



CASE STUDY

Docapost

COMPANY

Docapost is a subsidiary of the French postal service company La Poste. Its 5,000+ employees deliver consulting services and technology solutions to more than 23,000 companies.

LOCATION

Ivry-sur-Seine, France

INDUSTRY

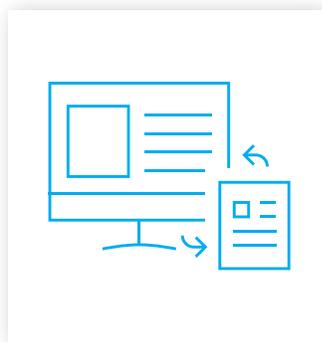
Information Technology





How Docapost Grew Its Reach on Social Media with Employee Advocacy

The company's employee ambassador program achieved an impressive 86% adoption rate—and more than 16,000 social shares

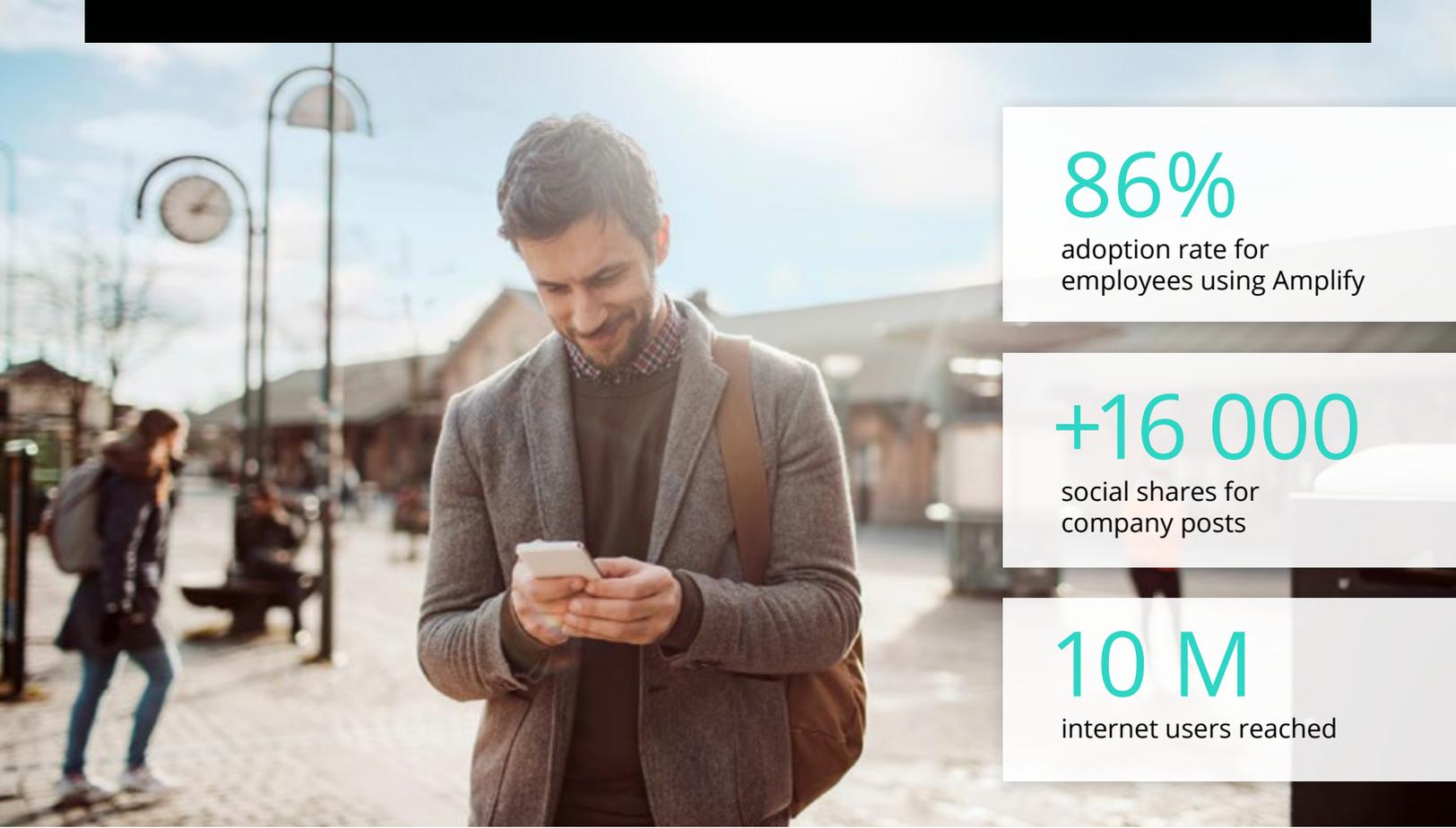


A B2B SUBSIDIARY OF THE LA POSTE GROUP, Docapost employs 5,000 people and offers computer services to 23,000 companies. From process management and paperless systems to electronic signatures and digital archiving, Docapost helps French businesses transform their operations for the digital era.

In 2016, seeking to improve its brand recognition, the company began looking to employee advocacy as a potential solution to unlock the value in its employees' social media networks. Docapost was already using the Hootsuite Enterprise platform to manage its social network presence and to publish messages on its corporate accounts, so naturally turned to Hootsuite for an employee advocacy solution.

Powered by Hootsuite Amplify, Docapost's employee advocacy program has achieved impressive results. With 86 percent of employee ambassadors

#311752134



86%

adoption rate for employees using Amplify

+16 000

social shares for company posts

10 M

internet users reached

adopting the platform at an average 213 posts shared per employee, the company achieved more than 16,000 shares on social—bringing the number of internet users reached by its campaign to 10 million and counting.

What they did

Docapost began by identifying employees who were already active on social networks and recruiting them as employee ambassadors. These employees had already invested time and effort building their reputation as trusted experts in their field on social media, so were natural candidates for the program.

Docapost Director of Digital Communications and Brand Anna Costa designed the program to balance curated, on-brand content with advocate autonomy by enabling ambassadors to find and share posts on different topics that would resonate with their respective communities and followers.

The combination of Hootsuite Enterprise with Amplify has proved to be a winner for delivering the program. Docapost continues to use Hootsuite Enterprise to curate content while managing, optimizing, and securing its presence on social media. With the addition of Amplify, the team can now create and distribute pre-approved content for employee advocates to share with their social networks.

“The first steps taken by Docapost on social networks go back to 2010, when we created our business units. Our presence grew stronger in 2015 with the launch of the new Docapost website, but we had to structure this action around tools as much as content production.”

Annick Costa

Director of Digital Communication and Brand, Docapost



“Our initial idea was to solely rely on volunteers for the pilot population—employees who already have social media accounts, from areas such as communication, sales, marketing and HR”.

Annick Costa

Director of Digital Communications and Brand, Docompost

How they did it

Enabling ambassadors to find and create compelling content

The Docompost employee ambassador programme is built on the principle of volunteering. The digital team produces content for the ambassadors based on topic feeds that they can subscribe to according to their own interest in the topic.

Content shared for ambassadors is approximately 70 percent industry news and trends, with about 20 percent of content unique to Docompost, and 10 percent connected to the La Poste Group. The production of content by the digital team intended for the community is also a way of allowing ambassadors to discover other group activities and areas of interest.

Each ambassador can then make use of this content to produce their own social media content. The goal is not to get the ambassadors to simply retweet existing content, but to encourage them to create their own content on their personal accounts, multiplying the opportunities to share content with their communities.

Streamlining program rollout and training for social media specialists

Ambassadors subscribe to all topic feeds through Amplify, then connect the application to their own social media accounts to easily find and share content.

“The key to success in this employee-ambassador programme lies in the decision to privilege volunteering, an approach which requires support, and also in implementing tools and simple procedures, providing content from the digital team, and the ability to measure the benefits gained. Lastly, the ease of use of the Amplify solution and the support of the Hootsuite teams has helped us enormously to make this project a success.”

Annick Costa

Director of Digital Communications and Brand, Docapost

The application proved easy for these social media pros to learn and adopt—so much so that initial training was done through workshops on Twitter and LinkedIn workshops, along with one-to-one training sessions for any ambassadors who felt they needed it.

“After a ‘digital café’ launch, it was important not to forget support in the community’s time, with follow-up breakfasts, online tutorials, and reminder messages,” says Costa.

Equipping sales teams to convert contacts into prospects

As Docapost looks to the future, the digital team continues to explore additional tactics and campaigns for the employee ambassador community.

In the short term, the team aims to increase employee membership by inviting internal cross-functional experts, spokespeople, and management committee members to join the community of ambassadors active on social media.

The team is also working to develop a social selling program for Amplify, which will enable sales teams to connect with contacts and share approved content on social media, helping them establish credibility and convert contacts into prospects.

Finally, in collaboration with the HR team, the company is looking into initiatives to develop and enhance its employer brand on social media. As these initiatives are rolled out, the digital team will share best practices and content throughout the entire group, both to reinforce individual successes and to continue to develop new and exciting programs for ambassadors and all employees.

The results

Since rolling out the program, Docapost has seen an adoption rate of 86 percent among its employee ambassadors, with an average of 213 shares per ambassador. The digital team has made more than 3,000 posts available via Amplify, and ambassadors have responded with an impressive 16,000 social shares—reaching a total audience of 10 million internet users.

Beyond simply broadcasting company messages on social networks, ambassadors are encouraged to engage with their networks, bringing topics to life and increasing reach on social. For example, a single tweet from the [@docapost](#) Twitter account earned 57 shares for 11 retweets—and thanks to the efforts of the ambassador network, eventually reached 40,000 people and gained 2,895 impressions.

The ambassador program has created an opportunity to support and train employees not just in mastering social media, but also in best practices for creating and developing their personal brand as a thought leader. It has given employees the ability to confidently share content on behalf of the company while also contributing meaningfully and effectively to the company’s overall content and brand strategy.

Learn how Hootsuite can help take your social efforts to new levels. Contact sales@hootsuite.com.