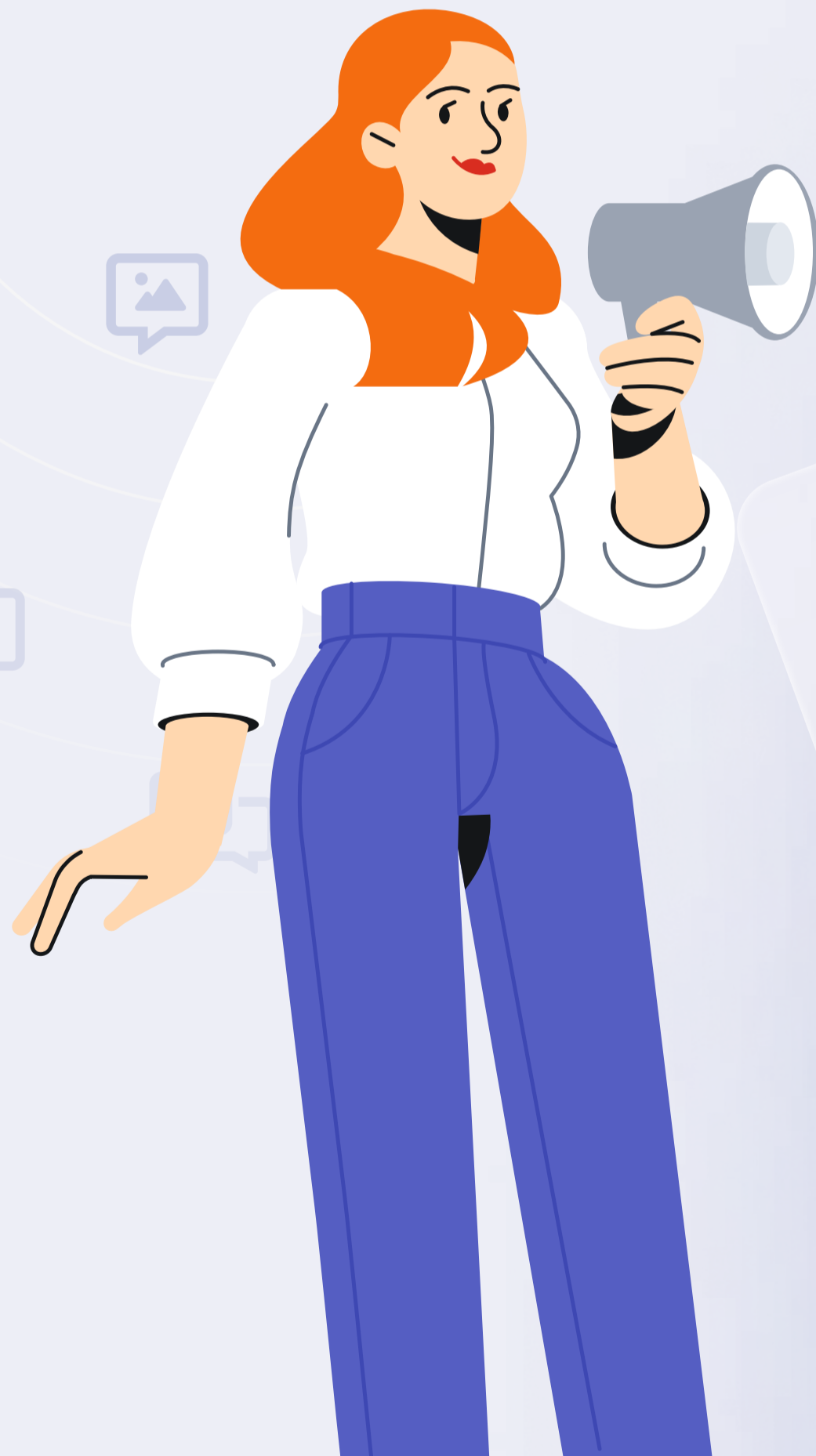


# Gamifying Employee Advocacy

A Fun and Rewarding Journey



My gaggle | Activities | Channels | Leaderboard | Members | Community

Leaderboard | How to use this page... Show

458 Participants

Filters

Channels

- No Channel
- My Channels
- Marketing Team
- Other Channels
  - Ops
  - Product Updates

Groups

- My Groups
  - Operations
  - Ops
  - Product Updates

Victor Areba  
Developer  
Follow  
★ 560

Dean Agen  
Customer Implementation Manager  
Follow  
★ 483

Michelle Brammer  
Director of Marketing  
Follow  
★ 458

04 Joe Sonkin  
Chief of Staff  
★ 360

05 Glenn Gaudet  
CEO  
★ 302

06 Anna Standley  
Customer Success  
★ 263

07 Payal Choksey  
QA  
★ 200

# Introduction

Gamification in your employee advocacy program has emerged as a powerful strategy to transform routine tasks into engaging and rewarding experiences. By applying game mechanics such as points, badges, and leaderboards, companies can significantly enhance employee participation and motivation in their advocacy efforts.



Gamification in employee advocacy boosts productivity but helps amplify brand visibility on social media. It turns employees into enthusiastic brand ambassadors who actively promote and engage with your content. The integration of gamification fosters a sense of achievement and friendly competition, making advocacy efforts more enjoyable and effective.

This comprehensive guide provides insight into successfully implementing gamification and rewards into your employee advocacy program. You will learn how to set clear objectives, design engaging gamification elements, communicate and launch your program, and continuously monitor and refine your strategy.

With practical templates, step-by-step instructions, and best practices, you'll be equipped to create a vibrant and productive advocacy culture within your organization. Let's embark on this fun and rewarding journey together!



04	Guisele Calderon Digital Success Team	★ 50	<a href="#">Follow</a>
05	Chad Rosh Team Lead - Customer Success	★ 48	<a href="#">Follow</a>
06	Victor Areba Developer	★ 75	<a href="#">Follow</a>
07	Payal Choksey QA	★ 63	<a href="#">Follow</a>
08	Kevin Manzanares Business Development Representative	★ 61	<a href="#">Follow</a>
09	Andrew Stewart Director of Revenue	★ 58	<a href="#">Follow</a>

# Chapter 1: Understanding Gamification

## What is Gamification?

Gamification is the application of game-design elements and principles in non-game contexts to engage and motivate individuals. In an employee advocacy program, gamification transforms routine advocacy tasks into engaging activities by incorporating elements such as points, badges, and leaderboards. These game mechanics create a sense of competition and achievement, making the advocacy process more enjoyable and motivating for employees.

## Examples of Game Mechanics:

- ★ **Points:** Employees earn points for each advocacy action they take, such as sharing a post or engaging with content. These points can accumulate over time, providing a clear measure of their contributions.
- 🏆 **Badges:** Award badges for achieving specific milestones or completing particular tasks. For instance, an employee might receive a "Social Media Champion" badge for sharing a certain number of posts in a month.
- 🏆 **Leaderboards:** Leaderboards display the top performers in the advocacy program, fostering friendly competition. Employees can see how they rank compared to their peers, which can drive further engagement and participation.

# maximus



### See it in Use:

Government Administrator, Maximus, encourages activity shares in their program and rewards Members with different badges depending on where they are in their employee advocacy journey. Their 'Innovator' badge is assigned to those Members who achieve 1,000 points by interacting regularly with content, recommending content to Gaggle Managers, and recruiting others to join the Gaggle. This badge is highlight in their internal communication channels to display their commitment to employee advocacy.

*"A key aspect that drew us to GaggleAMP was the gamification feature. [It] has been instrumental in motivating our employees to participate actively and consistently in the program. It adds an element of fun and friendly competition, which has helped to sustain engagement and keep our team excited about sharing our content."*






**Jessica Sibia**

Content Marketing Strategist at Twelve Consulting Group



## Benefits of Gamification

-  **Increased Participation and Engagement:**  
Gamification significantly boosts participation rates in employee advocacy programs. By turning advocacy tasks into a game, employees are more likely to engage regularly and with greater enthusiasm. The competitive element of earning points and climbing leaderboards encourages ongoing involvement.
-  **Enhanced Productivity and Motivation:**  
Games motivate employees to perform advocacy tasks more efficiently and effectively. The desire to earn rewards and recognition can drive employees to go above and beyond in their advocacy efforts. This increased motivation translates into higher productivity as employees strive to achieve their goals and be recognized for their contributions.
-  **Boost in Brand Visibility and Social Media Presence:**  
As employees become more active in sharing and engaging with content, the organization's social media presence grows. With the right strategy, each advocacy action contributes to increased brand visibility, reaching a wider audience and enhancing the company's online reputation. This organic reach, driven by enthusiastic employees, is often more credible and impactful than traditional marketing efforts.

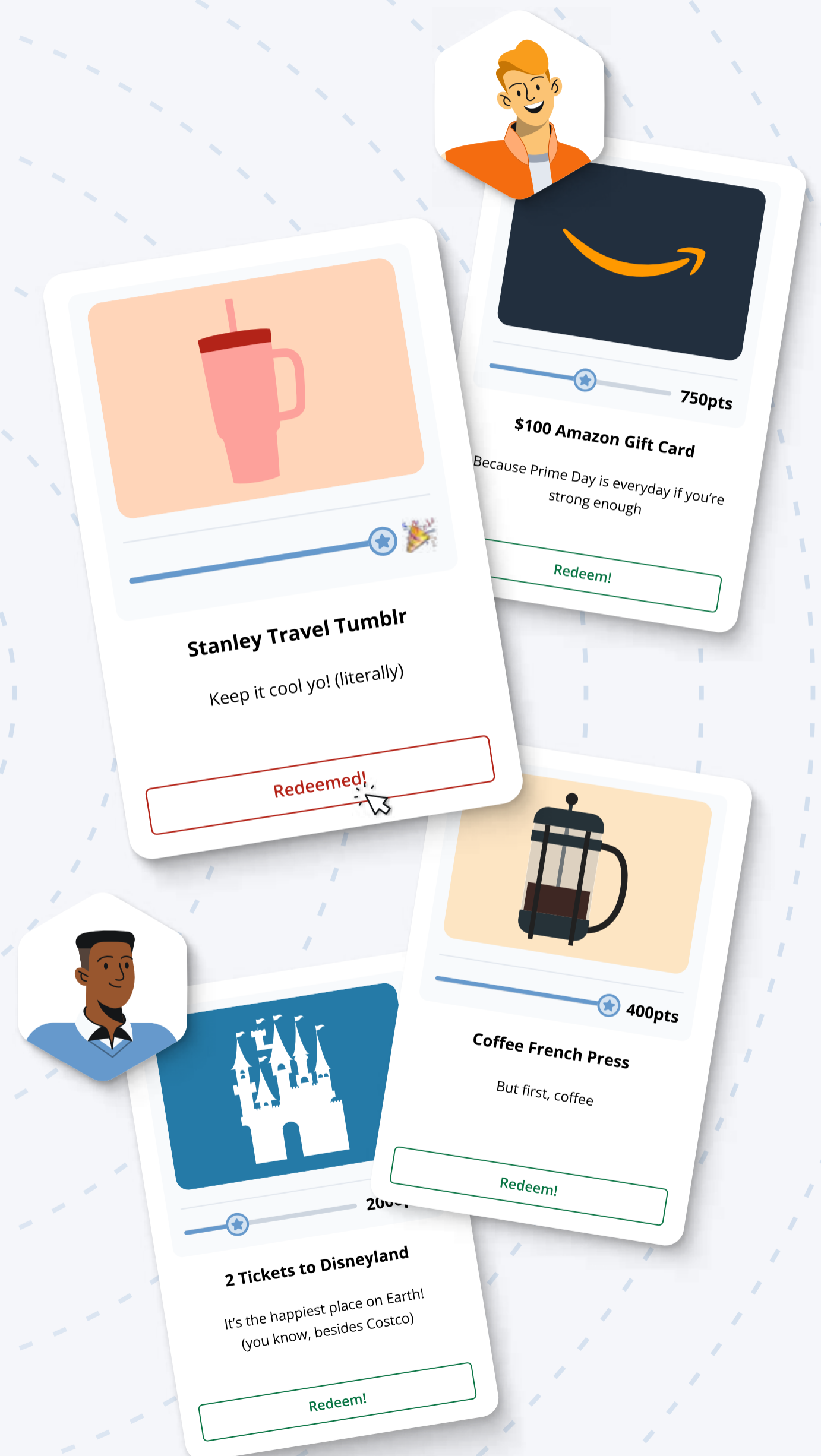


 **Additional Resources:**  
What is Gamification (with examples)?

[Read More](#)

# Chapter 2: Engaging Employees Through Gamification

Engaging employees through gamification involves creating fun and interactive ways to participate in advocacy activities. By incorporating theme-based challenges, team competitions, flash contests, and interactive leaderboards, you can foster a sense of excitement and community. Special recognition and charitable components can further enhance engagement by aligning with employees' values and motivations. Here are some effective strategies to involve employees in your gamification program.



# Fun Ways to Involve Employees

## 1. Theme-Based Challenges and Team Competitions:

Creating theme-based challenges can align advocacy activities with company goals or cultural events. For example, you might have a challenge focused on promoting a new product launch, where employees earn points for sharing content related to the product. Team competitions can also be highly effective, encouraging collaboration and friendly rivalry between different departments or groups.



**Alina Vandenberghe** • 3rd+  
Co-founder & co-Ceo @Chili Piper  
Visit my website  
1w • 🔒

+ Follow ✨ ⋮

Even though I was convinced remote work will work, we failed miserably

So we're now mandating everyone returns to the office. Full official statement here [https://lnkd.in/dwAd\\_6ix](https://lnkd.in/dwAd_6ix)

Our CFO decided to make Chili, New York our new location. In the midst of relocating employees from 40 countries, and my children to a new school. It's not easy but we have to do it in order to make the operational efficiencies work

✨ What are some tips for relocating employees? ✨ What are the benefits? >

🗨️ 292 55 comments · 6 reposts

**Denmark Francisco** • 3rd+ 1w ⋮  
CMO • Acquired 4x • \$892M • KnowBe4, Deloitte, DigitalOcean  
can't trust anything on april fools day. 🤪🤪

Like · 🗨️ 3 | Reply · 4 Replies

Load previous replies

**Alina Vandenberghe** (She/Her) Author 1w ⋮  
Co-founder & co-Ceo @Chili Piper 🔥 🗨️ Here I talk about lesso...  
**Brandee Sanders** ⚡ I already imagine all the alligator themed parties 🤪

Like · 🗨️ 1 | Reply

Example campaign shared for April Fools Day by employees at Chili Piper.

## 2. Flash Contests and Creativity Rewards:

Flash contests are short-term challenges that spur immediate participation. These could include tasks like "Share the most creative post about our brand in the next 24 hours" or "Get the highest number of likes on a company-related post by the end of the week." Rewards for creativity can include recognition, gift cards, or extra time off, which can significantly boost motivation and engagement.

## 3. Interactive Leaderboards:

Using real-time dashboards for competition and recognition can keep the excitement alive. Interactive leaderboards display the top performers and their achievements, fostering a competitive spirit and encouraging continuous participation. It can significantly increase employee motivation and engagement, as they cater to employees' competitive nature and desire for recognition.

The screenshot shows a digital leaderboard with three visible entries:

- Michelle Brammer**, Director of Marketing, 430 stars
- Joe Sonkin**, Chief of Staff, 415 stars
- Glenn Gaudet**, CEO, 360 stars



04		Guisele Calderon Digital Success Team
05		Chad Rosh Team Lead - Customer Success
06		Victor Areba Developer
07		Payal Choksey QA
08		Kevin Manzanares Business Development Representative
09		Andrew Stewart Director of Revenue
10		Reynaldo Portillo Team Lead Operations & Finance

### Pro-Tip:

Everyone loves to beat their boss (or their bosses boss) in a competition. Some of the most popular, and active programs, have active leadership that like to check the leaderboards, too.



**Gaggles with rewards see approximately 3x more activities completed per active member compared to Gaggles without rewards.**



#### 4. Special Recognition:

Featuring winners in company communications is a powerful way to acknowledge and reward top performers. This can be done through newsletters, social media shout-outs, or during company meetings. Public recognition not only boosts the morale of the individuals being recognized but also motivates others to strive for similar achievements.

#### 5. Charitable Components:




Linking achievements to charitable contributions can add a meaningful dimension to your gamification program. For example, for every 100 points an employee earns, the company could make a donation to a charity of their choice. This not only motivates employees to participate but also aligns with corporate social responsibility goals and enhances the company's image.



# Templates for Engagements




## Template Example for a Theme-Based Challenge:

**Title:** Social Media Superstar Challenge

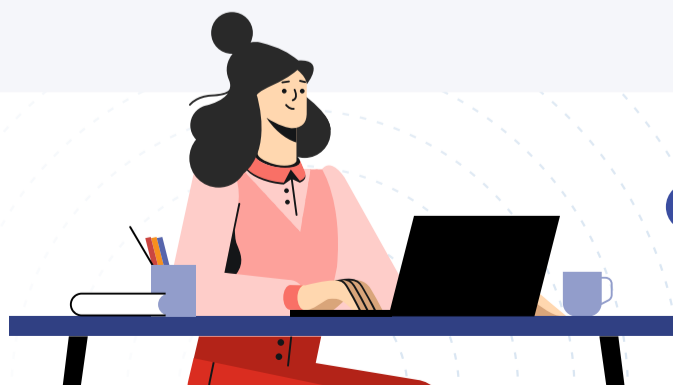
<p><b>Objective:</b></p> <p> Increase brand visibility through creative social media posts.</p>	<p><b>Duration:</b></p> <p> One month</p>
<p><b>Tasks:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Share company posts</li> <li><input type="checkbox"/> Create original content related to the brand</li> <li><input type="checkbox"/> Engage with followers</li> </ul>	<p><b>Point System:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 10 points for each share</li> <li><input type="checkbox"/> 20 points for original posts</li> <li><input type="checkbox"/> 5 points for comments and likes</li> </ul>
<p><b>Rewards:</b></p> <p> Top three performers receive gift cards and public recognition in the company newsletter.</p>	

## Template Example for a Team Competition:

**Title:** Departmental Advocacy Showdown

<p><b>Objective:</b></p> <p> Foster team spirit and enhance engagement by competing in advocacy activities.</p>	<p><b>Duration:</b></p> <p> One quarter</p>
<p><b>Tasks:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Share content</li> <li><input type="checkbox"/> Create team videos or posts</li> <li><input type="checkbox"/> Engage in group discussions</li> </ul>	<p><b>Point System:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 50 points for team videos</li> <li><input type="checkbox"/> 20 points for each share</li> <li><input type="checkbox"/> 10 points for comments and likes</li> </ul>
<p><b>Rewards:</b></p> <p> Winning team gets a team-building outing and recognition on the company intranet.</p>	

By implementing these strategies and templates, you can create a vibrant and engaging gamification program that motivates employees and drives business success.



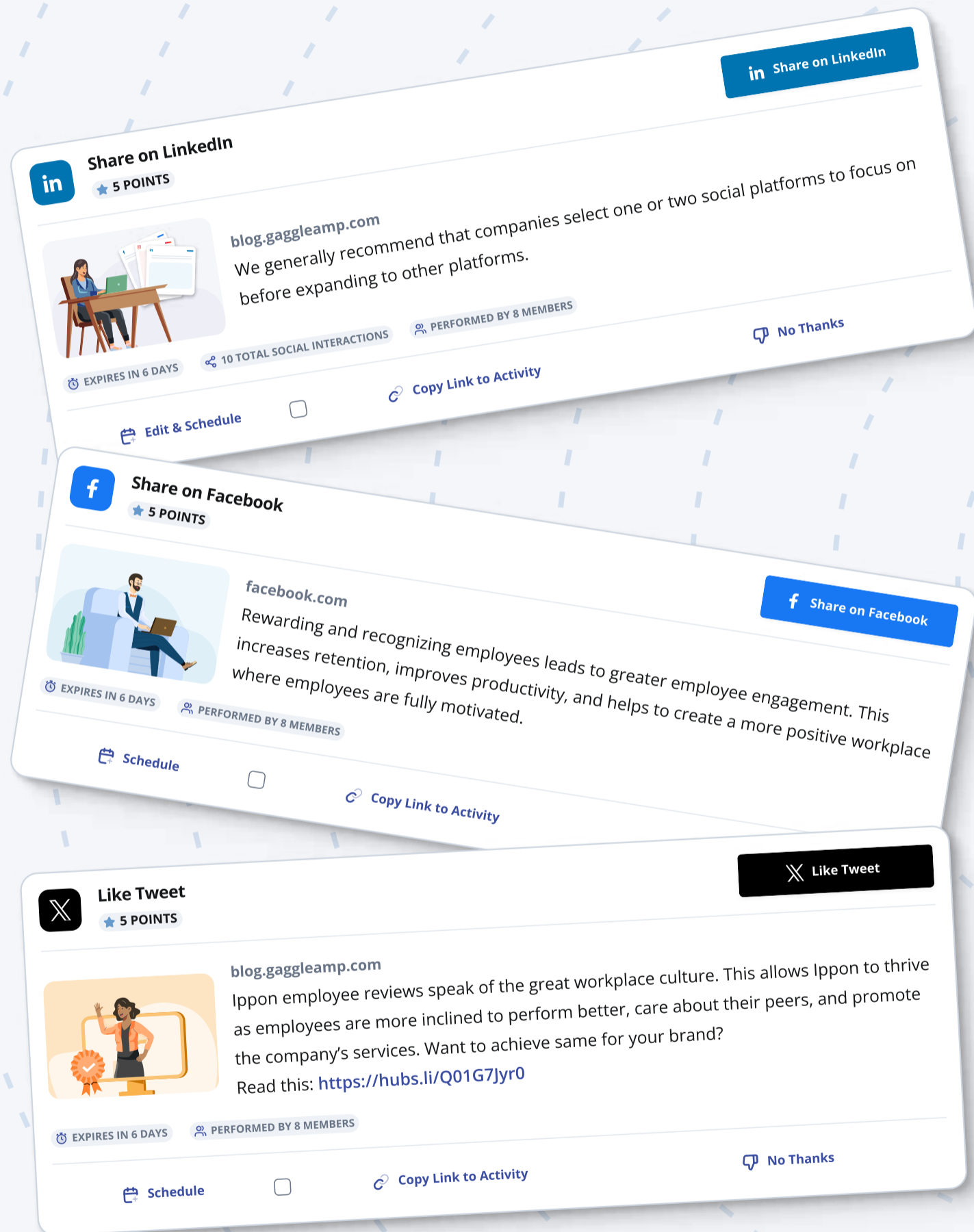
 **Additional Resources:**  
Interactive Template: Download our 'Winners Circle Template'

[Download Here](#)

# Chapter 3: Designing Your Gamification Program

Designing a gamification program for your employee advocacy efforts requires careful planning and strategic thinking. Begin by clearly defining the outcomes you aim to achieve, ensuring each activity aligns with these goals. Establish a fair and motivating point structure that encourages participation and rewards meaningful contributions. Finally, choose a balanced mix of intrinsic and extrinsic rewards to keep employees engaged and driven to support your advocacy initiatives.

Let's take a closer look at how to design your gamification program.

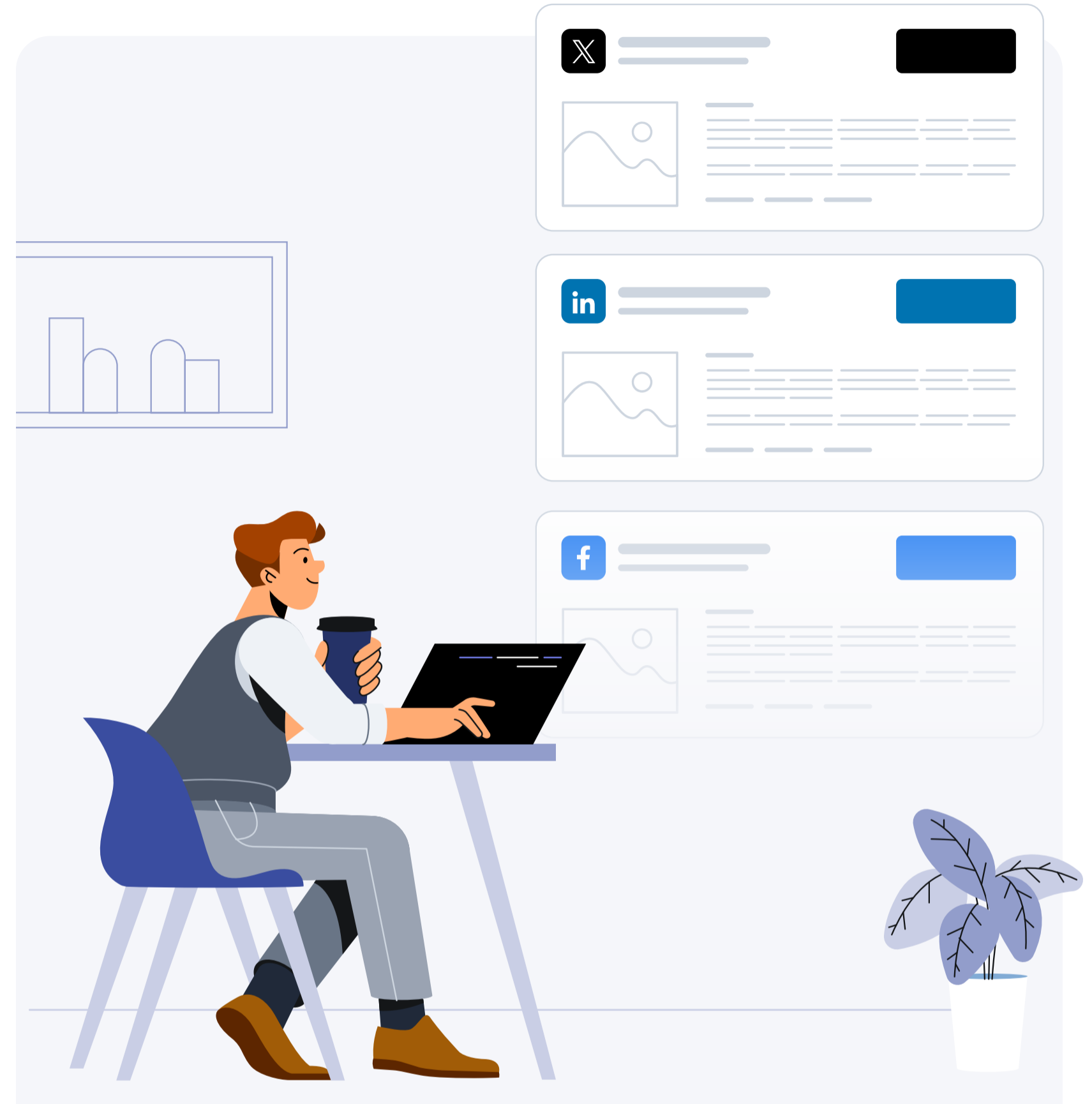


## Define Your Outcomes

Before delving into creating your activities for your employees to share, you'll need to think about what you are trying to accomplish with your employee advocacy program. Oftentimes the outcome you are looking to achieve can be influenced by the way you position your employee advocacy activities.

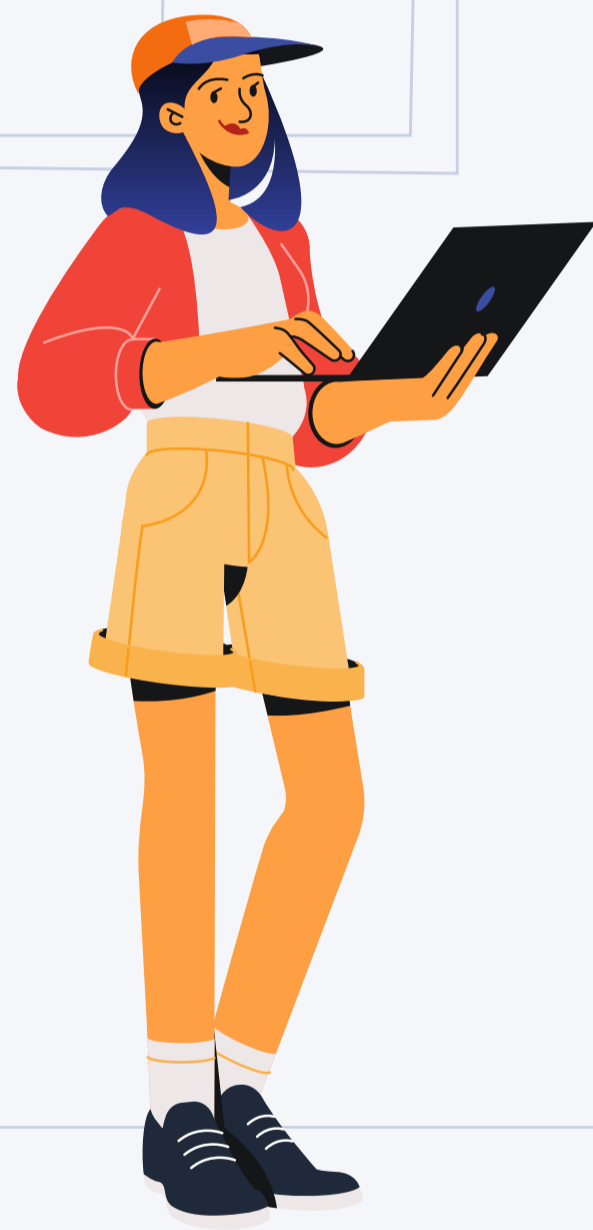
When thinking about your outcomes, some important points to consider include:

- Would participation in the program help increase brand awareness?
- Are you aiming to improve recruitment efforts or candidate quality?
- Do you want to drive more traffic and leads to your campaigns?
- Do you intend to positively increase the perception of your brand?
- Would social selling, or being part of the right conversations at the right time, help your team and their level of authority?



### For Example:

If your outcome is to drive more traffic and leads to your campaigns, you'll want employees sharing content that includes links to high-conversion content and pages. Likewise, if you want to boost your recruitment efforts, you might ask your employee advocates to 'Share' a post on LinkedIn about why they chose you as an employer.



**Set Activity Configurations**

---

**Post to Channels** ⓘ

All Channels ▼

Post only for members subscribed to the selected channels

**Filter by groups** ⓘ

All Members ▼

Post only for members who has been assigned a tag

**Select Campaign** ⓘ

All Members ▼

Post only for members who has been assigned a tag

**Points:**

★ 5   ★ 10   ★ 15

**Other Options**

Enable Tracking

Feature Activity



With this structure in mind, you can run scenarios to ensure you have the correct point redemptions for you team. You do not want to make the ability to redeem points for a reward too easy or too difficult, hence why you need to set your point structure before defining the rewards.

## Identify Your Point Structure

While this might seem trivial, defining your point structure can keep your program fair and also help you decide the redemption points for your rewards.

Some popular options we've seen for deploying a point system include:

- ⊖ **Divy up by the type of activity created.**  
 Programs that leverage this method assign say '5' points for any engagement activity (e.g. like this post), '10' points for activities that require a comment, and '15' points for say sharing a post with their own unique commentary.
- 🏆 **Segment based on high-value/low-value content.**  
 Some programs know exactly what campaigns they want to support more than others and adjust the point values accordingly. For example, activities supporting a new product release may have a higher-value for completion than say engaging with a post about a new blog post.
- 🧩 **Segment the point value based on specific channels.**  
 For some programs, they weight local content higher than they would say corporate content, and divvy up their points accordingly. For example, say you work in the London office for an American-based company. Higher point values might be assigned to content local to the London office than content assigned to the corporate office.

## Choose Rewards

Rewards are a fundamental component of any gamification strategy. They motivate employees by recognizing their efforts and encouraging continuous participation. There are two main types of rewards: intrinsic and extrinsic.

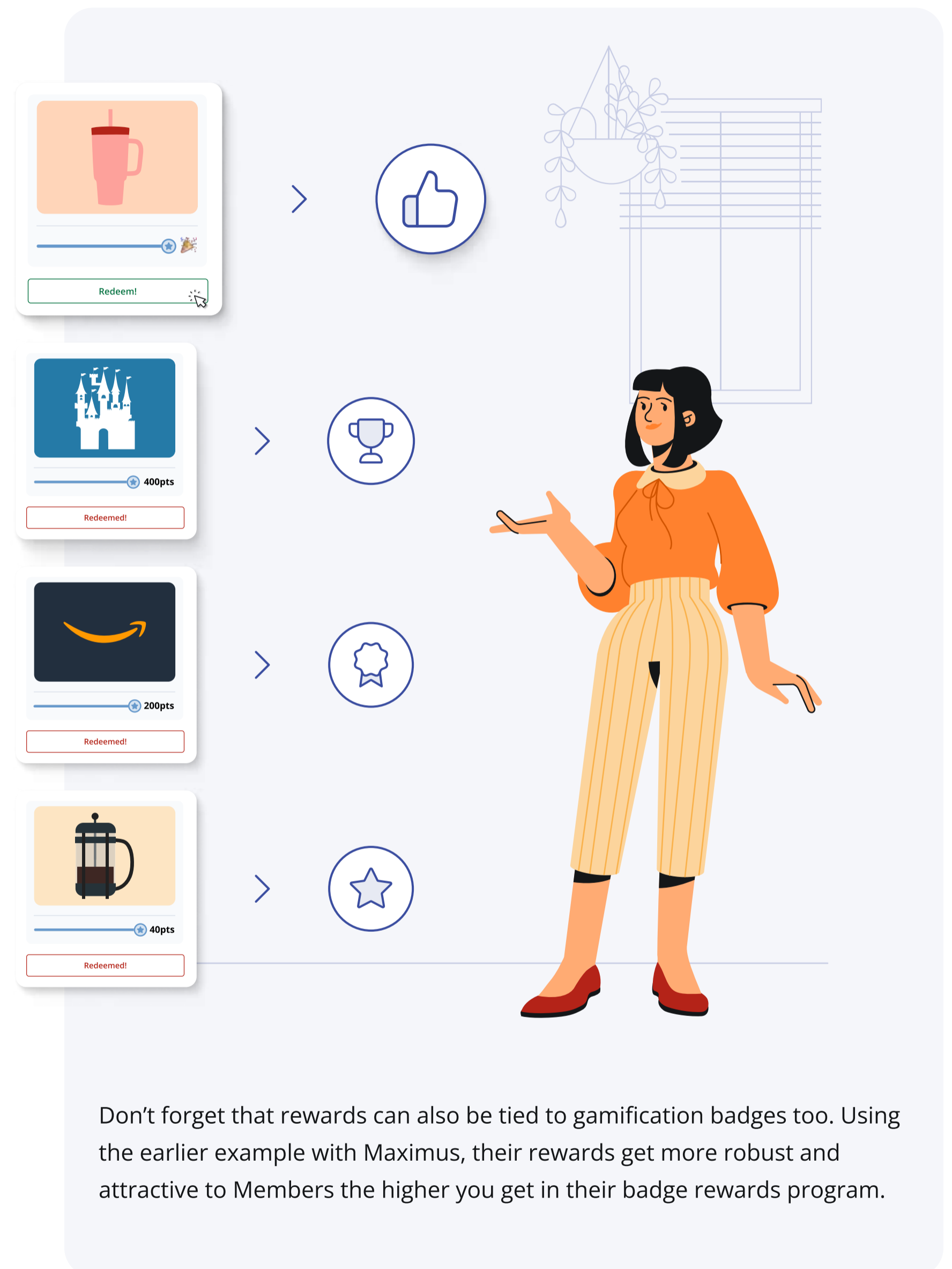
### Intrinsic Rewards:

These are internal rewards that provide personal satisfaction. Examples include public acknowledgment, certificates, and opportunities for professional development. Intrinsic rewards foster a sense of achievement and personal growth.

### Extrinsic Rewards:

These are tangible rewards given to employees for their efforts. Examples include gift cards, bonuses, extra vacation days, or merchandise. Extrinsic rewards can drive immediate engagement by offering employees something concrete to strive for.

A mix of both intrinsic and extrinsic rewards is encouraged to help with employee engagement. A study by [Gallup](#) found that organizations with robust recognition programs see a 14% increase in employee productivity and a 31% reduction in voluntary turnover.



# Chapter 4: Communicating and Launching Your Program

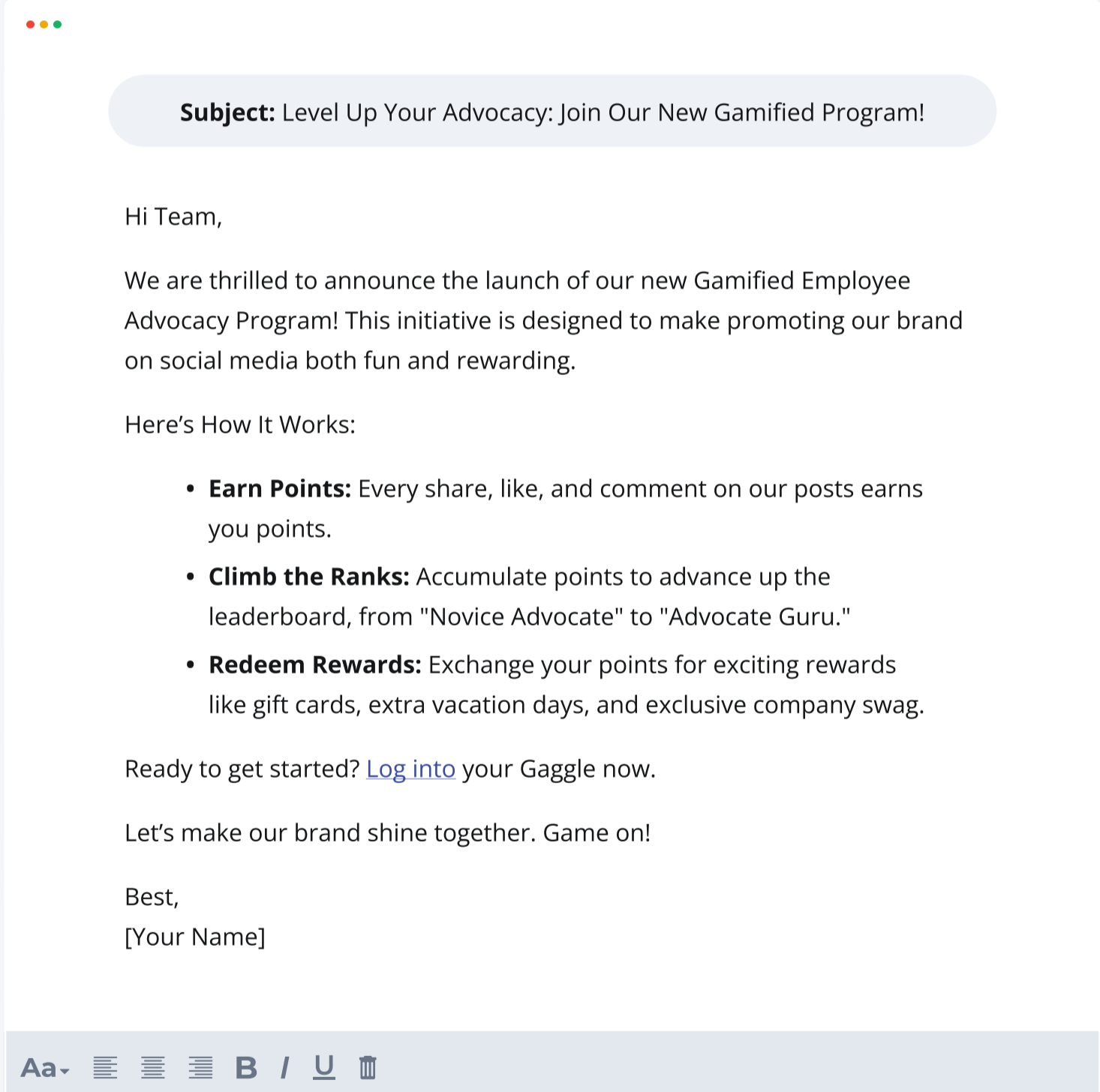
The success of your gamification initiatives all starts with the kick off of the employee advocacy program. If your Members can't get behind or excited about the employee advocacy program, your gamification efforts will fall flat, too. Here are some tips on how to avoid a failure to launch.



## Crafting an Engaging Announcement

Crafting an engaging announcement helps generate excitement and encourages participation right from the start. Begin by clearly explaining the goals and benefits of the program, highlighting how it will make advocacy efforts more rewarding and enjoyable. We recommend using a template similar to the 'Email Template for a Program Launch' to help communicate your program succinctly but with gusto, playing to the attributes of your program that are the most attractive to your employees.

### Email Template for a Program Launch:



The image shows a screenshot of an email template. At the top, there is a subject line in a light blue rounded rectangle. Below it is the salutation 'Hi Team,'. The main body of the email contains an introductory paragraph, a section titled 'Here's How It Works:' followed by a bulleted list of three points: 'Earn Points', 'Climb the Ranks', and 'Redeem Rewards'. The email concludes with a call to action to log into Gaggle, a closing sentence, and a sign-off 'Best, [Your Name]'. At the bottom, there is a light blue footer bar with a rich text editor toolbar containing icons for font size, bold, italic, underline, and a trash icon.

**Subject:** Level Up Your Advocacy: Join Our New Gamified Program!

Hi Team,

We are thrilled to announce the launch of our new Gamified Employee Advocacy Program! This initiative is designed to make promoting our brand on social media both fun and rewarding.

Here's How It Works:

- **Earn Points:** Every share, like, and comment on our posts earns you points.
- **Climb the Ranks:** Accumulate points to advance up the leaderboard, from "Novice Advocate" to "Advocate Guru."
- **Redeem Rewards:** Exchange your points for exciting rewards like gift cards, extra vacation days, and exclusive company swag.

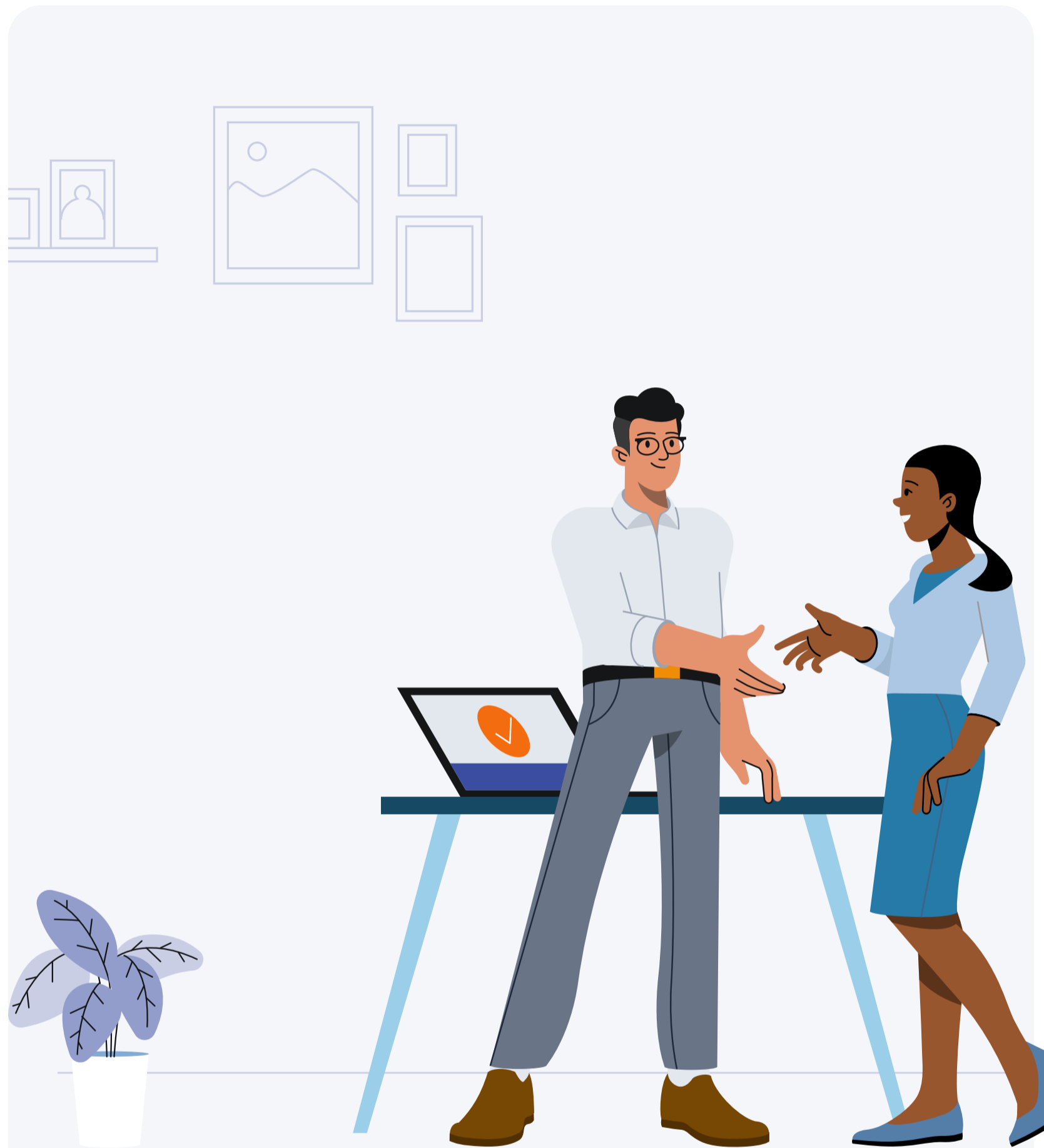
Ready to get started? [Log into](#) your Gaggle now.

Let's make our brand shine together. Game on!

Best,  
[Your Name]

Aa- [List] [List] [List] B / U [Trash]



**To be frank:**





Employees are more likely to want to participate in a program their executives support and they carry a lot of influence and weight, too.

## Identify Executive Sponsors

When you have an executive sponsoring echoing the importance of your employee advocacy efforts at the time of the launch, you will have far greater success than going at it alone. Executive sponsors carry a lot of weight within a program, so their buy-in can get others bought-in pretty quickly.

## Communicate and Launch

The success of your gamification program hinges on effective communication. Utilize multiple channels to ensure that all employees are aware of the program and understand how to participate. Consider using the following communication channels:

-  **Email Announcements:**  
Send detailed emails outlining the program, how it works, and the benefits of participating.
-  **Slack or Microsoft Teams:**  
Send personal invitations over your company communications platform, or introduce gamification as part of a company all-hands meeting.
-  **Company Intranet:**  
Create a dedicated section on your intranet where employees can find information, track their progress, and access resources.
-  **Team Meetings:**  
Use team meetings to discuss the program, answer questions, and encourage participation.



# Follow-Up With Outstanding Invitations

Sometimes an invite hits just at the wrong time or place and employees forget about it. That's why it's important to do your due diligence and follow-up with them.

Using something like the Program Launch Template can help remind Members that you'd like them to join in your employee advocacy efforts. Likewise, announcements like a monthly challenge (template included) can help set the pace for a new program right off the bat.

## Program Launch Template:

**Subject:** Welcome to Our Gamified Advocacy Program!

Hi Team,

We are excited to introduce our Gamified Employee Advocacy Program! Here's how you can get involved:

Here's How It Works:

- **Sign Up:** [Join the program here.](#)
- **Earn Points:** Share and engage with our social media posts to earn points.
- **Track your Progress:** Check out the leaderboard to see your rank.
- **Redeem Rewards:** Use your points to claim amazing rewards.

Don't miss out on the fun and the rewards. Start earning points today!

Best,  
[Your Name]

Aa- [List Icon] [Text Icon] [Bold Icon] / [Underline Icon] [Trash Icon]

## Monthly Challenge Template:

**Subject:** This Month's Challenge: Boost Our Brand Visibility!

Hello Advocates,

Get ready for this month's advocacy challenge! Let's boost our brand visibility and have some fun along the way.

Challenge Details:

- **Goal:** Increase engagement on our latest product launch post.
- **Tasks:** Share the post, create unique content, and engage with followers.
- **Rewards:** The top performer will win a special lunch with our CEO and exclusive company merchandise.

Track your progress and see how you stack up on the leaderboard. [Join the challenge now.](#)

Let's make some noise and show everyone what we can do!

Cheers,  
[Your Name]

Aa- [List Icon] [Text Icon] [Bold Icon] / [Underline Icon] [Trash Icon]

### Best Practice:

Any and all activities in your employee advocacy program can be turned into an executive activation opportunity. Take a look at this tactical plan of how other program managers succeeded in executive activation and leveraged their Gaggle to drive their perspectives and voices further.

[Learn More](#)



*"GaggleAMP has completely altered our marketing strategy. Our team loves a good competition, and rewarding them by being active participants in our social media strategy has saved us money in the long run and has built significant community between team members (did I mention it's fun?)"*

**Hope Delongchamp-Boissoneault**

Communications Manager at Laughing Dragon Studios

# Chapter 5: Monitoring and Refining Your Program





Monitoring participation and engagement is crucial for the success of your gamification program. Regular tracking allows you to understand how employees are interacting with the program, identify trends, and measure the effectiveness of your strategies. It also helps you course correct a strategy when necessary. Here are a few elements we'd recommend you keep an eye on.




## Track Engagement

It's important to keep an eye on the engagement achieves from your program as well as your employee engagement.

Key metrics to monitor include:

-  The number of active participants.
-  The frequency of their interactions.
-  The types of activities Members are most engaged with.
-  The types of posts that are most engaged with by social network.

At GaggleAMP, we offer robust tools to track specific advocacy activities, measure engagement levels, and analyze the overall impact on your social media presence. This data provides valuable insights that can help you refine your program to better meet your goals.



**Gaggles with rewards see approximately 2.49x more activities completed per active member compared to Gaggles without rewards.**



The illustration shows a woman with dark hair in a bun, wearing a red dress and red shoes, holding a tablet. To her right is a large screen displaying three social media challenge cards. The top card is for X (Twitter), the middle for LinkedIn, and the bottom for Facebook. Each card includes a title, a 5-point reward, a description, a link, and a 'No Thanks' button. The background features faint icons of a picture frame, a person, and a plant.

### Like Tweet

★ 5 POINTS

blog.gaggleamp.com  
Ippon employee reviews speak of the great workplace culture. This allows Ippon to thrive as employees are more inclined to perform better, care about their peers, and promote the company's services. Want to achieve same for your brand?  
Read this: <https://hubs.li/Q01G7Jyr0>

EXPIRES IN 6 DAYS PERFORMED BY 8 MEMBERS

Schedule Copy Link to Activity No Thanks

### Share on LinkedIn

★ 5 POINTS

blog.gaggleamp.com  
We generally recommend that companies select one or two social platforms to focus on before expanding to other platforms.

EXPIRES IN 6 DAYS 10 TOTAL SOCIAL INTERACTIONS PERFORMED BY 8 MEMBERS

Scheduled Copy Link to Activity No Thanks

### Share on Facebook

★ 5 POINTS

facebook.com  
Rewarding and recognizing employees leads to greater employee engagement. This increases retention, improves productivity, and helps to create a more positive workplace where employees are fully motivated.

EXPIRES IN 6 DAYS PERFORMED BY 8 MEMBERS

Scheduled Copy Link to Activity No Thanks

## Iterate and Improve

To keep your gamification program dynamic and engaging, it is essential to gather feedback and make continuous adjustments.

Employees have the power to accept or decline any activity which can give you insight into what they are and are not willing to share. For example, you might find activities for 'X' may be continuously rejected if employees do not have an X account.

Encourage employees to share their experiences and suggestions through recommendations, too. Analyzing this feedback helps you identify areas for improvement and implement changes that enhance the user experience. Regularly updating challenges, rewards, and recognition methods keeps the program fresh and motivating.

## Don't Forget Regular Training

While it might sound counterintuitive with employees already participating in your employee advocacy program, but be sure to offer regular social media training.

Yes, you may already be heavily involved in social media so you're up-to-date on all of the latest algorithm changes and modifications happening at each of the social networks. But, if you're not working in social media and using it primarily for recreational use, you may not be aware of these changes.

Also, when you conduct regular training, you may pick up new employee advocates along the way. For example, we have some companies that do a social media training course once per quarter. Included in that course is an intro to their company's social media policy as well as a high-level intro to social media networks.

This course is always well received as many people are comfortable with social media personally, but not necessarily when speaking on behalf of an employer. Plus it acts as a natural lead-in and next step introduction to employee advocacy efforts.

By maintaining a flexible and responsive approach, you can ensure that your gamification program remains effective and continues to drive high levels of participation and productivity.



A banner for LinkedIn Best Practices. On the left, there is a blue ribbon icon, a plant icon, and a circular LinkedIn logo. In the center, there is a profile picture of Jess Williams, a woman with dark hair. Below her name, it says "Senior Manager at Denali Bank" and "University of Toronto - Toronto, Canada Area - 251". At the bottom, there is a small line of text: "Experienced Senior Manager with a demonstrated history of working in the banking industry. Skilled in Leadership, Project Management, Business Process, Training, and Business Management. Strong analytical and problem-solving skills."

## LinkedIn Best Practices

			✓
	✓	✓	
✓			

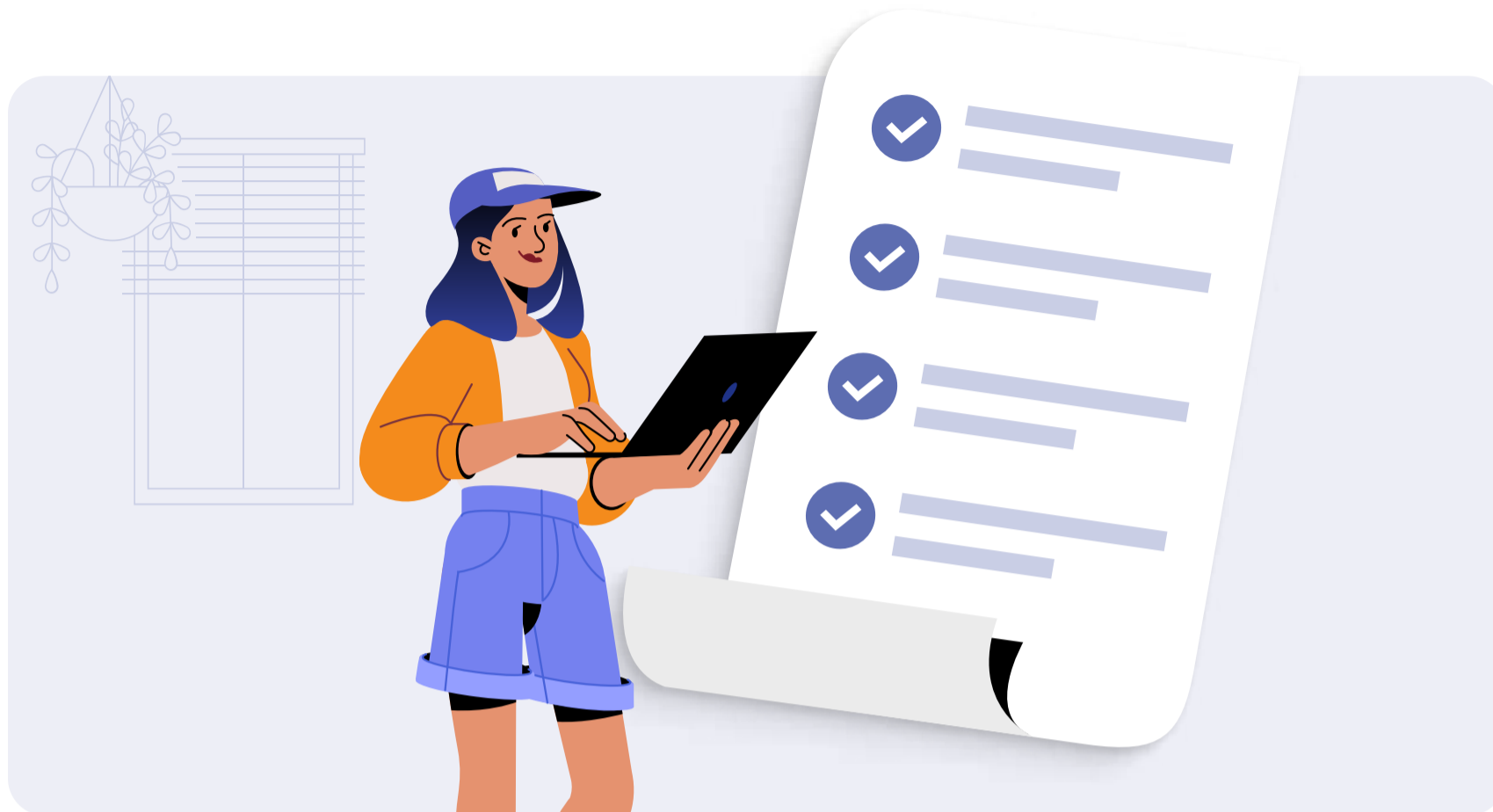
[Download the Best Practices](#)

# Chapter 6: Best Practices for Successful Gamification

Implementing gamification in an employee advocacy program can significantly boost engagement and productivity, but its success depends on following best practices. Ensuring that participants understand the mechanics, making the program accessible, and offering a variety of rewards are crucial. Additionally, maintaining fairness and transparency and regularly introducing new challenges can keep the program dynamic and exciting. Here are the key elements to consider for a successful gamification strategy.







## 1. Set Clear Rules and Objectives

It is essential to ensure that all participants understand the program mechanics. Clearly defined rules and objectives provide a framework that guides employees on how to earn points, achieve rewards, and advance through levels. This clarity helps prevent confusion and sets clear expectations—well-defined goals can improve performance by up to 20%.

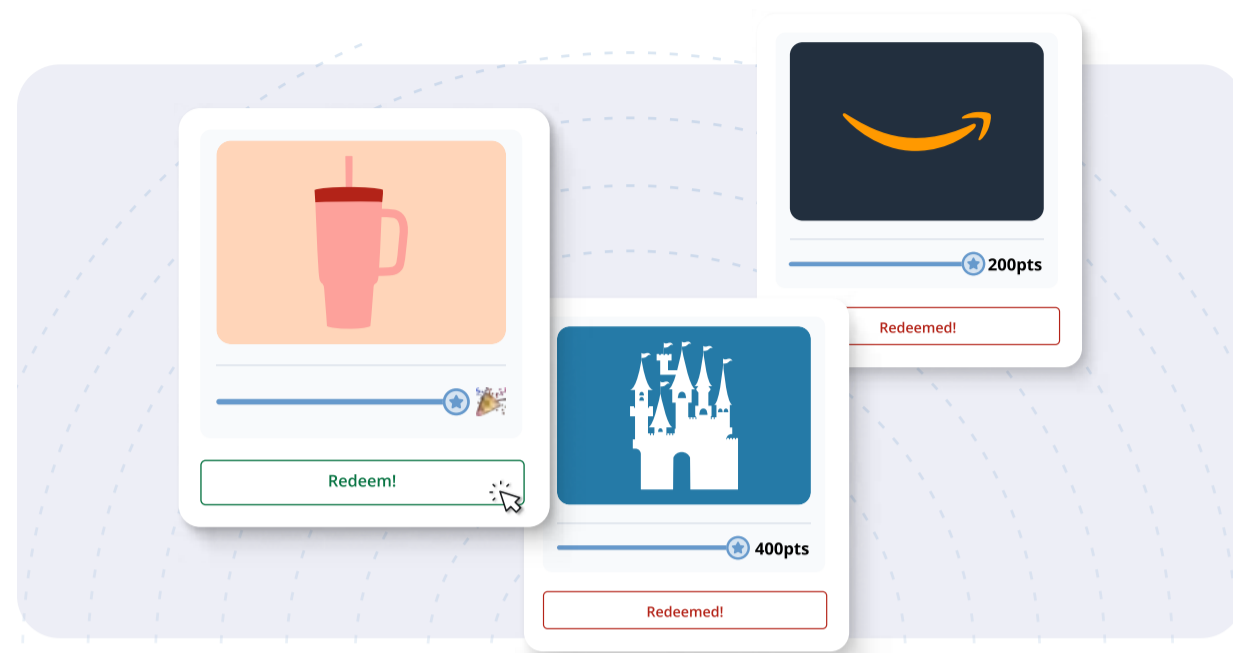
## 2. Consider Accessibility

Making participation easy and user-friendly is critical for high engagement. The platform you choose should be intuitive, and the process of earning points and rewards should be straightforward. At GaggleAMP, we focus on creating an accessible interface that encourages seamless interaction with the gamification elements. This approach ensures that all employees, regardless of their tech-savviness, can participate fully and enjoy the experience.



### Pro-Tip:

Don't forget to consult your company social media policy before deploying a program. If the social media policy prohibits employees from using the company name in promotional content on their social networks, you might find employees hard-pressed to share linked company content from your employee advocacy program. They should work with each other, not against one another.

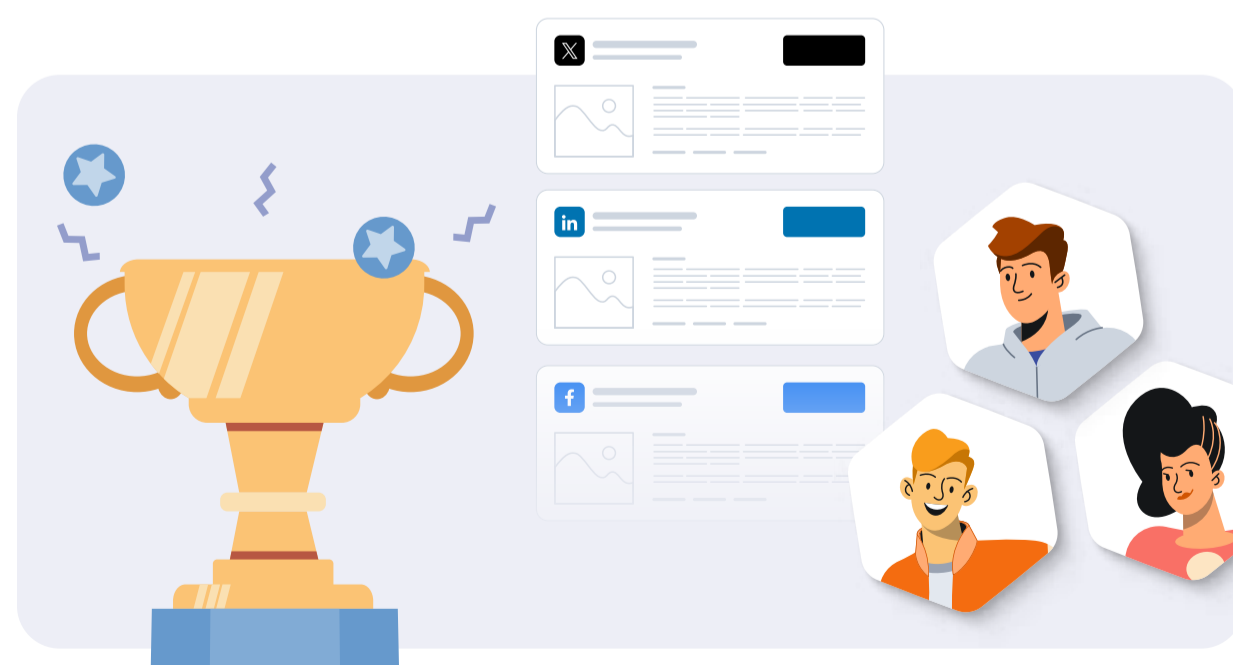
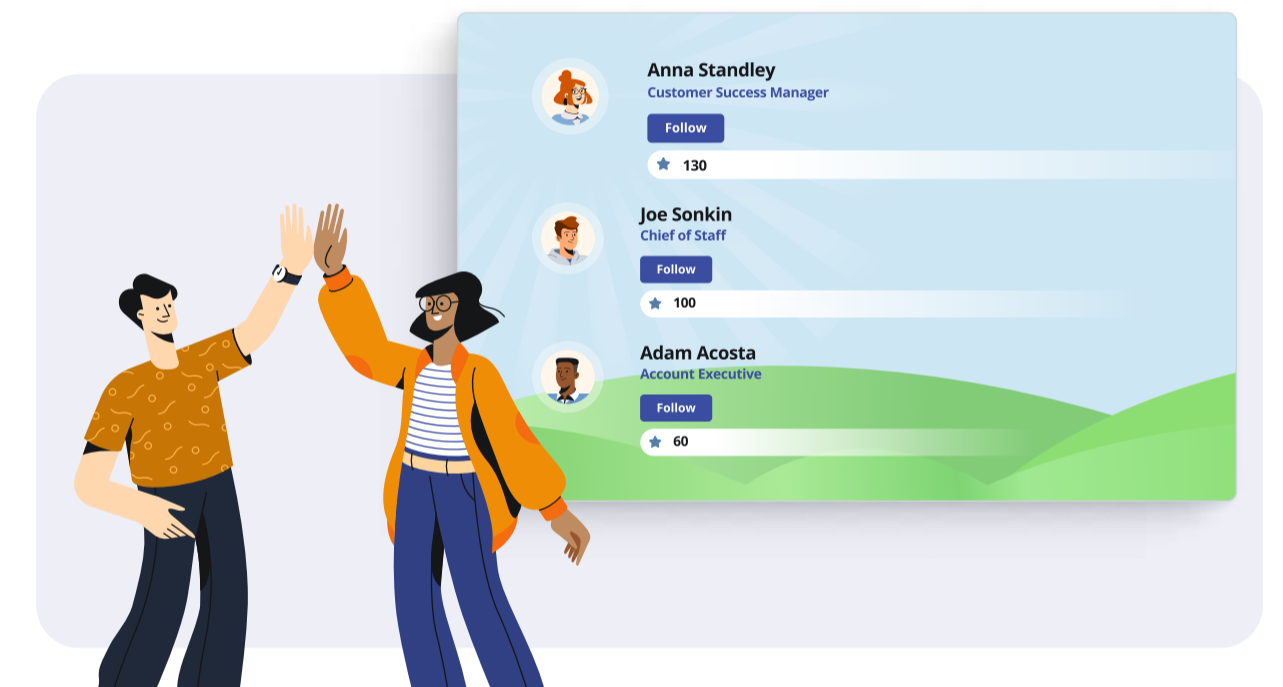


### 3. Offer a Variety of Rewards

Catering to different motivational needs by offering a variety of rewards can significantly enhance engagement. Mix up the rewards: public recognition and professional growth opportunities provide personal satisfaction for some audiences, while others are more motivated by gift cards and extra vacation days. There is nothing wrong with either incentive but you need to be able to offer variety to entice multiple crowds.

### 4. Fairness and Transparency are King

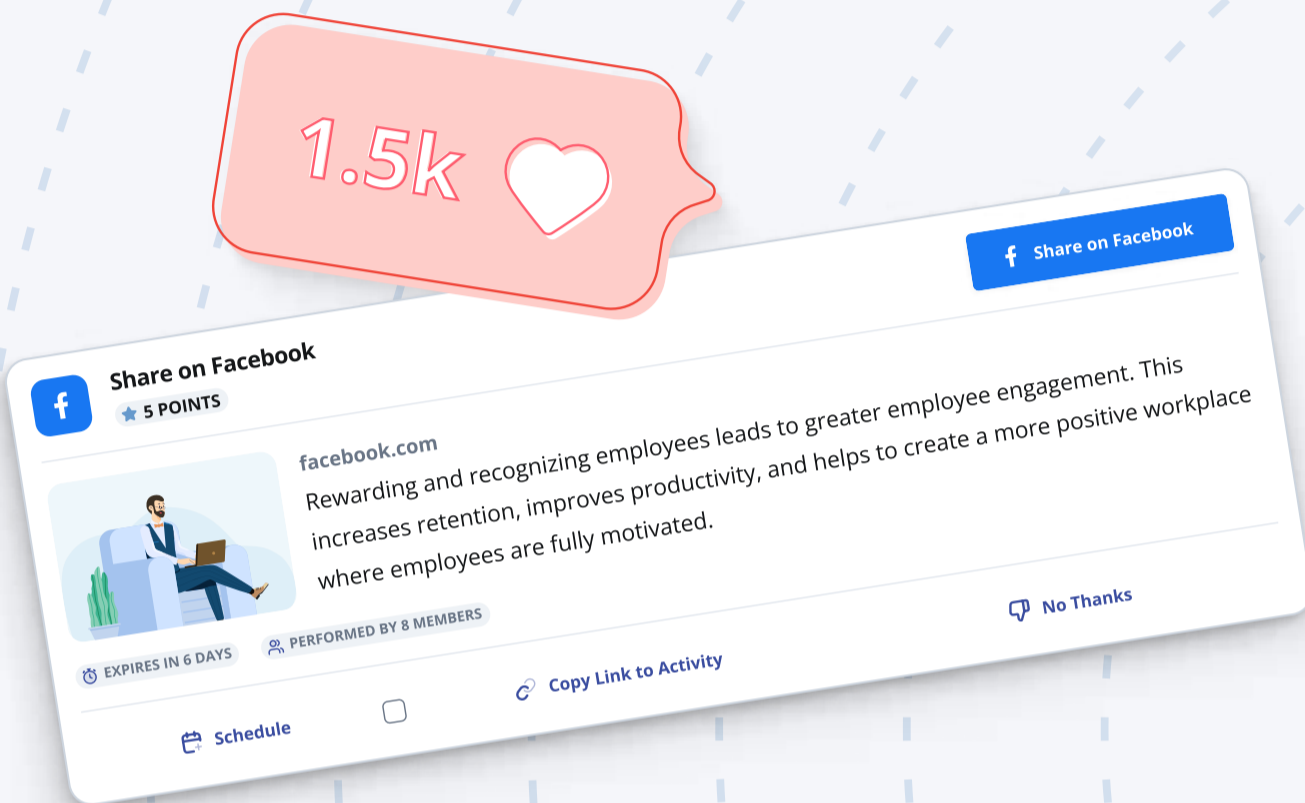
Maintaining trust and motivation requires a fair and transparent points system. Participants should feel that the system is unbiased and that their efforts are accurately reflected in their rewards. Transparency in how points are awarded and redeemed helps build credibility and trust in the program, increasing employee trust and participation.



### 5. Keep It Innovative and Fun

Introducing new challenges and rewards regularly keeps the program dynamic and engaging. Regular updates prevent the program from becoming stale and maintain high levels of interest and participation. Innovative and fun elements, such as themed challenges or surprise rewards, can boost enthusiasm and long-term commitment.

By following these best practices, you can create a successful gamification program that boosts employee engagement and drives business success.



# Chapter 7: Aligning Gamification with Business Objectives

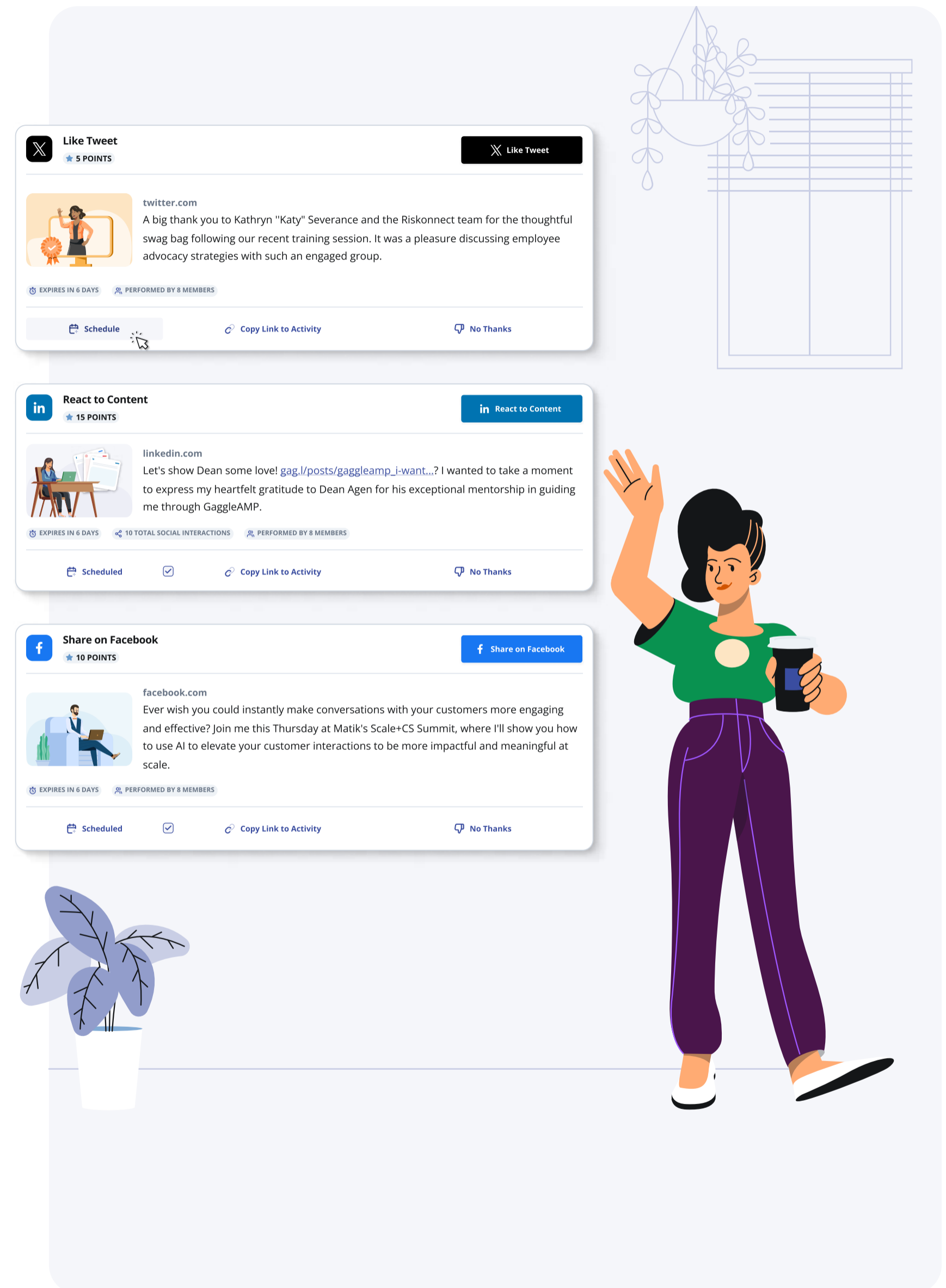
Integrating gamification into your employee advocacy program isn't just about making work fun; it's about strategically aligning these efforts with your broader business objectives. By ensuring that gamification elements support your company's goals and values, you can drive meaningful improvements in both employee engagement and business performance.



## Strategic Integrations

For gamification to be effective, it must be strategically aligned with your business goals and corporate values. This means designing gamification elements that not only motivate employees but also drive behaviors that contribute to your company's strategic objectives.

For example, if a key business goal is to increase brand awareness, gamification tasks might include sharing branded content on social media or commenting on threads where there is an opportunity to elevate your product. Aligning gamification with business goals ensures that employee efforts directly support broader organizational priorities.



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A big thank you to Kathryn "Katy" Severance and the Riskconnect team for the thoughtful swag bag following our recent training session. It was a pleasure discussing employee advocacy strategies with such an engaged group.

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## Benefits for Business Performance

Gamification can significantly enhance business performance by improving customer experience and satisfaction. Engaged employees are more likely to go above and beyond in their interactions with customers, leading to higher satisfaction rates.

By leveraging gamification, companies can create a more motivated workforce that delivers exceptional service, fostering customer loyalty and boosting overall performance.

A study by [Gallup](#) found that companies with engaged employees **outperform those without by 202%**.

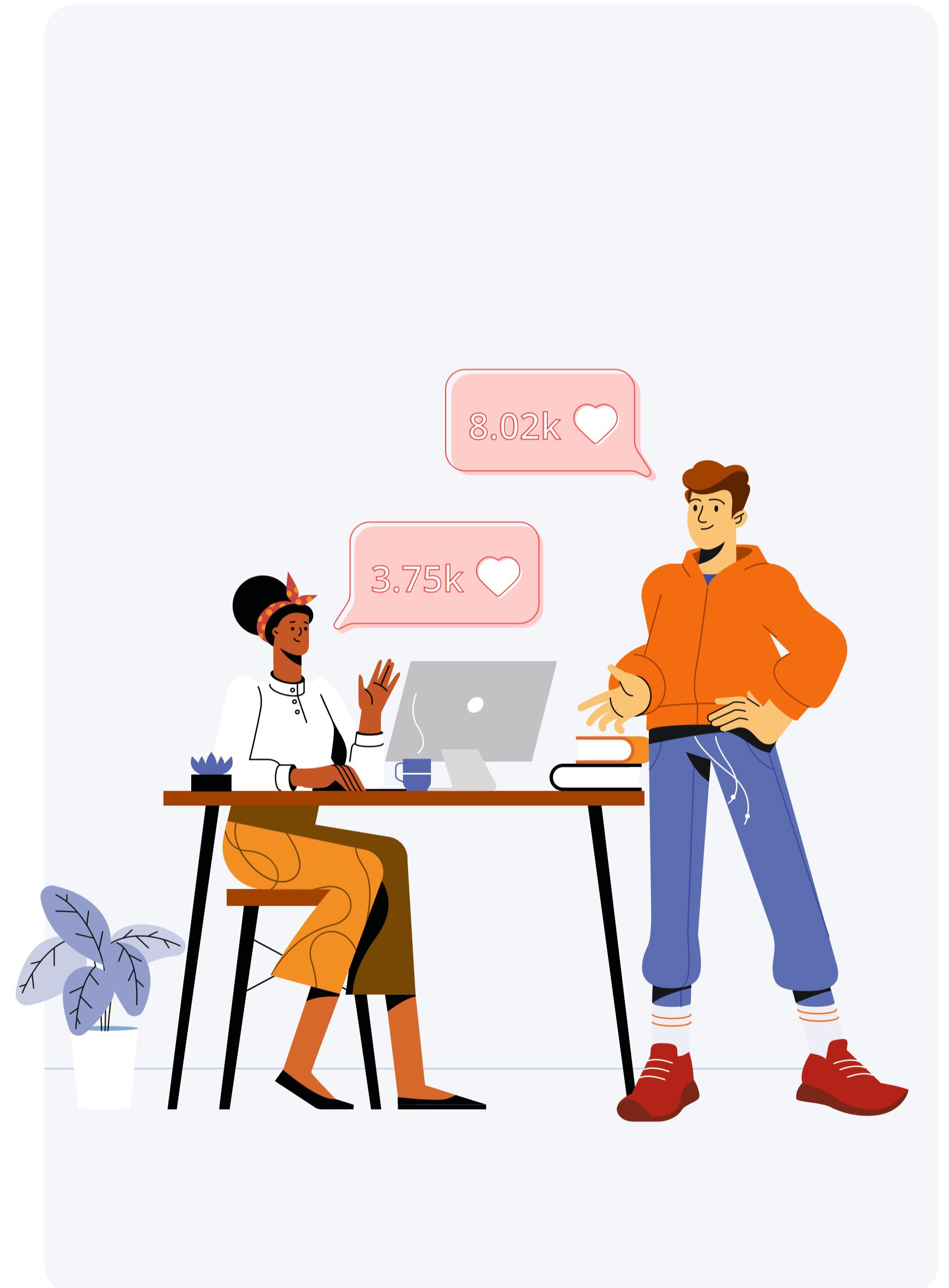
## Fostering a Culture of Advocacy

Encouraging a culture of advocacy through gamification can drive business success by turning employees into brand ambassadors. When employees are motivated to share positive stories and information about the company, it enhances the company's reputation and visibility. This organic promotion is often more credible and effective than traditional marketing efforts.

Moreover, a strong culture of advocacy can lead to increased employee satisfaction and retention, as employees feel more connected and committed to the company's mission and values.

Using GaggleAMP ensures that gamification efforts are not just engaging but also strategically beneficial to the company. Regularly reviewing and adjusting the gamification program based on business needs and feedback can further enhance its effectiveness and alignment with corporate goals.

By strategically integrating gamification into your business framework, you can create a dynamic, motivated workforce that drives both employee engagement and business success.



# Conclusion

Gamification can make employee advocacy fun and rewarding. By using points, badges, and leaderboards, employees are more motivated to share and engage with company content. This not only boosts their productivity but also helps spread your brand's message further on social media.

Starting is easy. Set clear goals, create exciting challenges, and keep track of progress. If you're a GaggleAMP customer, talk to your Customer Success Manager for tips on enhancing your gamification strategy. Not a customer yet? [Reach out to us](#), and we'll show you how our platform can make advocacy fun for your team.

Ready to make work more exciting? Let's get started and turn your team into enthusiastic brand ambassadors today!

