

Best Practice Profile

Ambassadors' Hub

NationalJournal LEADERSHIP COUNCIL

CASE IN BRIEF



Problem

Scripting advocates undermines their authenticity; they end up sounding like robots or “walking white papers.”

Solution

Give trusted advocates an online space to access vetted policy-related content (articles, videos, etc.) and empower them to share the content using their own voice.

Outcome

80 advocates have generated over 2.5 million online impressions on advocacy-related content they’ve shared in the course of 6 months.

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Scripting advocates undermines their authenticity.

Advocacy organizations face a tension between encouraging their advocates to speak freely and keeping them on message. To mitigate the risk of “going rogue,” many offices heavily script their advocates and deploy them infrequently. But this approach can make advocates sound uncomfortable and inauthentic. They come across as robotic and damage their credibility as an authentic voice on an issue.

Scripted advocates often sound like they’re trying to remember their lines...

And, uh, the – oh, I mean my - second point is, um...



...or the scripting is unnatural and makes them sound like a mouthpiece.



Advocate Chris @advocateChris · Oct 3

Send H.R. 3485¹ to sub-committee today! #advocate



“

We give them talking points and train them on what to say, but then they just end up sounding like walking white papers.

Director of Advocacy, Association

¹ Illustrative.

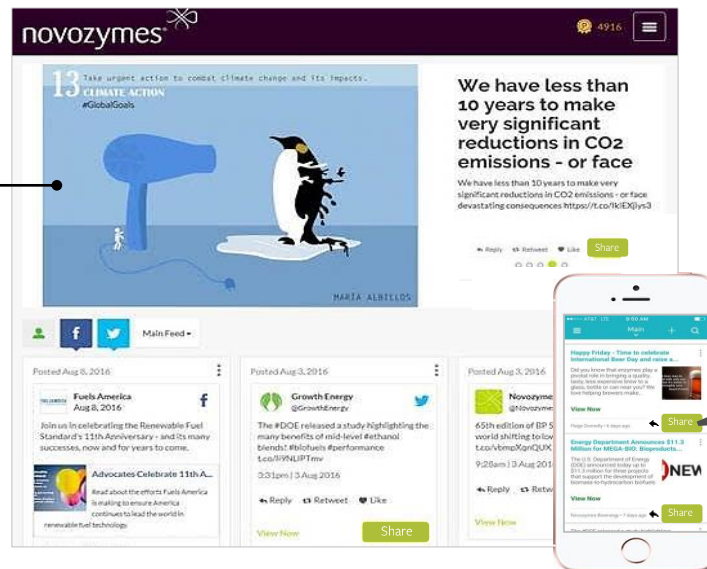
At Novozymes, an online content hub empowers advocates to share policy messages in their own voice.



The online hub, which is accessible over the web and in a smartphone app, supplies ambassadors with content (e.g., articles and videos) that they can share with peers on their social media accounts. Content is hand-picked by the program manager, keeping the substance of social media shares on message.

Online Hub Accessed by Employee Ambassadors

Supply Advocates with Vetted Content
Content is chosen by the program manager so the substance of advocates' social media shares stays on message.



Ambassadors' Hub in Brief

- An online space for advocates to access policy-related content (articles, videos, etc.) and share it with their online social networks; hub also tracks each advocate's online and offline advocacy activity
- New content added daily by public affairs office; 1/3 of content is original, 2/3 is sourced from the web
- Participation is invite-only, for most trusted advocates; minimum expectations are to post content from the Hub to social media twice monthly and attend 1 in-person meeting with an elected official annually
- Software provided by Dynamic Signal for \$10 per month per advocate

Ambassadors maintain their own voice and authenticity by personalizing how they share the content. They get to choose which content to share, empowering them to select messages that are meaningful to them. Furthermore, they can add personal comments to the social media message, like in a 140-character tweet on Twitter.

Policy Content Shared by Ambassador with Personal Social Networks



Making peer activity visible on the Hub is mission critical to build and sustain community momentum.

First, the GA manager invites the 25 most dedicated employee advocates to join the program at launch, giving it a boost of momentum. Second, the manager adds new content to the Hub daily so that when advocates log-in, there's always something new to see. The Hub software makes this simple, pulling in the bulk of the Hub's content from third-party sources.

Ambassadors' Hub

Advocacy Manager Jumpstarts Hub Activity

What your advocates are wondering...



Most Dedicated Employee Advocates Enlisted First



- 25 trusted advocates recruited for pilot advocacy program
- Hub's activity generated, given momentum by enthused advocates

Like a campaign, start with your most trusted advocates who are self-starters and willing to be active before the rest of the crowd.

Hub Content Refreshed on Frequent Basis



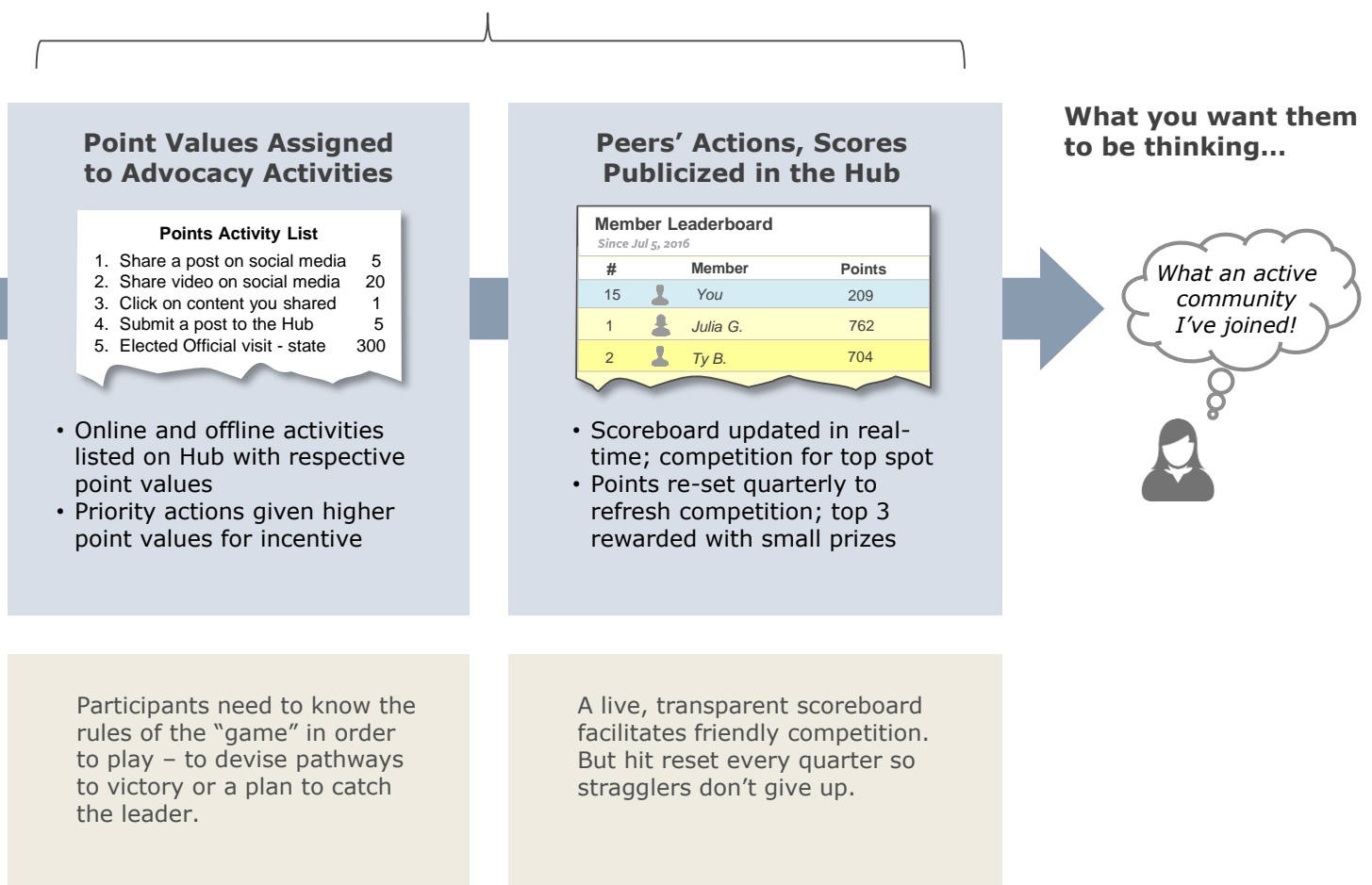
- New social-friendly content and offline sign-ups added to the Hub daily
- Advocates given a fresh experience at every Hub login

Add new content daily using alerts and dailies, like Google keyword alerts and newsletters from relevant publications.

Elevating peer contributions in the Hub is what drives the sense of liveliness and allows community to form. Novozymes does this by turning advocacy into a game - earn points for various advocacy activities. When advocates log-in to the Hub, they see activity from their peers on a leaderboard, which encourages them to take actions and compete for the top spot.

Launch Phase

Transparent Scoring System Energizes Ongoing Participation



An engaged community of advocates is spreading vetted policy messages in their own voice.

After launching the Hub in early 2016 with 25 ambassadors, the size more than tripled to 80 by mid-year, and the average participant is hitting 300-500 points per quarter. Novozymes also reports that the program has been credited with moving the needle on an issue, earning high praise from the home office.

80

**Employee Advocates
Participating (June 2016)**

100

**Percent of Advocates
Meeting Minimum
Expectations**

2.5
million

**Online Impressions
Generated in Q1 and
Q2 2016**

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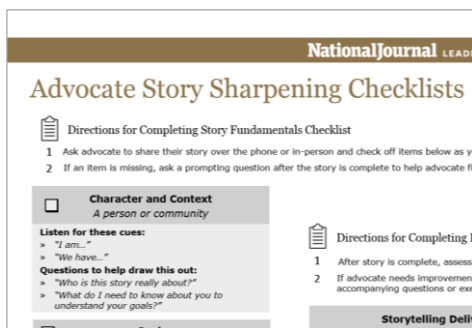


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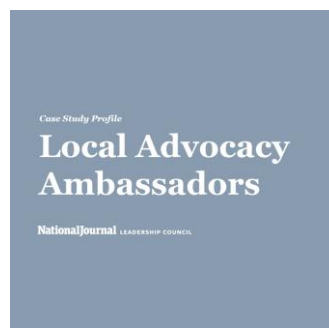


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