



employees rising:

seizing the opportunity in
employee activism



weber
shandwick
engaging. always.

KRC RESEARCH
OUR INSIGHT. YOUR BREAKTHROUGH.

defining employee activists...



Employee activists make their engagement visible, defend their employers from criticism and act as advocates, online and off

► **01 unrest in
the workforce**





01 unrest in the workforce



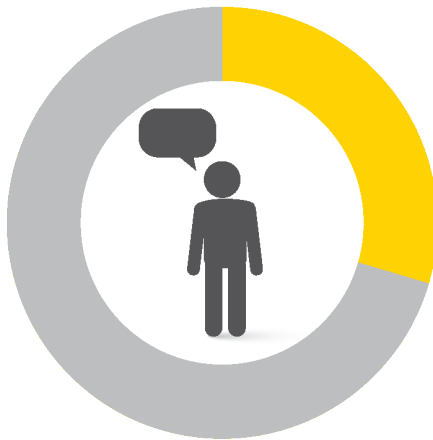
86%

Recently
experienced an
employer change



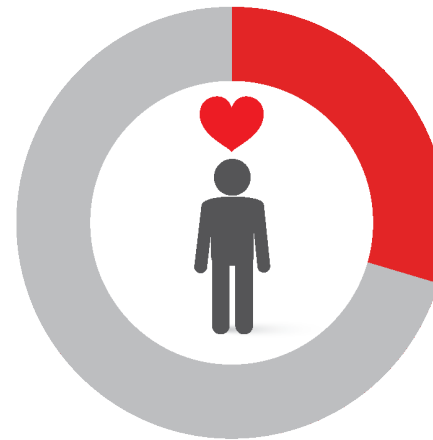
67%

Defended their
employer from
criticism



29%

Can describe
what their
employer does



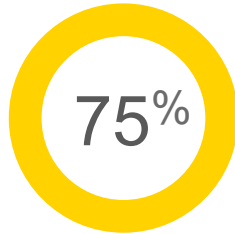
29%

Are deeply
engaged with
their employer

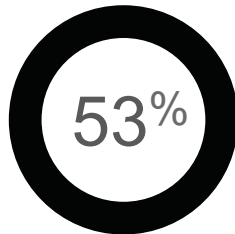
► 02 the big bang



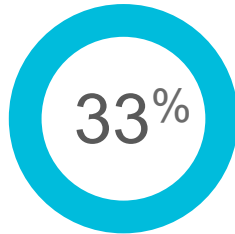
02 the big bang



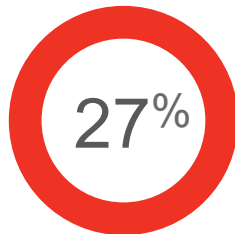
Post messages, pictures or videos in social media about their employer



Have shared praise or positive comments online about their employer

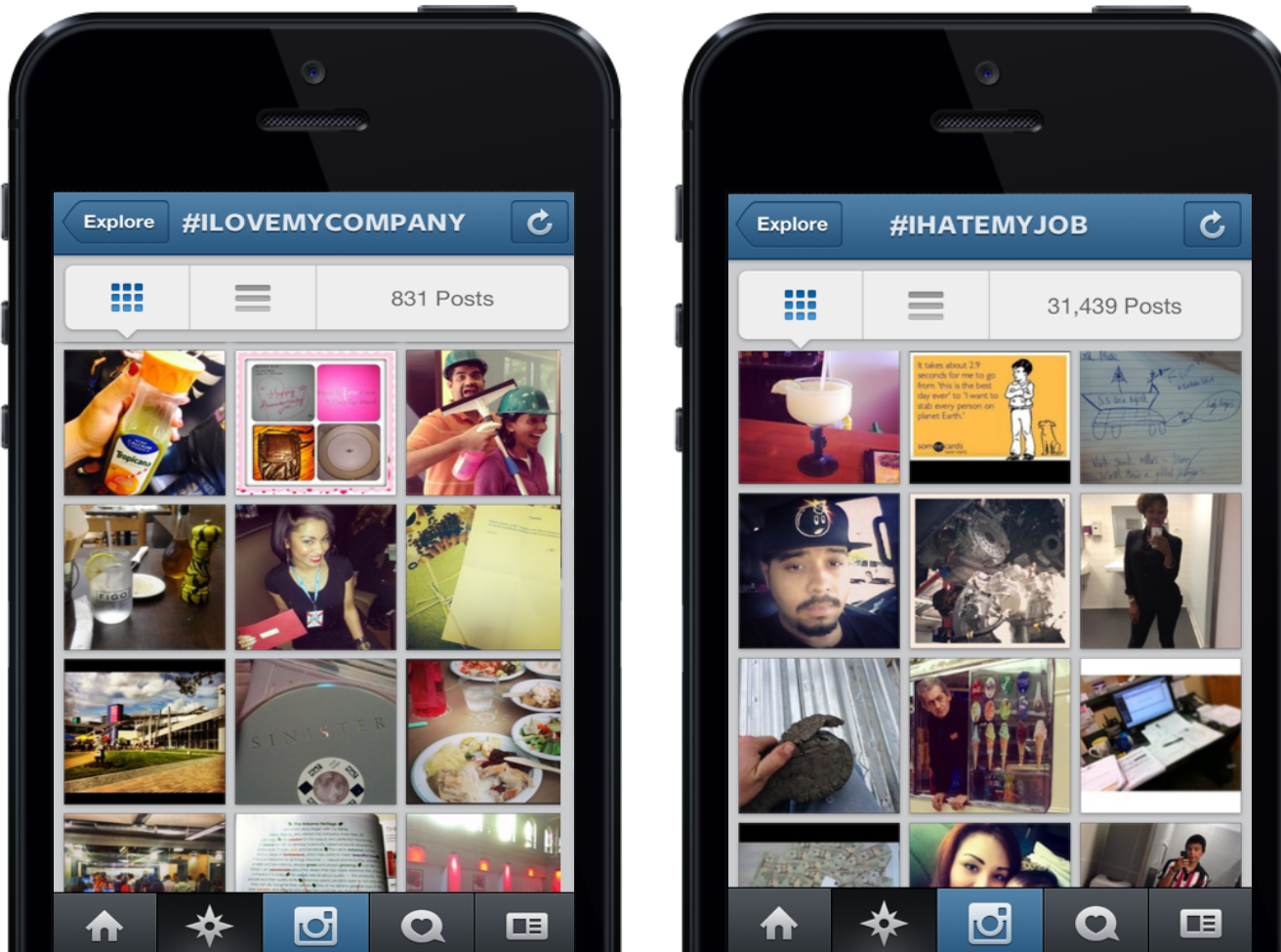


Have shared criticism or negative comments online about their employer

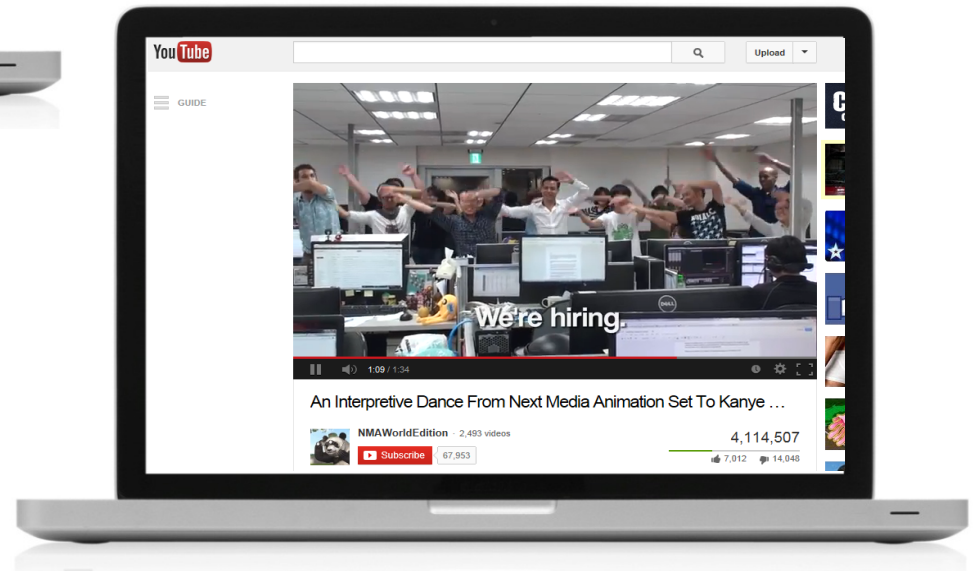
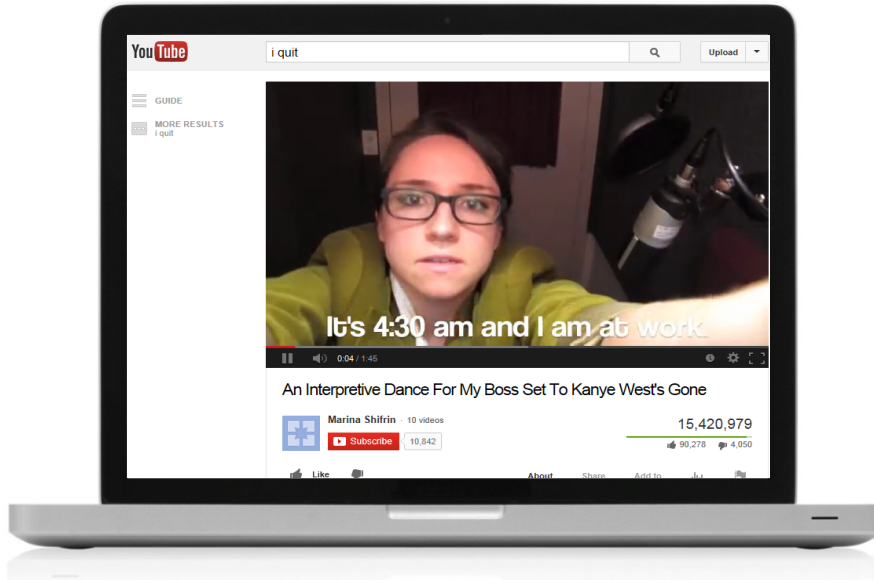


Posted something about their employer in social media they regret

02 employees hit social media



02 the viral reality





in Search for people, jobs, companies, and more...

GE 3D printing is revolutionizing manufacturing. So, we decided it's time to celebrate it. Spread the word and join us on December 3rd for the very first 3D Printing Day! <http://invent.ge/3D>

Like (219) • Comment (6) • Share • 8 days ago

Lisa Grimm, Javier García-Calvo Ponce +217

Andrew Fletcher Everyone mark your calenders for Dec 3! I am excited about the future of manufacturing with 3D Printing in all areas, but for starters railroad modelers will be excited about the future of having their favorite trains made with 3DPrinting! On my... more
8 days ago

Chun Kang Like GE, many companies are thinking that 3D printing will lead innovation in the future. I hope to see it in 10-20 years.
8 days ago

Adam Corbett Chun Kang - don't need to wait 10-20 years...view it tonight! <http://youtu.be/l0SXlkrmyw>
7 days ago

Samarth Khanna 3D printing already working out miracles in prototype designing, jewelry,dental & many-many other medical stuff manufacturing.People even making I-Phone covers using 3D..!!!
7 days ago

Sridhar Venkat (Sri) Inspiring and beautiful Poem penned by our Parthasarathy, Venkatesh, GE Chennai GE all the way! We are innovative and young in age; With our C, we are always on same page. We are committed, hardworking and thus we earn our wage; Through C focus, we remain on the Centre stage. Our Customers value our intrinsic worth and correctly gauge; That we will never bring them to grief or make them rage. In everything we do, excellence we urge; Our motto is that our products and C's expectations merge.continued less
6 days ago

Sridhar Venkat (Sri) We believe in a structured approach and no fudge; Internally or externally, we have no grudge. Towards providing C delight, we will not waver or budge; Lest there be an occasion for unwanted sledge. Customers' needs and facilities, we attempt to bridge; Endlessly, towards growth, onward we nudge. less
6 days ago

Employee



Employee



02 the big bang – by customer target



Post messages, pictures or videos in social media about their employer

B2B

51%

B2C

53%

Have shared praise or positive comments online about their employer

42%

42%

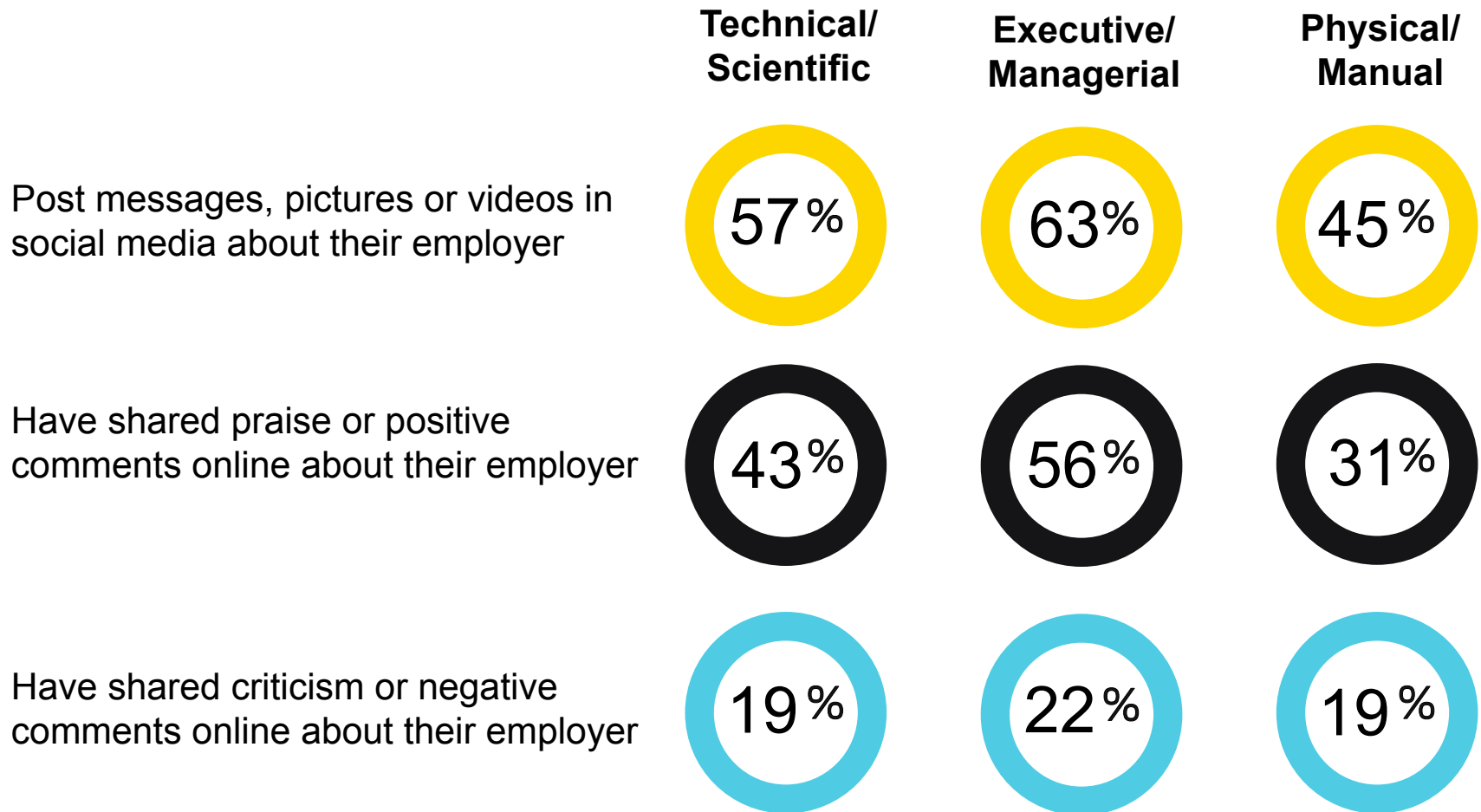
Have shared criticism or negative comments online about their employer

18%

20%



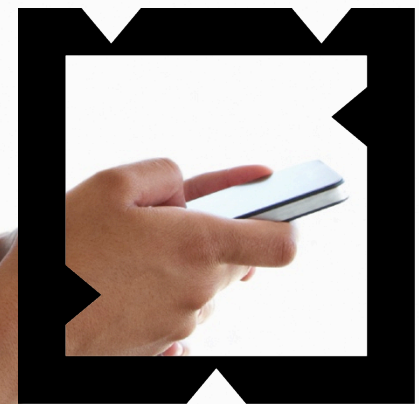
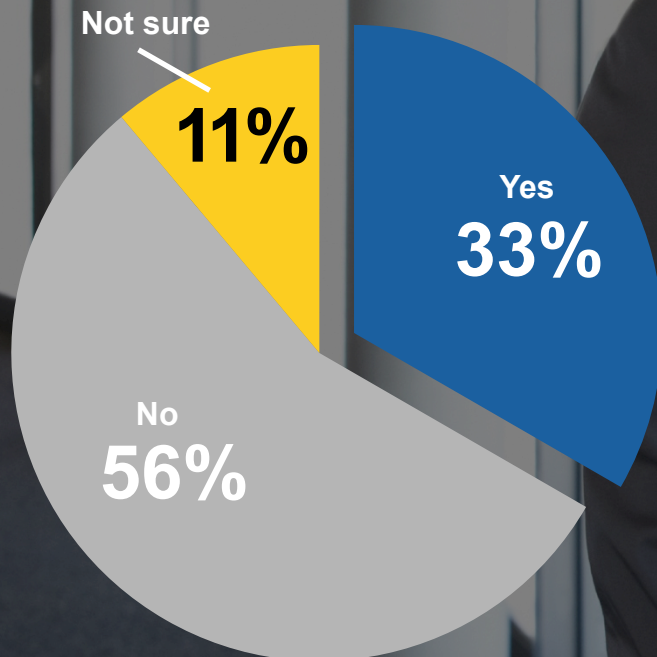
02 the big bang – by occupation*



*select occupations chosen for illustration

some employers have already joined the movement to activate their employees

Does your employer encourage employees to use social media to share news and information about your work or your employer?



02 the big bang



Employers encourage use of social media to share company news and info

Employees have taken these actions:	YES	NO
Encouraged others to buy company's products or services	72%	48%
Recommended employer as place to work	68%	54%
Made positive comments about employer publicly	63%	32%
Defended employer to friends and family	60%	44%
Done volunteer work for a cause employer supports	55%	30%

03 the employee activist is now amongst us

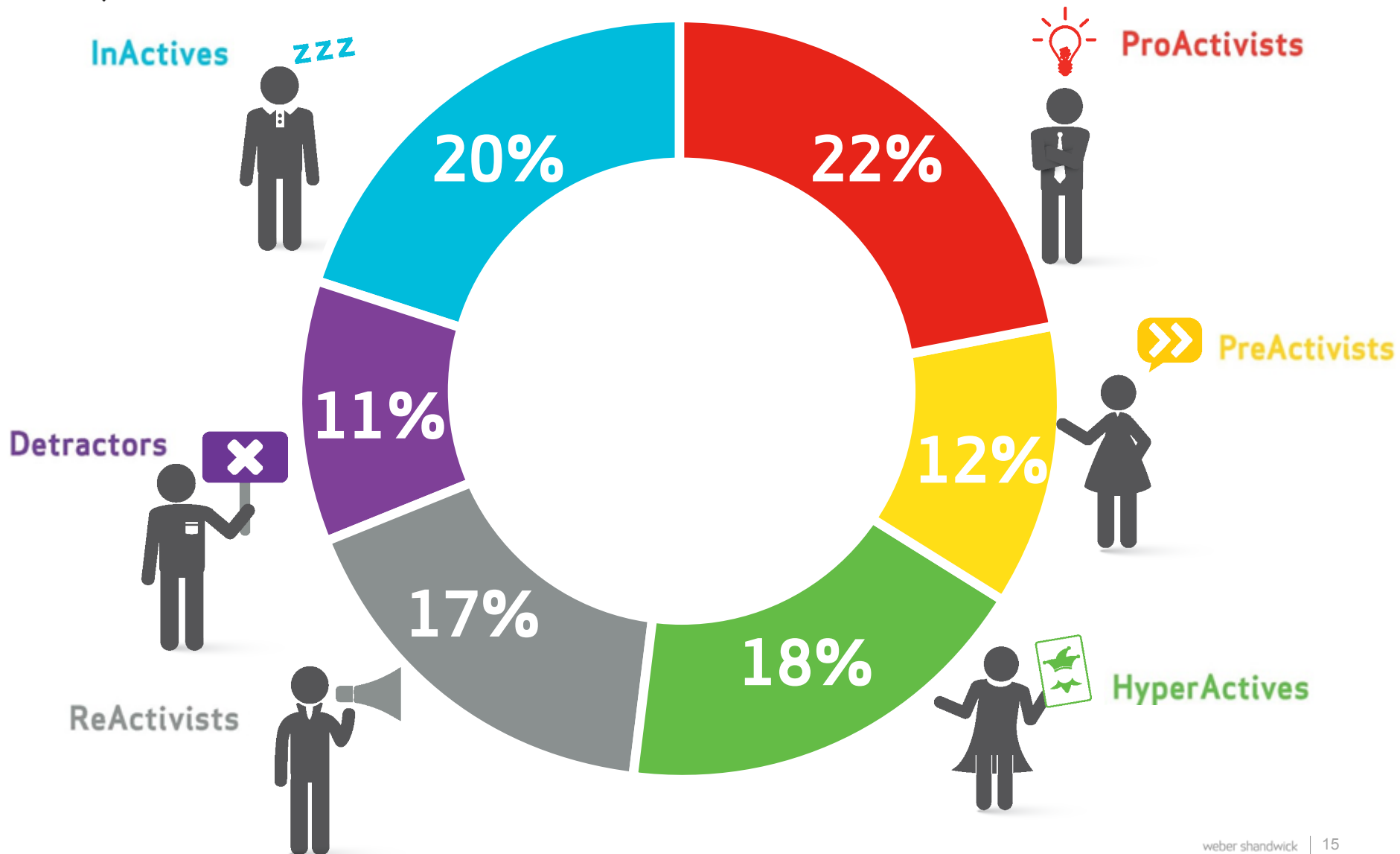


One in five employees is taking positive actions to support their employer



22%

03 workforce activism spectrum









► 04 the playbook for activating employees



04 customize strategies and tactics for each segment



SEGMENT	STRATEGY	TACTICS
 ProActivists	Leverage and empower their activism	<ul style="list-style-type: none"> • Maintain their high engagement level • Continually reinforce their perceptions of top activism drivers • Provide socially sharable content that showcases the drivers they rate highest • Improve leadership drivers, especially responsiveness to employees
 PreActivists	Ignite their activism: Upgrade to ProActivists	<ul style="list-style-type: none"> • Continually reinforce their perceptions of top activism drivers • Improve leadership drivers, especially responsiveness to employees • Provide a social activism platform: social media guidelines, training and access
 HyperActives	Handle with care: Upgrade to ProActivists	<ul style="list-style-type: none"> • Feed their need to share with positive messages and make those messages socially sharable • Make handy and reinforce social media guidelines • Continually reinforce their perceptions of top activism drivers • Communicate with them frequently • Have senior management acknowledge their contributions
 ReActivists	Attend to internal matters	<ul style="list-style-type: none"> • Improve perceptions of all top drivers • More effectively disseminate information about employer values and goals • Focus internal communications messages on internal issues, such as employee training and diversity • Provide social media tools, guidelines, work access and sharable messages
 Detractors	Brace for and defuse	<ul style="list-style-type: none"> • Fix negative leadership trust perceptions • Implement a change management program even if it is after the fact • Ensure social media guidelines are in place and well-understood. Even though this segment is not highly social, most have a personal social media account • Ensure online monitoring tools are in place to flag behavior that is in violation of organization's social policies
 InActives	Focus on engagement, not activism	<ul style="list-style-type: none"> • Implement a localized engagement program with direct supervisors identifying InActives and enacting an engagement plan

5 step activation guide

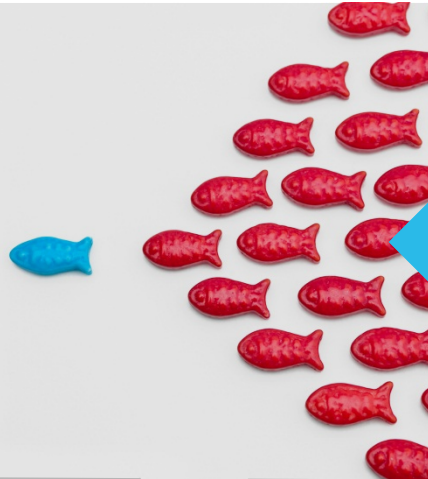
1 Embrace the new reality of employee activism. Leverage the new reality.



2 Identify your workforce segments. One size does not fit all.



3 Activate from the top. Leadership matters.



4 Flip the right activism switches. Attend to your igniters.



5 Encourage social. Have a clear plan and policy.



Ua Tsaug!

ASHA

~~ZIKO~~

DZIEKUJEMY!

DIOLCH YN FAWR!

DANKESCHÖN!

KAWA KUHN MACH KRUP

MERCI BEAUCOUP!

ຂາບລາວ

ASANTU SANA

Dank je
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Tackse micket!

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GRAZIE

Katahey

VAASAM