source: Edelman Trust Barometer 2017



Beyond Remedial Trust: Where We Started

- We wanted to tell the story of WHY you'd want to work at Cisco, not just that you COULD.
- GOALS: You can't show success without them. What are you trying to DO?
 - Make personal connections with future talent, increase engagement and brand awareness
- It's more than a culture story



Life at Cisco @CiscoCareers · Mar 31

#HotJob: Cisco is #hiring a #Network #Consulting #Engineer in #China: cs.co/6011NcmZ #DataCenter #DataCentre #IT #Asia #jobs



Life at Cisco @CiscoCareers · Apr 24

Our talented leaders inspiring future #womenengineers at the @Cisco Innovation Panel. #wielead



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TRUST = INCREASED VALUE

Companies with
**ENGAGED
EMPLOYEES**

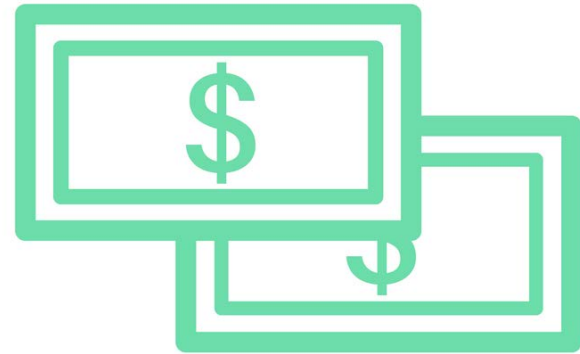
outperform those without by



202%



FIVE X MORE



SHAREHOLDER  VALUE

WHY “WE” ARE “WEARECISCO”

- Beyond remedial = @CiscoJobs
- Then came @CiscoCareers
 - All about US, and not about YOU
- By bringing in the “We”
 - It ***built in*** the employee voice
 - Our WHOLE PROGRAM is employee advocacy



Our CAREERS SITE is ALL
EMPLOYEES

Trust 101: Harnessing the #WeAreCisco Tweeples

- Twitter is where we started with our new social listening and “co-worker” voice
- Anytime someone used #WeAreCisco we:
 - “Listened” and Responded
 - Added them to a list of known employees
 - asked for permission to use and to send original photo FROM TWITTER (visible conversation)
- 2K followers to 20K followers in a year, 2X industry engagement

 **We Are Cisco** @WeAreCisco · May 20
A true Cisconian can create a #Cisco logo out of anything. Right @EricWenger & @michelle_fleury ? #FridayFun



← 15 7 42 ↻ || ...

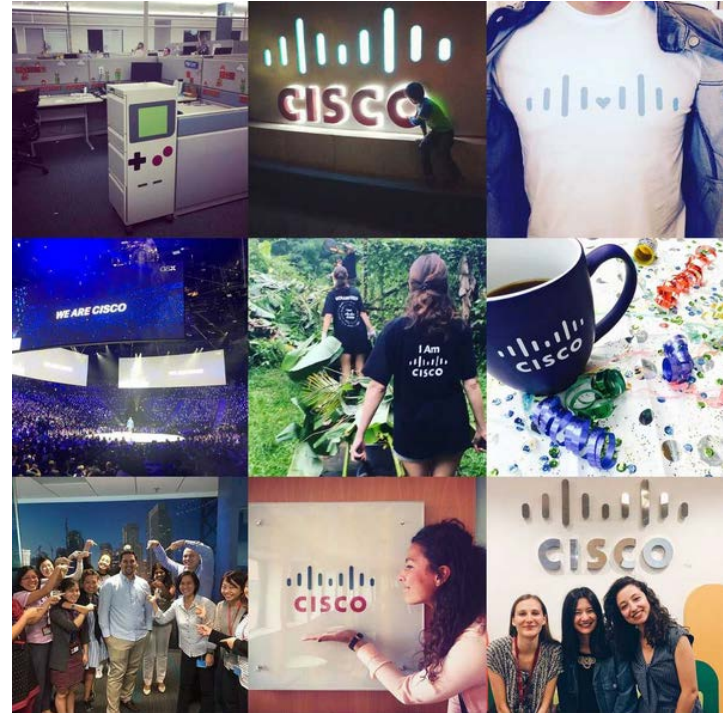
 **We Are Cisco** @WeAreCisco · Feb 5
Oh, we ❤️ our geeky employees. #SelfiesWithJohn (Exec chair John Chambers) #LoveWhereYouWork



← 15 20 39 ↻ || ...

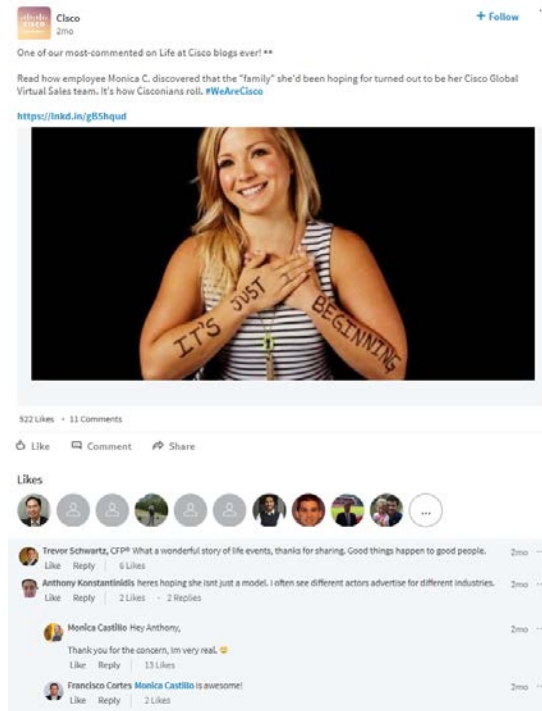
Trust 201: Engaging the #WeAreCisco Insta-Tribe

- We took our employee-generated content strategy to Instagram.
- Same strategy
 - Listen on #WeAreCisco AND other key convos
 - Engage as @WeAreCisco
 - Request permissions and originals
 - Give photo cred to employees – spotlight!
- New channel to 15K followers (none paid for) in 15 months. 3-5X industry engagement.



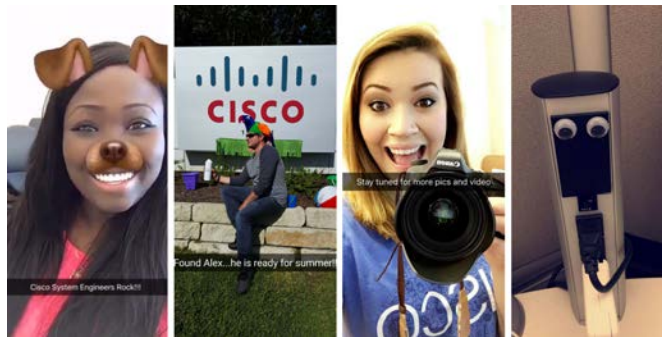
Trust 301: Amplifying the #WeAreCisco Bloggers

- A picture is worth 1000 words
 - The social team saw photos, but also saw stories.
- Life at Cisco Blog (blogs.cisco.com/lifeatCisco)
 - Each post is employee-bylined
 - Second most viral blog at Cisco!
 - Scheduled 6 months out!



Advanced Trust: WeAreCisco Snapchat

- Every day is an employee takeover
- Prompted, not scripted
- Ambassador program, started with 20, now at 80+ and global
- Rainbow Kitten Unicorns – VIPs
 - Share metrics
 - Share awards




How to Trust Ambassadors

- Build structure
- Don't forget goals and guidelines
 - Tell the ambassadors what they are
- Give them ownership
 - Photo ambassadors
 - Blog ambassadors
 - IG Stories ambassadors



The Cap and Gown

Tammy Nguyen @tammytnguyen
Does your work trust you to talk about what you do on SNAPCHAT using the DOG FILTER? #WeAreCisco #LoveWhereYouWork pic.twitter.com/oWePkgRdMW



Does YOUR company trust you to be their voice???


Mine DOES!!!

- Stephanie M.

Silvia K. Spiva @silviakspiva
My favorite thing I said today: "HR wants me to use Snapchat."

10:42pm · 11 Jul 2016 · Twitter for iPhone

Justin Riray @JustinRiray 7d
Thank you @NASDAQ for having @WeAreCisco host #NationalTechiesDay! Ended the @Cisco takeover with a photobomb with legendary, #JohnChambers!



⏪ ⏩ ❤️ ⋮

Rehana Rehman @rnsrehab
I'm taking over the @NASDAQ @Snapchat account today for @WeAreCisco! Tune in at 2pm PST.

#LoveWhereYouWork #WeAreCisco pic.twitter.com/HV1geKbRSb



Brian Fanzo @SocialFanz
LOVE @Cisco Snapchat @WeAreCisco account showing the culture & people behind the brand! I'd recommend friends to work there now! #WorkTrends

RETWEETS 3 LIKES 4



Kerri Walsh Jennings @kerril... 12h
I had a great time @WeAreCisco As evidenced by my game face below 😂😂😂 Thank you for the wonderful reception ❤️

We Are Cisco @WeAreCisco
Thanks @kerrileewalsh for stopping by on our #WeAreCisco #snapchat today with @ggdiazjr 🙌🙌 #yourock #fan pic.twitter.com/LPCR4LNewo



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Key Takeaways

- Trust is the seekrit ;)
- Build protection with clear goals and guidelines & communicate them
 - “Would you show it to your momma?” <- SIMPLE
 - “Just enough process” without being ALL THE PROCESS!
- Treat employee ambassadors like VIPs
- Prompt, not script. (You can’t control the convo anyway)
- Create an environment, product, etc. employees WANT to talk about
- Measure, listen, engage.