

Image source: eaglesflight.com

### **Agenda**

- 1. In the News
- 2. Responding to employee criticism
- 3. Internal communication
- 4. Organizational brand
- 5. Employee advocacy

## **Responding to Criticism from Employees**



## **Disrupting Unions?**





### **Internal Communication: Common Stumbling Blocks**

- 1. Organizational (in)justice: inconsistent application of rules
- 2. Misleading and withholding information
- 3. Dishonest business practices
- 4. Pseudo open-door policy
- 5. Invisible leaders
- 6. Others?

## **Crowdsourced Employer Branding**

SEVEN EMPLOYER BRANDING VALUE PROPOSITIONS						
SOCIAL VALUE	INTEREST VALUE	APPLICATION VALUE	DEVELOPMENT VALUE	ECONOMIC VALUE	MANAGEMENT VALUE	WORK/LIFE BALANCE
	000					Work Life
Is this a fun place to work with talented people and a great organizational culture?	Is this an interesting place to work, with challenging but achievable goals?	Is the work meaningful and does it invite the application of knowledge and skills?	Are there opportunities for employees to grow and advance professionally?	Is work rewarded appropriately through salaries, benefits and perks?	Are managers good, honest leaders who inspire, trust, protect, enable and respect employees?	Are work arrangements flexible enough to achieve success on and off the job?

#### **Praises Complaints** Social (35%) Interest (31%) Interest (23%) Economic (31%) Best places Economic (16%) Work/Life Balance (21%) to work Application (14%) Social (9%) Work/Life Balance (9%) Application (5%) Development (3%) Management (3%) Economic (38%) Work/Life Balance (29%) Management (30%) Application (24%) Application (8%) Worst places Social (20%) Interest (7%) to work Economic (13%) Social (7%) Interest (10%) Work/Life Balance (6%) Development (4%) Development (4%) This is why people come This is why people and stay! leave!

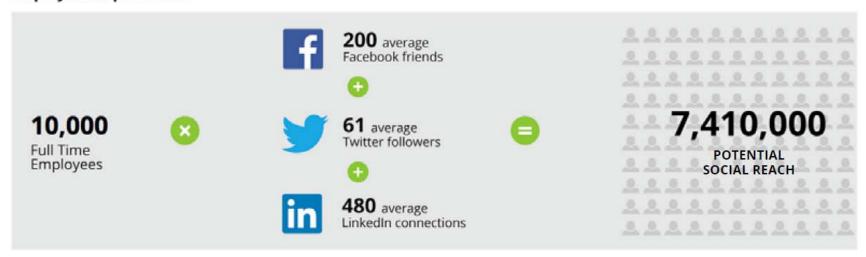
Crowdsourced Employer Branding

### **Employee Advocacy: Amplifying Social Reach**

# Official Channels 650,000 Facebook likes Twitter followers 50,000 LinkedIn followers Tollowers



### **Employee Amplification**



Source: Hootsuite, "The Power of Employee Advocacy", n.d.

### **Employee Advocacy: Recommended Approach**

- 1. Provide the tools for employees to share content.
- 2. Provide clear guidance (official policy) for social media at work.
- 3. Reward employees and offer training and courses.
- 4. Executives should lead by example.

### **Questions re: Reputation Audit Assignment?**

### Part 1: Audit Plan

- How will you gauge the organization's reputation with key audiences?
- How will you understand the company's reputation-influencing activities and channels (incl. owne, earned, paid media)

### Part 2: Reputation Audit

- Implement plan (from above)
- Summarize and highlight
- Evaluate: Poor, Weak, Average, Strong, Exemplary
- Recommendations



### Reminder

Still some people to register to do Reputation Audit assignment individually or as a pair

