@cshirkeycollins

@thenameiscasie

Employee advocacy for #WeAreCisco

Advanced Trust

Who Do You TRUST?

- Who do people trust?

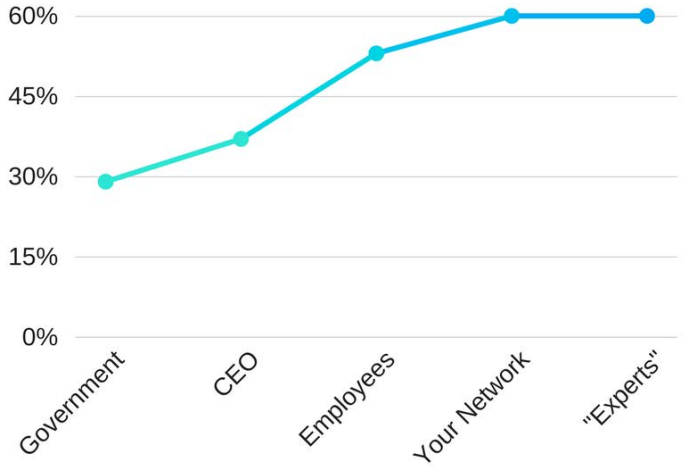
  Source: Neilson Trust in Advertising Survey

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

- Employees!

  - VS. the CEO, 16 POINTS MORE

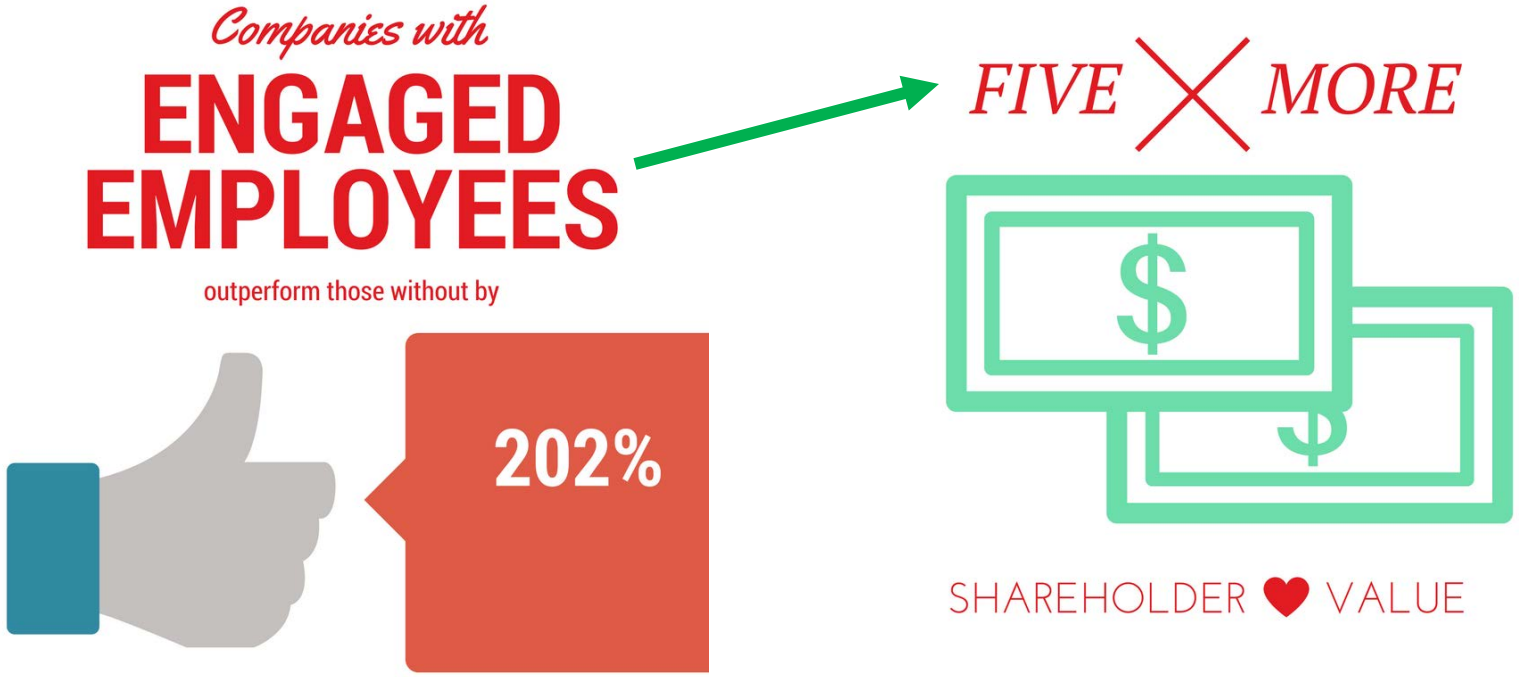
    Source: Edelman Trust Barometer 2017



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

TRUST = INCREASED 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 Tweeple

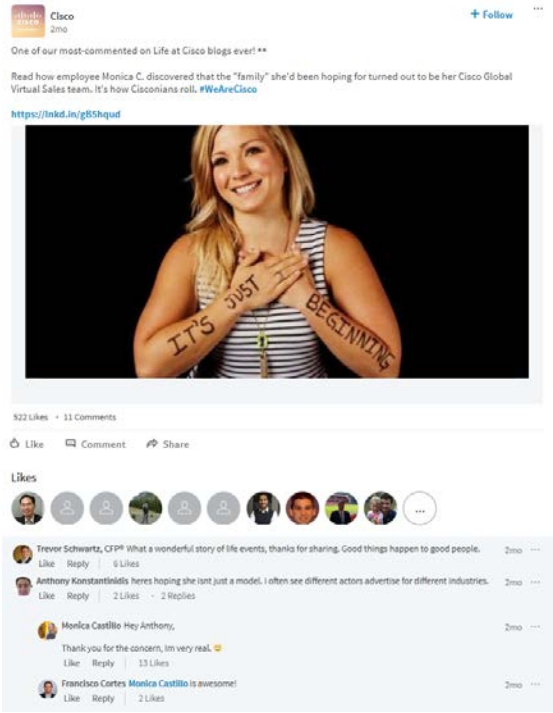
- Twitter is where we started with our new social listening and “co-worker” voice
- Anytime someone used #WeAreCisco we:
  - “Listened” and Responded
  - Added them to a list of known employees
  - asked for permission to use and to send original photo FROM TWITTER (visible conversation)
- 2K followers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

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.

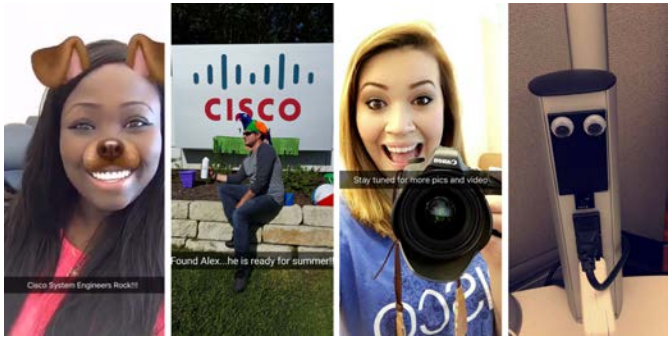
Trust 301: Amplifying the #WeAreCisco Bloggers

- 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

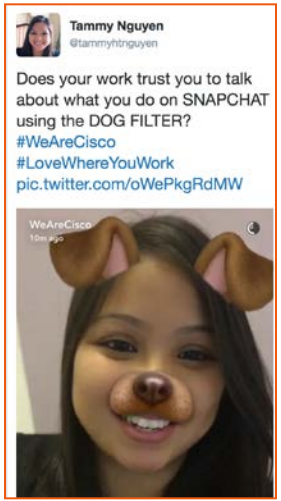
- Every day is an employee takeover
- Prompted, not scripted
- Ambassador program, started with 20, now at 80+ and global
- Rainbow Kitten Unicorns – VIPs
  - Share metrics
  - Share awards



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



Does YOUR company trust you to be their voice??? Mine DOES!!!
- Stephanie M.

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.