

Friday, 28 November 2025

W E ■
A R E
C O M

Meet up

Best practices in employee
advocacy

With Clémence Tallon, Caisse d'Épargne IDF

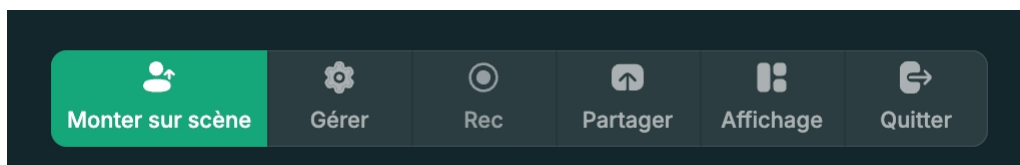


I HAVE A QUESTION DURING THE MEETUP! WHAT SHOULD I DO?

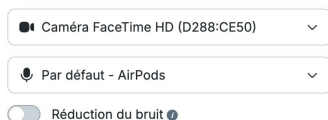
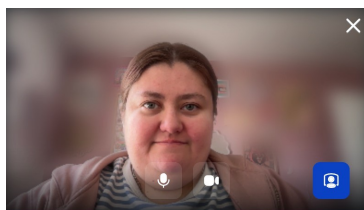
Meet-ups are opportunities for unfiltered discussion among peers.
You can ask questions...

ORALLY (MICROPHONE WITH OR WITHOUT CAMERA)

Click on the "Take the stage" button at the bottom of your screen



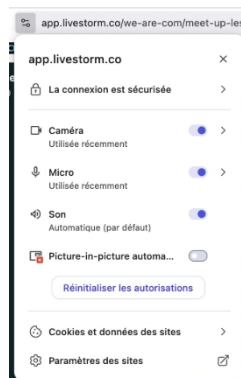
You will then see a preview and can choose to share your microphone and/or camera.



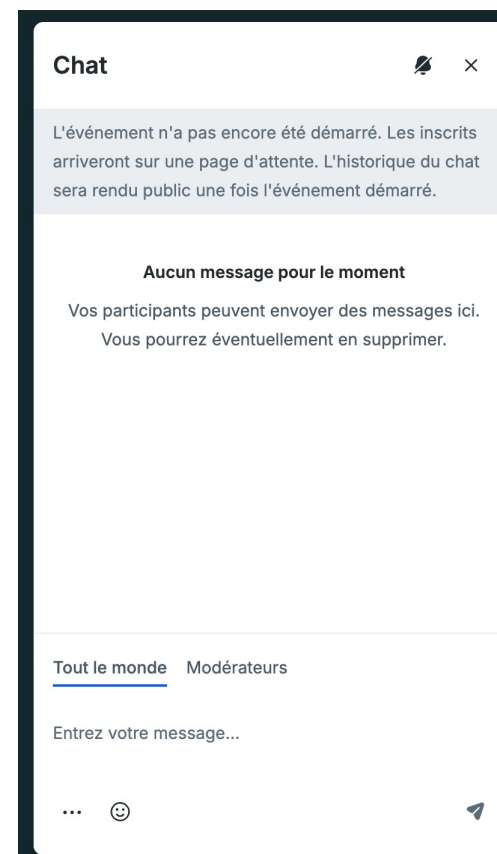
Participer

[Tester ma configuration](#)

If this is your ^{first} time, you may need to accept microphone sharing in your browser. This will restart your connection: don't panic, we're still here!



IN THE CHAT



Welcome!

Meetup



Hello 🖐️

My name is Magali and I have been working in the communications industry for over 15 years.

I began my career in an agency, where I supported brands with communication and advertising projects, design, brand experience and customer experience, particularly in the world of retail architecture.

On the agenda

- **Feedback:** Amplifying communication through employee advocacy with Clémence Tallon from Caisse d'Épargne IDF.
- **Questions and answers:** we share our ideas, a discussion open to all 🎤

Here, there is no top-down communication: you can take to the stage, turn on your microphone (and camera!) and chat with your peers

**Feedback: How can we
engage employees?**

What is **EMPLOYEE ADVOCACY**?



It is the mechanism by which a company mobilises its employees to become brand ambassadors and embody it on social media.

What is an **AMBASSADORSHIP PROGRAMME?**

A **collective influence** approach
supporting employees over the long term.



Providing access to a panel of employees active on social media networks with a
selection of easily shareable content.



Acculturating employees to the company's digital and social practices in order to increase the
company's digital visibility
and boost employee participation.

CONTEXT

- The latest 2025 barometer **from Havas Paris** shows a **decline** in the expression of employees of SBF120 companies on LinkedIn.
- The reason given: **employee fatigue with overly "corporate/formatted" content**, perceived as disconnected from the field.

EMERGING TREND: CHAMPION ADVOCACY

- According to Havas, traditional employee advocacy—broad, top-down, prescriptive—seems to be running out of steam.
- Instead, a **new model** is emerging **that focuses on "champions"**: managers, subject matter experts, and committed employees.
- These "champions" generate greater engagement: their posts receive on average **42% more interactions than corporate pages** and **35% more than external authors**.
- To work, this model requires a rethink of programmes: more **support, useful/authentic content, varied formats,** and **recognition for contributors**.

Clémence Tallon



Deputy Director of Communications

Caisse d'Épargne IDF

Clémence is Deputy Director at Caisse d'Épargne Île-de-France.

She oversees internal and external communications, with the main objectives of promoting the brand's commitments, developing brand awareness and building team loyalty. The ambassador programme is one of her key tools.

- **LEADER ADVOCACY**
- **CAISSE D'ÉPARGNE ILE-DE-FRANCE**
- **WE ARE AMBASSADORS**



- A LITTLE BACKGROUND

Employee Advocacy in figures

📢 Employees' opinions are **three times more credible**.

EDELMAN TRUST BAROMETER

👁️ Messages are **shared 24 times more** when they are published by employees.

WELCOME TO THE JUNGLE

✗ Only **3% of** our news feeds consist of **corporate LinkedIn posts!**

LINKEDIN STUDY 2023

- A LITTLE BACKGROUND

Employee Advocacy in figures

 **95%** of candidates research a company before applying.

 **84%** of consumers trust content shared by employees more than content shared by the brand.

Messages shared by employees
reach 561% more people.



STEPSTONE

19 EMPLOYEE ADVOCACY STATISTICS, SPEAK APP

19 EMPLOYEE ADVOCACY STATISTICS, SPEAK APP

- 3 years ago

Employee Advocacy at CEIDF



2022: Pilot programme with 20 ambassadors

2023: 60 ambassadors

- 600 LinkedIn posts
- +40% increase in applications
- 30% internal promotions
- 7% retention rate

2024: 150 ambassadors

- 1,500 posts
- 56 million views
- €1 million in media value (EMV)

• 10 ambassadors
LinkedIn Bank

TOP 200



Céline



Vues

1,445 interactions

has published 109 posts

Most viral A'

 **Céline Ulric-Gervaise** · 1er
uv m aPo)os:YeaM · ovœnce0e ssclsr...

2 mois · 🌐

Cash Services: les banques jouent actif

C'est une petite révolution silencieuse dans le paysage bancaire ... plus



t Ala

25 commentaires · 258 replications



Teddy



Views

537 interactions

has published 26
posts

Most viral X

Teddy RAMEN er
Director of eanengriag and de la Conquête Jeunes pour l'IDF /...
6 months • Modifi4 • @

Après 20 ans, c'est une belle aventure qui se termine...🥲

...but I don't quote the Caïæa d'Éparpne Ile-de-firæos NY ... more



🌐👍👎 350

187 comments



Stéphanie



Most viral &



STEPHANIE NASSE · 1er
Directrice de secteur commercial CEIDF / Ambassadrice CEIDF
2 mois · Modifié ·

J'ai le plaisir de vous annoncer ma prise de poste en tant que Directrice de Secteur Commercial sur Cergy le Haut # team95 🙌

aventure collective : il s'agit de jouer en équipe, de faire circuler la balle et de viser ensemble la réussite.
Leadership, esprit de compétition, cohésion, résilience... autant de valeurs que je

Un grand merci à celles et ceux qui m'ont permis de progresser à chaque :



32K views

431 interactions

has published 8 posts

Beyond LinkedIn



Participation in recruitment fairs



Video filming and podcasting



Embodiment of our employer branding campaigns

- TOWARDS 2026

New year, new programme



87

AMBASSADORS

- TOWARDS 2026

THEIR MISSIONS



Publier du **contenu authentique** sur LinkedIn.



Relayer et soutenir les posts des ambassadeurs et des pages CEIDF.



Intervenir lors **d'événements écoles et recrutement.**



daily professional life HR



advice



industry news



professional development in the region



commitments



- TOWARDS 2026

A programme of 10 team workshops and 2 face-to-face meetings



Optimising your LinkedIn profile



Creating impactful posts (+ moderation) Customer culture in action



Decoding statistics & algorithms MID-SEASON EVENT



Pitching your business with impact The art of storytelling



LinkedIn & in-person networking CLOSING EVENT



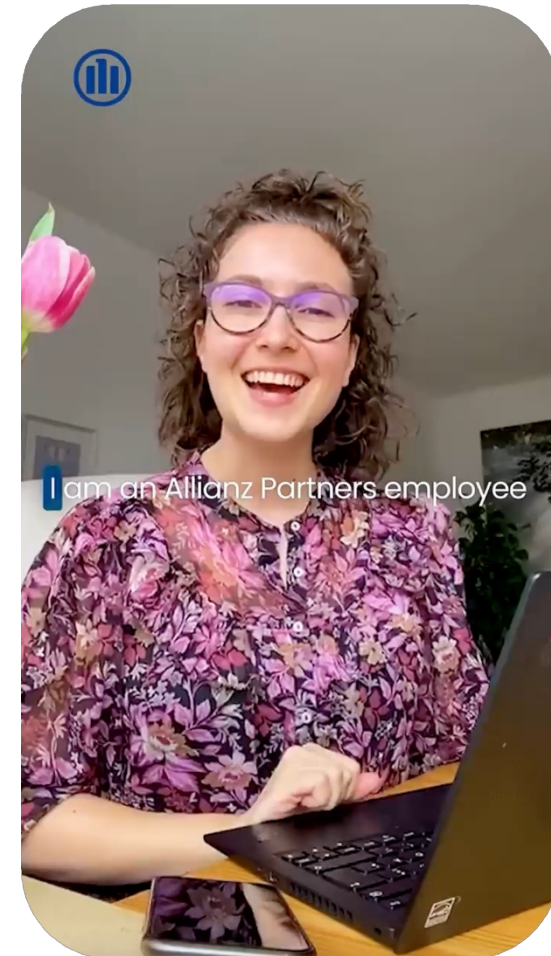


BENCHMARK

The art of activating the voice of employees

Mechanisms implemented since 2021

- **Skills development training:** LinkedIn workshops + conferences on trends (AI, metaverse, etc.) to equip ambassadors.
- **Varied content:** sharing corporate posts, industry monitoring, CSR/HR topics to provide material for discussion.
- **G recognition gamification:** challenges, sharing competitions, quizzes/sports predictions, rewards (e.g. tree planting)
- **Community engagement:** internal events (conferences, photo shoots), community spirit, promotion of volunteering.



Results (June 2024)

- **500 active ambassadors** (92% activity rate)
- 756 pieces of content shared by employees
- **3.8 million** total **reach** on social media
- 7,236 external clicks generated by posts
- €200,000 saved in Equivalent Paid Media (EPM) in 2023





Large-scale employee advocacy

Since 2011, Dell has structured an employee advocacy programme of exceptional **scope**, providing extensive training to its employees on the professional use of social media. The result is an engaged, proud and visible internal community that embodies the company's culture on a daily basis.

The pillars of the Dell Champions programme

- **Dedicated internal certification:** *Dell Social Media University*, attended by **10,000+ employees** ($\approx 10\%$ of the workforce).
- **Official ambassador status** for all certified employees.
- **EveryoneSocial platform:** ready-to-use content, post suggestions, analytics, one-click sharing.
- **Continuous recognition animation:**
 - Internal rankings,
 - Highlighting top contributors,
 - Congratulatory messages from management and internal sharing of their posts.



An authentic editorial line

Dell encourages its ambassadors to publish **whatever inspires them**: company news, innovations, behind-the-scenes insights into their jobs... but also personal moments to strengthen their connection with their audience.

The hashtags **#LifeAtDell** and **#IWork4Dell** embody this culture: a deliberate mix of professional and personal content that humanises the brand while amplifying its visibility.

The impact: a brand promoted "from within" Thanks to this programme, Dell has turned its employees into **credible voices**: more engaging, more authentic and closer to communities. The initiative has established itself as a strategic lever for communication, marketing and the employer brand .





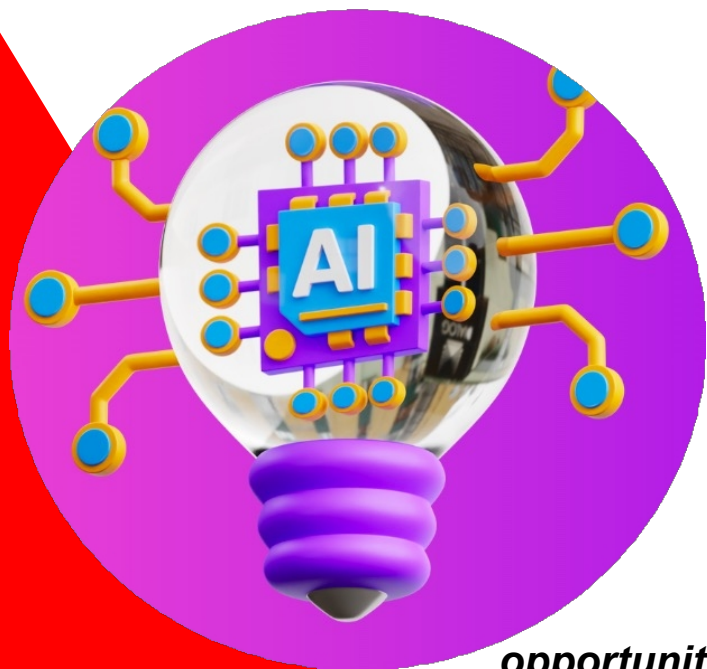
Results

- **150,000 content shares**, generating more than 45,000 additional clicks to Dell's website.
- Estimated audience of **1.2 million people** in 2015.
- **1,200 certified Champions across 84 countries in 2019**



SAVE THE DATE

CLUB AGENDA



SAVE THE DATE

**Tuesday, 9 December at 9 a.m.
via video conference**

AI theme

*Our quarterly meeting is an
opportunity to discover the latest AI news, AI-powered
campaigns and an analysis
of 100% COM use cases*



Worksh

COMMUNICATION TRENDS

Thursday 11 December
at Louvre Banque Privée

WORKSHOP

*The underlying trends and
benchmarking of the best
campaigns of the year,
in 1 HOUR FLAT*

+ Catch-up session via video
conference on Tuesday 16
December at 9 a.m.



After-work
event

Meetup

SAVE THE DATE

**Friday 12 December at 12 noon
via video conference**

Best practices for accessibility

*From regulatory framework to practice
with Elise Akopcan, Head of Cross-
Functional Customer Communication
Projects at Crédit Agricole Assurances*





EMPLOYEE ADVOCACY

Friday, 20 March 2026 in person in
Paris or via video
conference, on request
in-house

**Unite and promote your employees' voices
on social media**

Introduction: understanding the challenges of employee advocacy

- 1. Identifying and mobilising your ambassadors*
- 2. Creating and sharing high-value content*
- 3. Measuring, promoting and sustaining the programme*

Training

Thank you!