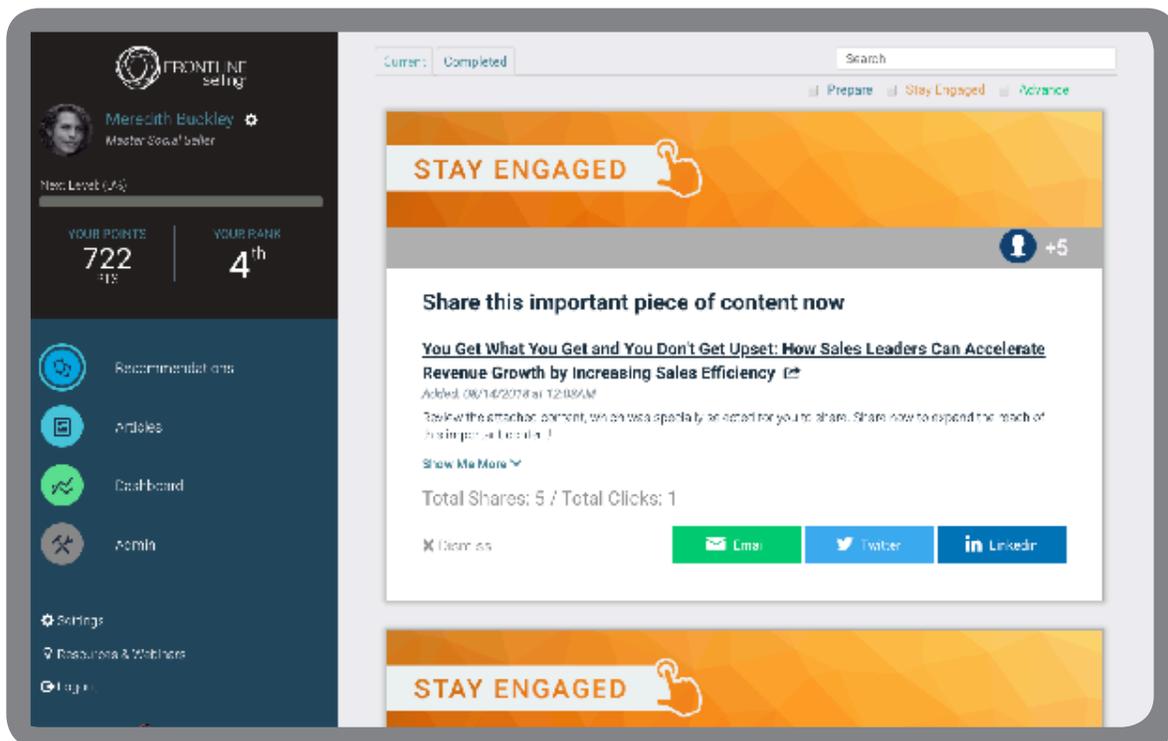


Your company probably has a corporate Twitter handle, a Facebook page and a LinkedIn profile. That was innovative a couple years ago, but now you look like every other brand. How can marketers make their companies stand out in the increasingly crowded social media landscape? The answer is right before your eyes.

## Employee Advocacy with Staccato Social

Employees are your most powerful Marketing resources. Through social engagement they can help you expand brand awareness, elevate your social presence, reach a wider audience and dramatically impact marketing, sales and corporate initiatives. Staccato Social, powered by PeopleLinx, is the premier software solution to launch and manage a highly effective Employee Advocacy program. We make social simple for both your company and your employees.



## Brand Consistency

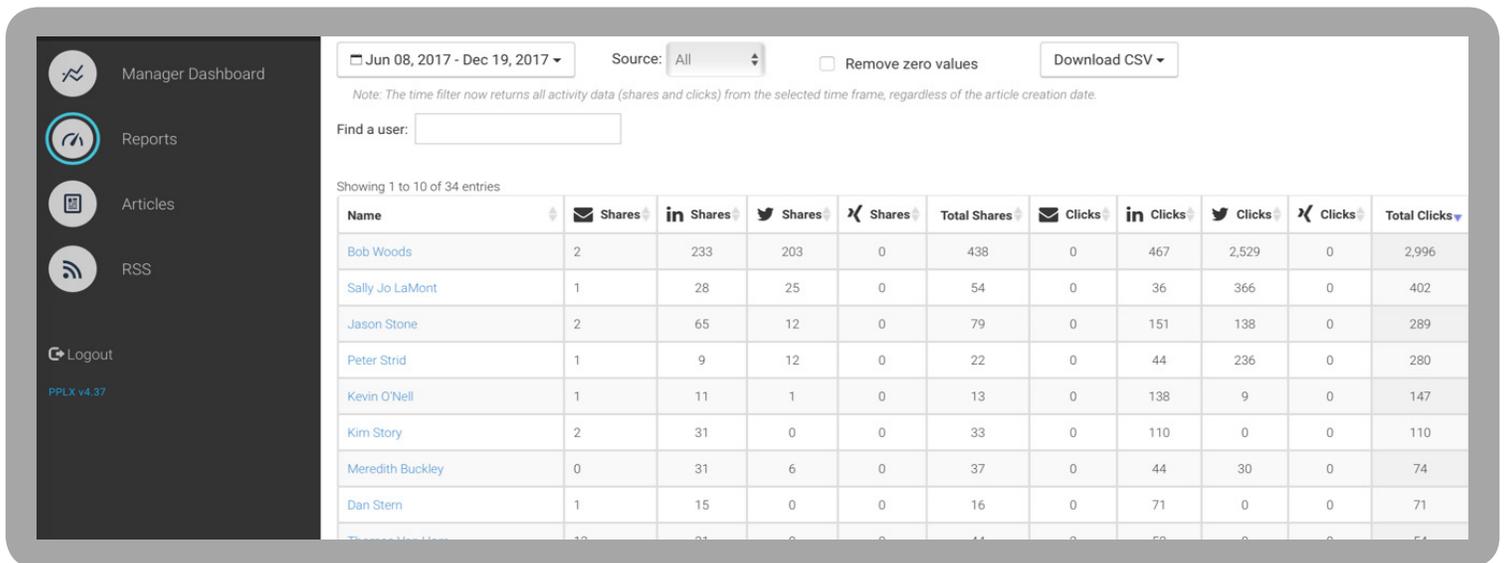
With Staccato Social, marketing can optimize social presence by pre-populating the Articles Library with company-approved content, and even has the option to create individual status updates for sharing. This not only empowers you to guide social messages and maintain brand continuity, but makes social engagement effortless for your employees.

## Efficient Communication

Whether it's Company or product news, thought leadership articles or the need to quickly spread critical national updates, Staccato Social enables you to add and prioritize content with the click of a mouse. Admins can send immediate email notifications to alert employees about time-sensitive content that needs to be shared.

## Visibility to Activities and Outcomes

Social engagement is often difficult to measure but Staccato Social provides detailed metrics on every user's activity and engagement on sharing. This allows you to better track behavior and gain real-time insights on participation and how effectively the shared content is resonating with your audience.



Manager Dashboard

Jun 08, 2017 - Dec 19, 2017 Source: All Remove zero values Download CSV

Note: The time filter now returns all activity data (shares and clicks) from the selected time frame, regardless of the article creation date.

Find a user:

Showing 1 to 10 of 34 entries

Name	Shares	in Shares	Twitter Shares	LinkedIn Shares	Total Shares	Clicks	in Clicks	Twitter Clicks	LinkedIn Clicks	Total Clicks
Bob Woods	2	233	203	0	438	0	467	2,529	0	2,996
Sally Jo LaMont	1	28	25	0	54	0	36	366	0	402
Jason Stone	2	65	12	0	79	0	151	138	0	289
Peter Strid	1	9	12	0	22	0	44	236	0	280
Kevin O'Neil	1	11	1	0	13	0	138	9	0	147
Kim Story	2	31	0	0	33	0	110	0	0	110
Meredith Buckley	0	31	6	0	37	0	44	30	0	74
Dan Stern	1	15	0	0	16	0	71	0	0	71

Logout  
PPLX v4.37

## Brand Amplification

Employee participation in social engagement helps your company reach and influence new audiences through your employees' personal social networks. As a result, your brand awareness skyrockets. Staccato Social also removes the guesswork for your employees around what type of content most accurately reflects your company's brand, and creates consistency across your team members' personal networks.

## Team-Specific Content

When companies have multiple departments involved in Employee Advocacy, it only makes sense that content appropriate for one department may not be relevant for another. Staccato Social admins can create multiple teams and choose to distribute any piece of content to all, or add to the Articles Library for one specific team. It's completely up to you.