79% of US internet users log onto Facebook. (Pew Research Center)

560-million LinkedIn users in over 200 countries. (LinkedIn)

330-million Twitter users active monthly across the globe. (Twitter)

Over 3-billion people close to half the world's population is on some type of social media. (Statusbrew)
Ages 18-29, 88% use social media.
Ages 30-49, 78% use social media. Ages 50-64, 64% use social media. (Pew Research Center)

7 Social Accounts
In 2012, internet users had three social media accounts. The average now is closer to 7 social media accounts per user. (Globalwebindex)

Social Impacter
76% of people trust "normal" people more than official brand content.

67% of consumers say they are likely to shop from social media. (B2C)
100 Employees on a field

98% of employees use at least one social media site for personal use, of which 50% are already posting about their company. (Weber Shandwick)

91% of social media users access social channels through mobile. (Pew Research Center)

The inactive 2%

+10% organic growth from participating in employee advocacy. (EveryoneSocial)
Brand messages reached **561% further** when shared by employees vs. the same messages shared via official brand social channels. (MSLGroup)

79% of firms surveyed reported **more online visibility** after the implementation of a formal employee advocacy program. 65% reported **increased brand recognition.** (Hinge Marketing)
8x more engagement from employee-shared content than by brand channels. (Social Media Today)

Earned media (press, word-of-mouth, peer-to-peer referrals) drives 4x the brand lift as paid media. (Bazaar Voice)

4x Lift!

Leads developed through employee social marketing convert 7x more frequently than other leads. (Marketing Advisory Network)
20-50% of purchasing decisions are driven by peer-to-peer marketing. (McKinsey)

An employee advocacy program involving 1,000 active participants can generate $1,900,000 in advertising value. (Kredible)

An employee advocacy program costs 1/10 of paid advertising. (EveryoneSocial)
73% Outperformed their sales peers using social selling and exceeded quota 23% more often. (Aberdeen Group)

Sales reps using social media as part of their sales techniques outsell 78% of their peers. (Forbes)

According to IBM, when a lead is generated through social selling or employee advocacy that lead is 7X more likely to close compared to other lead gen tactics. (Find and Convert)

Only 1/10 of B2B buyers are not active on social media. (IDC)

64% Hit Quota

64% of teams that use social selling hit quota compared to 49% that don’t. (Aberdeen Group)

An employee advocacy program can drive 16% better win rates, 2x pipeline, and deliver 48% larger deals. (EveryoneSocial)
Genesys amplified their won opportunities by +22% and increased their deal size by +165% with social selling software.

80% Believe In Social

80% believe their sales force would be more effective and efficient if they could leverage social media. (Sales Management Association)
**Flight Of The Social Applicants!**

79% of job applicants use social media in their job search. (Glassdoor)

Job seekers rank social media as way more useful than anything else. (CareerArc)

Recruiting rose to the top of the most relevant employee-shared content. (EveryoneSocial)

Socially engaged employees are more optimistic, inspired, connected, and tenured. (Altimeter Group)

**Employee Referrals**

have the highest applicant to hire conversion rate – only 7% of applicants are via employees but this accounts for 40% of all new hires. (Jobvite)

47% of referral hires have greater job satisfaction and stay longer at companies. (Jobvite)

Socially engaged employees feel more: dedicated, optimistic and competitive. (Prophet)
85% of employees said they're most motivated when management offers regular updates on company news. (Trade Press Services)

So Informed & Motivated!

>80% of Americans say employee communication is key to developing trust with their employers. (Lexicon)
More informed employees outperform their peers by 77%.

(CEB/Gartner)

74% of employees feel they are missing out on company information and news. (Trade Press Services)
Employee advocacy can reduce the time users spend searching for company information by 35%. (McKinsey)

Like adding a fifth employee!

Use of social software by employees can improve productivity by +20-25%. (McKinsey)
Learn how EveryoneSocial can provide you with the tools needed to develop an effective employee advocacy program at www.everyonesocial.com/demo