SJIF Impact Factor (2025): 8.688| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 10 | Issue: 3 | March 2025 - Peer Reviewed Journal

A STUDY ON EMPLOYEE ADVOCACY PROGRAMS ON ORGANIZATIONAL CULTURE

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ABSTRACT

Employee advocacy programs play a crucial role in shaping and strengthening organizational culture by encouraging employees to actively promote their company's values, mission, and brand. These programs empower employees to become ambassadors who share positive experiences about their workplace, both internally and externally.

INTRODUCTION

Employee advocacy is the endorsement of a company or organization by its own employees, who share their support for the company's brand, products, or services through their personal social networks.

This organic form of marketing comes from the premise that employees, as trusted insiders and relatable figures, can significantly influence public perception about their employer. With social media serving as a ubiquitous communication platform, the power of employee advocacy becomes more potent than ever, creating an opportune moment for businesses to harness the enthusiasm and connectivity of their employees.

An employee advocacy platform like Everyone Social enables employees to access and share approved company content with their networks.

Companies need positive reviews and word-of-mouth recommendations to help build trust in the market. Problem is, that can't be established solely through brand marketing: People trust people their peers, co-workers, friends, and family far more than they trust often faceless brands.

For this reason, employee advocacy is one of the best forms of reputation-building marketing, but it has to be genuine and it is sometimes difficult to achieve organically.

Naturally, you or your company leaders might be concerned about encouraging your people to use social media at work. However, the reality is that they already do: 98% of employees use at least one social media site for personal use, of which 50% already post about their company

Tools for your team members to access and share content:
Employee advocacy tools should include web and mobile applications, news reader features, and robust (but simple) sharing options. It should also allow your people to connect all of the social networks they're active on (e.g., Twitter, Facebook, LinkedIn).
Employee advocacy platforms, coupled with a well-run program, can transform everyone in your workforce into powerful marketers, sellers, recruiters, and communicators.

- In Japan, employee advocacy programs have also gained considerable momentum, albeit with unique cultural nuances influencing their implementation and outcomes. Morioka and Sasaki (2017) delved into the increasing utilization of employee advocacy programs by Japanese companies, particularly in the context of strengthening brand loyalty and fostering deeper customer relationships. For example, Toyota, a leading automotive manufacturer renowned for its innovative approaches to business, launched the "Toyota Ambassadors" initiative. This program encouraged employees to actively share their insights and experiences related to the brand, ultimately resulting in a noteworthy 20% increase in brand advocacy among customers (Toyota, 2020). The success of such initiatives underscores their effectiveness even within culturally distinct contexts, highlighting the universal appeal and potential impact of employee advocacy programs.
- In Brazil, organizations are increasingly recognizing the significant potential of employee advocacy programs to enhance brand awareness and credibility in a highly competitive market environment.

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OBJECTIVES OF THE STUDY

1. To evaluate the role of leadership and HR in promoting and sustaining employee advocacy initiatives.
2. To identify key factors influencing employee participation in advocacy programs, including motivation, rewards, and communication strategies.
3. To examine the effectiveness of digital platforms and social media in enhancing employee advocacy efforts.
4. To assess the challenges faced in implementing and maintaining employee advocacy programs within the organization.
5. To provide recommendations for strengthening employee advocacy initiatives to foster a positive and cohesive organizational culture.

EMPLOYEE ADVOCACY INCENTIVES

The goal of employee advocacy is to better leverage the social networks of employees, both for the benefit of the company and the employees themselves. It should be a two-way street, where everyone involved is rewarded.

For a Business

Employee advocacy opens up opportunities to drive brand recognition, increase organic sharing and engagement, grow referral traffic, generate new leads, and source new potential hires, all through employees' trusted voices.

For Employees

Participating in an employee advocacy program provides opportunities for employees to burnish their professional profile online, grow their networks, better engage with their contacts, develop meaningful relationships, and progress in their professional careers.

While it's tempting to think about an employee advocacy program as a corporate initiative, the success of any program is a function of how engaged employees are in it. The best way to engage them at a high and sustained level is to show them what's in it for them.

Need of the Study

Employee advocacy programs play a crucial role in shaping an organization's culture by fostering employee engagement, brand loyalty, and a positive workplace environment. At Kellogg's India Private Ltd, implementing strong advocacy programs can enhance internal communication, promote organizational values, and improve employer branding. The need for this study arises from the growing importance of employees as brand ambassadors, influencing both internal culture and external reputation. Understanding how advocacy initiatives impact motivation, collaboration, and corporate identity is essential for optimizing workforce effectiveness and strengthening organizational culture.

Scope of the Study

The study explores the role of employee advocacy in enhancing workplace culture, analyzing factors such as leadership involvement, communication strategies, and digital engagement tools. It examines how Kellogg's India can leverage advocacy programs to improve employee satisfaction, retention, and alignment with corporate values. Additionally, the study evaluates the challenges and best practices in implementing advocacy initiatives within a multinational organization. By identifying key drivers of successful employee advocacy, this study provides insights into strengthening company culture and sustaining long-term organizational growth.

Empirical Review

Brown & Smith (2015) explored the impact of employee advocacy programs on organizational culture and brand perception in the public relations context.

The researchers conducted semi-structured interviews with employees participating in advocacy programs across various industries. Thematic analysis was employed to identify patterns and themes in the data. The study revealed that employee advocacy programs positively influenced organizational culture by fostering a sense of belonging and pride among employees. Additionally, employees perceived their organizations more positively after participating in advocacy activities. The findings suggested that advocacy programs not only enhanced employee engagement but also contributed to a more favourable external perception of the organization's brand. The study recommended that organizations invest in training and support for employees involved in advocacy programs to maximize their impact on organizational culture and brand perception. Moreover, fostering a culture of openness and transparency can further amplify the benefits of employee advocacy by encouraging active participation and genuine advocacy from employees.

RESEARCH METHODOLOGY

SOURCES OF DATA

Primary data collection is necessary when a researcher cannot find the data needed in secondary sources. Three basic means of obtaining primary data are observation, surveys, and experiments. The choice will be influenced by the nature of the problem and by the availability of time. For this research study Questionnaire was the Primary Data source which is applied.

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DATA PROCESSING

The study has been carried out with the help of the following data:
Primary data
The primary data was collected through the use of structured questionnaire from the target respondents using survey method.
Secondary data
The secondary data was collected from journals and internet.

TOOLS FOR ANALYSIS

- Percentage Analysis
- Chart Analysis

LIMITATIONS OF THE STUDY

1. Limited Sample Size
2. Time Constraints
3. Subjectivity in Responses
4. Dependence on Secondary Data
5. Variability in Employee Participation

CONCLUSION

The study has provided valuable insights into the multifaceted impact of these initiatives on organizational dynamics and brand perception. Through a comprehensive review of empirical research conducted by various scholars, it is evident that employee advocacy programs play a significant role in shaping organizational culture, enhancing brand perception, and fostering stakeholder relationships. Across the studies examined, there is a consistent theme highlighting the positive influence of employee advocacy on employee engagement, organizational reputation, consumer trust, and crisis management. These findings underscore the importance of incorporating employee advocacy initiatives into strategic communication efforts within organizations.

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