



Social Reach Optimization program (SRO)

Optimizing organic social media reach by activating colleagues as brand ambassadors

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Introduction

In today's digital age, having a solid online presence on social media is essential for any business growth. However, the need for a sufficient social media strategy, the rise of fake news, and changing algorithms make it more challenging as the reach on corporate pages is gradually decreasing. Therefore, personal social media accounts and authentic content are crucial for online growth, secured in the Social Reach Optimization (SRO) program. Besides, 92% of social media users believe a personal social media post more than a post on a company page.

What is Social Reach Optimization?

Social Reach Optimization is a marketing methodology aiming to optimize organic reach by activating brand ambassadors on social media and achieving business goals in marketing, sales, HR, and recruitment. By spreading strategic personal,- and branded content through the networks of brand ambassadors, internal bonding and engagement are also increased.

Outline SRO program

This handout will outline a clear and concise roadmap for developing a social media strategy. It includes brand ambassadors as additional channels following the SRO methodology and structure. A step-by-step program with assignments, online lessons, and coaching sessions based on behavioral science and practical experience. This program could be implemented by one of your employees (usually a senior marketer) or managed by one of our certified SRO coaches in the community.

The SRO program helps companies to activate brand ambassadors on social media. It provides them with tools and knowledge to boost their activity and confidence on social media. Your brand ambassadors learn how easy and time-efficient it is to share posts on their personal social media accounts with Apostle. Research shows that 67% of your engaged employees are willing to share work-related content [14], so what are you waiting for?



The success formula

A part of Social Reach Optimization (SRO) is changing the behavior of employees (and everyone involved with a brand) to become true brand ambassadors on social media.

The SRO program is therefore based on the latest insights on behavioral science. It encourages your brand ambassadors to perform the desired behavior with simple tasks, depending on the different roles in the program. Additionally, it offers technical tools to post on social media in just a few seconds.

The five roles

We distinguish two types of roles within the SRO program. First, the administrators of the SRO program: the SRO coach and the Social master (they're often part of the marketing team). Second, your colleagues: the social creators, social activators, and social ambassadors. Below, we explain them individually, including the time investment for each role.



1. SRO Coach

The SRO Coach is responsible for the activation process and coordination of the SRO program. We advise companies to train their own SRO Coach(es) to secure the process internally. The SRO Coach is trained and guided by a certified SRO agency or SRO Professional during the program. After the program, the SRO Coach becomes officially certified and manages the project in the organization.

Time Investment

- Ten coaching sessions: 8h
- 69 online videos: 3.30h
- 22 assignment: 7:45h
- Exam: 30 minutes
- Total in six months program: 19:45h
- From month six: 8h per month

2. Social Master

The Social Master is responsible for strategically disseminating the social media content on all channels and securing the content strategy and structure. During the program, the Social Master takes online lessons and finishes assignments. The SRO Coach guides the Social Master during this process.

Time Investment

- Ten coaching sessions: 8h
- 54 online videos: 2:30h
- Exam: 30 minutes
- Total in 6 months program: 11h
- From month six: 1h per month

3. Social Creator

A small group of social media-savvy colleagues will be in charge of creating and uploading authentic content like photos, videos, and texts to the Social Master. This brings stories from the workplace to a central dashboard to be curated by the Social Master.

Time Investment

- One coaching session: 60 minutes
- Nine online videos: 24 minutes
- Assignments: 15 minutes per month
- Editors meeting: 30 minutes per month

4. Social Activator

The Social Activators are mostly (C-level) managers who have an influential role in activating the team of brand ambassadors. They are included in periodic progress reports and help the Social Master activate the team and select new brand ambassadors. This allows a manager to have a driving role internally and contribute to the project's benefits.

Time Investment

- One coaching session: 60 minutes
- Assignments: self-determined by the manager
- Management update: 30 minutes quarterly

5. Social Ambassador

The Social Ambassadors are all employees and other stakeholders motivated to contribute by sharing social media posts on their personal profiles.

Time Investment

- One coach session: 60 minutes
- Assignments: 5 minutes per month

The software: Apostle

Another component of the SRO program is user-friendly employee advocacy software that significantly helps to achieve the desired behavior from your brand ambassadors. You need them to be motivated and give them the ability to make it as easy as possible to share and post content on their personal profiles. The software includes prompts when new content to share is available and allows brand ambassadors to share and edit posts within seconds. Additionally, the Social Master uses the software to create content, manage the processes, and maintain the content strategy.

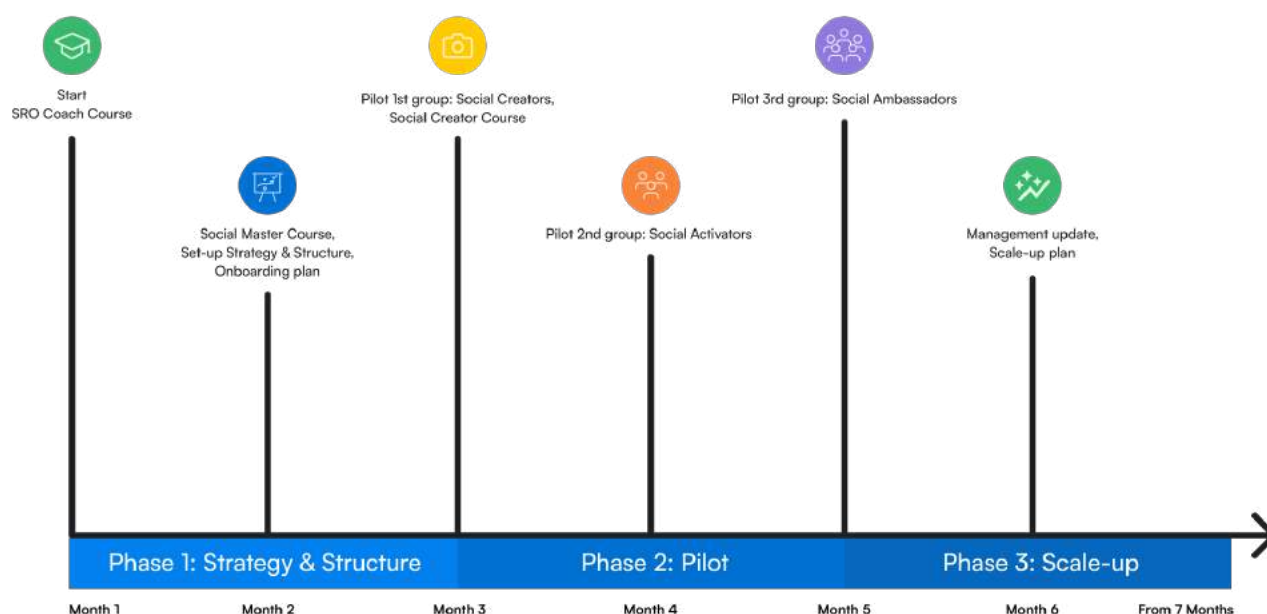
The software contains an SRO module that helps the Social Master and SRO Coach to complete the SRO program step-by-step with direct links to the e-learning course, coach sessions, and assignments.



Software alone falls short

That's why we partnered up with the Cialdini Institute and created our SRO Activation Program. This phased approach streamlines your employee advocacy implementation with templates, presentations and handouts for guaranteed success.

The SRO Program in detail



The setup of the SRO program in the first six months:

- Three phases: **Strategy & structure**, **Pilot**, and **Scale-up**
- Ten online coaching sessions for the SRO Coach and the Social Master
- Twenty-two assignments for the SRO Coach and Social Master to complete

Phase 1 - Strategy & Structure

The Social Master and the SRO Coach develop and implement the SRO strategy and structure for the organization so that the brand ambassadors add value in as little time as possible.

Coaching session 1: Technical set-up and Introduction (60 min.)

Assignment 1: Watch e-learning modules 1 & 2 (30 min.)

Assignment 2: create a draft SRO strategy (90 min.)

Coaching sessions 2: Feedback session SRO Strategy draft.(60 min.)

Assignment 3: Process feedback on strategy (30 min.)

Coaching session 3: Finalize & Incorporate into the platform. (60 min.)

Assignment 4: Watch e-learning module 3 (25 min.)

Coaching session 4: Social Master Training (60 min.)

Assignment 5: Watch e-learning module 4 (30 min.)

Assignment 6: Optimize Apostle platform to personal preferences (15 min.)

Phase 2 - Pilot

During the pilot phase, the first groups of brand ambassadors are activated to post on their social media channels with the Apostle app.

Coaching Session 5: Preferences & Onboarding Plan (60 min.)

Assignment 7: Create a list of Social- Creators, Activators & Ambassadors (10 min.)

Assignment 8: Invite the Social Creators for coaching session six personally (20 min.)

Assignment 9: Invite the Social Activators for coaching session seven personally (20 min.)

Assignment 10: Customize the kick-off presentations (90 min.)

Coaching Session 6: Kick-off & onboarding session Social Creators (60 min.)

Assignment 11: Invite Social Creators for the Social Creator course (5 min.)

Assignment 12: Invite Social Creators for monthly Editorial Meetings (5 min.)

Coaching Session 7: Kick-off & onboarding session Social Activators (60 min.)

Assignment 13: Invite Social Activators for quarterly management updates (5 min.)

Coaching Session 8: Kick-off & onboarding session Social Ambassadors (60 min.)

Assignment 14: check the activity of all ambassadors (10 min.)

Assignment 15: Watch e-learning modules 5 & 6 (15 min.)

Assignment 16: Create a new list of brand ambassadors to join the program (10 min.)

Assignment 17: Create recruitment plan (20 min.)

Phase 3 - Scale-up

During the scale-up phase, larger groups of brand ambassadors are activated on social media allowing the organic reach to grow exponential

Coaching session 9: Expanding your team (30 min.)

Assignment 18: Watch e-learning module 7 (10 min.)²³

Assignment 19: Create the first report (30 min.)

Coaching session 10: Insights & Reporting (Evaluate the report) (60 min.)

Assignment 20: Schedule new kick-off sessions (10 min.)

Assignment 21: Invite colleagues to the kick-off sessions (15 min.)

Assignment 22: Complete the final exam of the Social Master course (20 min.)

Additional sessions

Monthly Coaching sessions:

- Editorial meeting (30 min.)
- Social Master update & activity check (30 min.)

Quarterly Coaching session:

Management updates (60 min.)



Start your SRO program today

We offer two different ways of completing our program.



Most popular!

Self service SRO program

Self-service (e-learning only) is only recommended for companies that already have experience with employee advocacy. It has no dedicated guidance and just technical support.



Format

E-learning



Full course access

365 days



Time investment

Approx. 12 hours



Official certificate

SRO Coach



Guidance

Technical support

All-in-one SRO program

All-in-one program with full guidance, coaching and support by our SRO experts. They have years of experience in setting up employee advocacy programs and will guide you every step of the way.



Format

E-learning, coaching and full guidance



Duration

Approx. 6 months



Time investment

Approx. 20 hours



Official certificate

SRO Coach with community access



Guidance by certified SRO expert

Live sessions and 24/7 support

[Calculate price](#)

Boost your reach and engagement with SRO

Achieve your business objectives in marketing, sales, HR and recruitment more quickly.

Marketing & Sales

Algorithms reduce organic reach and engagement on LinkedIn company pages

Social media platforms are designed to facilitate peer-to-peer communication, and therefore algorithms limit the reach of company pages, leading organizations to invest more in expensive advertisements. By adjusting the algorithms, company page posts have lower online reach and engagement (2-7%) [3] compared to personal posts (25-30%) [3a]. Furthermore, 92% of people trust messages from their personal network more than company page posts.

Online advertisements are becoming increasingly expensive

The prices of digital advertisements are rising by 45% on average [4]. As a result, more marketers are shifting a share of their advertising budget to Social Reach Optimization. This strategy boosts your organization's organic reach without requiring an additional advertising budget.

Suggesting social media posts via mail for colleagues consumes significant time

Through efficient employee advocacy software like Apostle, you can spread and post content with your colleagues up to 71% faster than usual (Apostle research, August 2023). This software empowers your colleagues to easily and quickly post work-related content on social media.

HR & Recruitment

Challenging recruitment due to labor market scarcity

76% of job seekers find employment through their personal network [10]. Moreover, you receive ten times more applications for vacancies compared to traditional channels via your employees' social media channels [11]. They often have highly relevant networks. That former colleague, classmate, or acquaintance might be your next potential candidate.

How do you differentiate your employer brand from competitors?

You strengthen your employer brand by consistently appearing in front of your target audience through social media with branded and authentic content on employer branding. A strong employer brand increases your chances of receiving 50% more applications [5]. Additionally, 84% of job seekers consider switching jobs if another company has a better employer brand [5].

The recruitment process takes a long time

With brand ambassadors regularly posting work-related content about the company, you can receive applications for vacancies up to 69% faster [5].

ALIGN PEOPLE TO ROCK SOCIAL

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