

# Transform Your Advocacy Program with Authenticity at Scale

## Hootsuite Amplify + Curate by Upcontent



### **TODAY, MORE THAN EVER, YOUR EMPLOYEES ARE YOUR BRAND.**

In an increasingly digital world, your employee advocacy program helps the world see the human side of your organization. Your future buyers want to know they're working with a smart team that's passionate about what they do—and an organization that supports them.

Hootsuite Amplify and Curate by UpContent bring together your organization's original content with articles sourced by our intelligent discovery engine—making it easy for employees to find and share high-quality content on the topics that matter to them.

Boost your employee engagement, brand awareness, recruiting efforts, and sales with a best-in-class employee advocacy program.

**Hootsuite**<sup>®</sup>



UpContent



# Organizations with higher employee engagement achieve better customer engagement, higher productivity, better retention, fewer accidents, and **21% higher profitability.**

SOURCE: GALLUP



## Find and publish industry-leading content

Source relevant articles for both public-facing and internal communications channels



## Collaborate with your team

Tap into organizational knowledge and experts across communications, marketing, HR, employee education, and more—all in a secure workflow



## Align corporate and professional brands

Make it easy for employees to find and share compliant social media posts with custom images and links



## Integrate advocacy across channels

Help your employees educate their networks by intelligently curating across social, email, and web



## Convert followers to subscribers

Drive new leads and revenue with a custom call to action



## Analyze integrated campaigns

Track sign-ups and monitor brand growth in Hootsuite Amplify



To learn more about how employee advocacy can help you build a strong brand, contact [sales@hootsuite.com](mailto:sales@hootsuite.com)

