


The Yearly Impact of Employee Advocacy on Your Business


When employees are part of your social media brand awareness efforts, you can expect big results! Digging into GaggleAMP employee advocacy programs in the technology vertical ⁽¹⁾, we measured what the average performance looks like specifically on LinkedIn. These yearly results significantly boost brand awareness on LinkedIn, and in many instances, *the program pays for itself!*

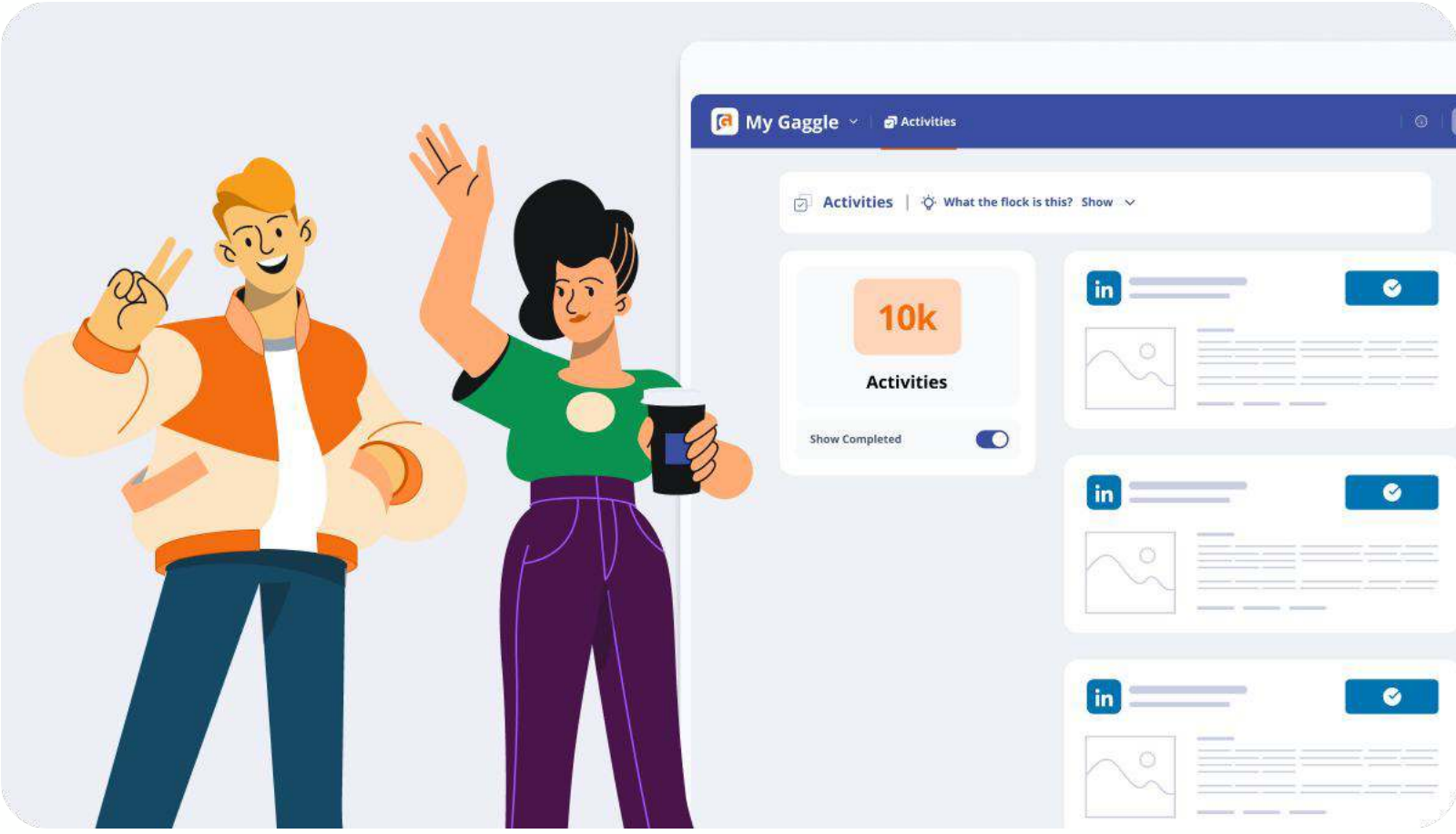



+700

Created Activities

Gaggles create an average of 777 activities per year, or around 15 activities per week for their Members to share ⁽²⁾.








~10k

Completed Activities


Nearly 10,000 activities are completed by Gaggle Members in each Gaggle.



+23M

Reach

These Gaggles reach over 23.2M people every year (and it increases every year)!



💡 Need more social interactions?






+11k

Social Interactions

Gaggles enjoy 11,100 additional social interactions each year.


💡 This usually more than pays for the cost of your employee advocacy program!



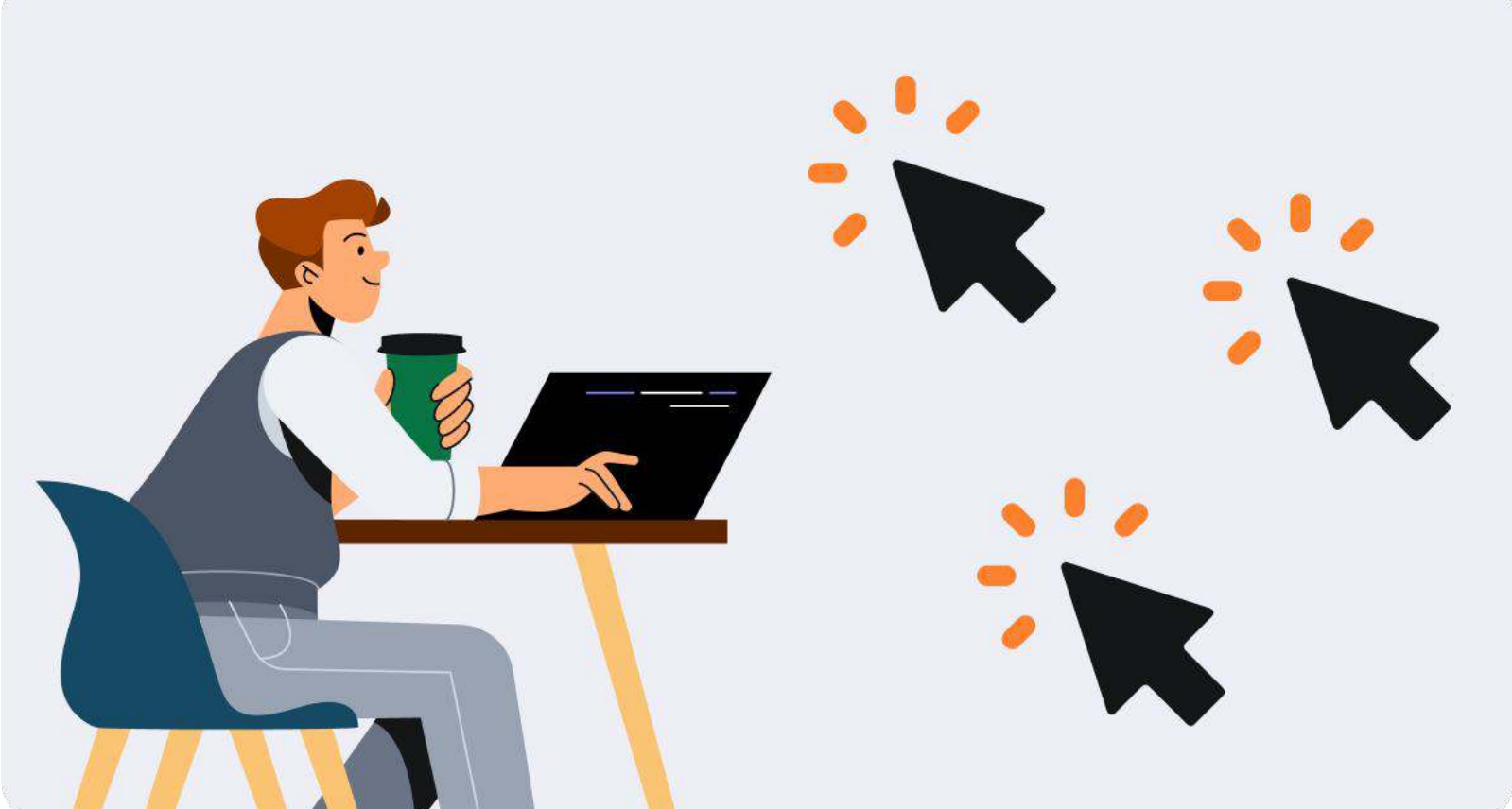
\$61,718


Average EEMV

The average employee earned media value associated with the average Gaggle each year.



💡 Psst Content Managers!






+3k

Added Clicks


Each Gaggle enjoys about 3,500 additional clicks per year as a result of their employee advocacy program.



940

Average Growth

The average network growth, or additional connections and followers your employees see, in total, each month.



(1) Data is based specifically on Gaggles in the technology vertical from July 2023 to June 2024. As companies onboard with GaggleAMP, the average number of Gaggles that fit this metric varies, but the average is around 36 Gaggles and represents an average program of 200 Members. Larger programs have been removed from this data as to not unfairly skew the metrics.

(2) One activity created can be sent to multiple Gaggle Members.

Start driving greater brand awareness on LinkedIn with the help of your employees.

Start a free trial and schedule your first activity now!

Start Your Free Trial!