

# Help Your Employees Become All-Stars

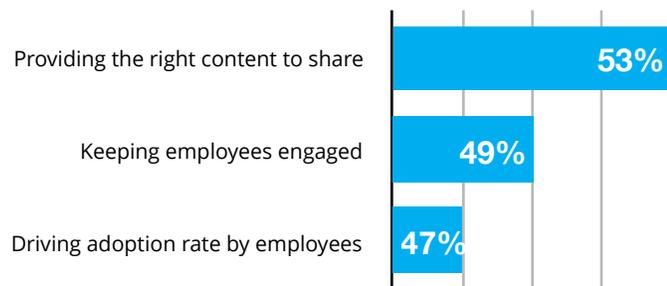
with Amplify and UpContent

With **UpContent for Amplify**, seamlessly empower your employees to build their brands by surfacing articles that inform, engage, and spark meaningful conversation - maximizing your organization's impact and influence.

## Your employees are your brand.

Unfortunately, nearly 50% of employee advocacy programs face challenges in keeping employees motivated and driving adoption. In many cases, these challenges stem from the over 53% of programs struggling to provide the right content that incites engagement.<sup>1</sup>

Top Challenges Faced by Brands in Employee Advocacy Programs



**To create a more motivated and loyal team, eager to share their experiences in your organization, you must quench their thirst for personal development.**

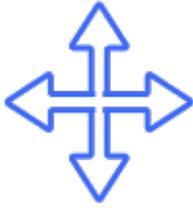
Consistently providing curated articles that build trust and deepen relationships between your company, your team, and social media audiences fuels this engagement.

**UpContent for Amplify is the only solution that enables your team to unify their curation efforts** across employee advocacy, branded social media, email, website, and digital signage channels - in an easily accessible, and coordinated, way. This workflow also provides for employee-sourcing what is curated - inspiring your team to take personal ownership of the program while simultaneously controlling access and managing approval flows.

**The result?** An employee base that feels valued and understood, and an organic desire to take part and evangelize your program, and your brand.

<sup>1</sup> Terpening, E., LI, C. and Littleton, A. (2016). Social Media Employee Advocacy: Tapping into the power of an engaged social workforce. A Best Practices Report. Altimeter.

**UpContent for Amplify** makes content curation for employee advocacy as easy as a single click.

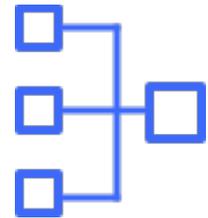


### **SURFACE THE BEST CONTENT TO OPTIMIZE ENGAGEMENT**

Leverage UpContent's proprietary discovery engine to find relevant content from unique and credible sources you haven't discovered yet, in addition to your favorite go-to publications, faster and all in one place.

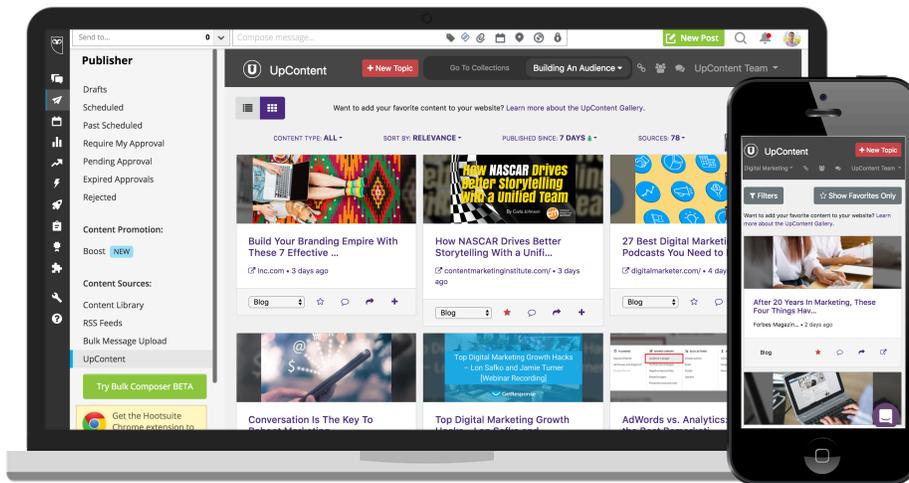
### **STREAMLINE YOUR COLLABORATION PROCESS**

Collaborate with others on the team to crowdsource curation efforts. UpContent works with your workflow no matter how intricate or flexible your approval process,



### **SUPERCHARGE YOUR CONTENT PIPELINE**

Link UpContent Collections to your Amplify Topics to easily send the right articles to the right team members at the right time.



Contact your Customer Success Manager to explore how UpContent for Amplify can solve your content pipeline challenges with an investment of just 20 minutes per week!



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