Employee Advocacy Sample Survey

Marketers running Employee Advocacy programs can greatly improve the success of their program by showing they care. One of the most important ways to do this is by listening to what the advocates have to say about the engagement in the program and putting feedback into action.

What's that old saying? We have two ears and one month for a reason?

Here are some sample questions for the kick-off survey that can be used any time throughout an advocacy program to help guide program leaders in the right direction:

To help with employee happiness:
(Always, Sometimes, Never)

I am proud to work at ___
I would recommend ___ as a great place to work
I see myself still working at ___in 2 years time
I enjoy sharing ___company content across social media

To understand how employees view themselves as participants in the program:
On a scale of 1-5 (1 = not at all and 5 = all the time)

How would you rate your participation so far in the program:
How often do you share content:

To help with the direction of training:

(Yes/No)

I understand the benefits of sharing industry related and company content across social media to help me do my job better.
I understand how Employee Advocacy impacts the bottom line of the company.
I would like more training on how to best utilize the employee advocacy program

To help understand preferred networks:

(LinkedIn, Twitter, Facebook, Instagram)

Which social network do you enjoy sharing company content?
Which social network do you feel the most comfortable using?
Which social network would you like to learn more about?
Which social media network do you prefer to stay updated on industry related news?

Open Ended:

What is your favorite social media network to share ____ content and why?
What topics (industry-related or not) do you enjoy reading on social media?
What topics (industry-related or not) do you want to share on your social networks?
What incentives would encourage you to share company content?
What type of company content do you define as share-worthy?
What words come to mind when describing ____ company culture?
What's your favorite part about working at ____?
What's your least favorite part about working at _____?
What personal goals would you like to achieve through sharing company content?
Any other information you would like to share?