

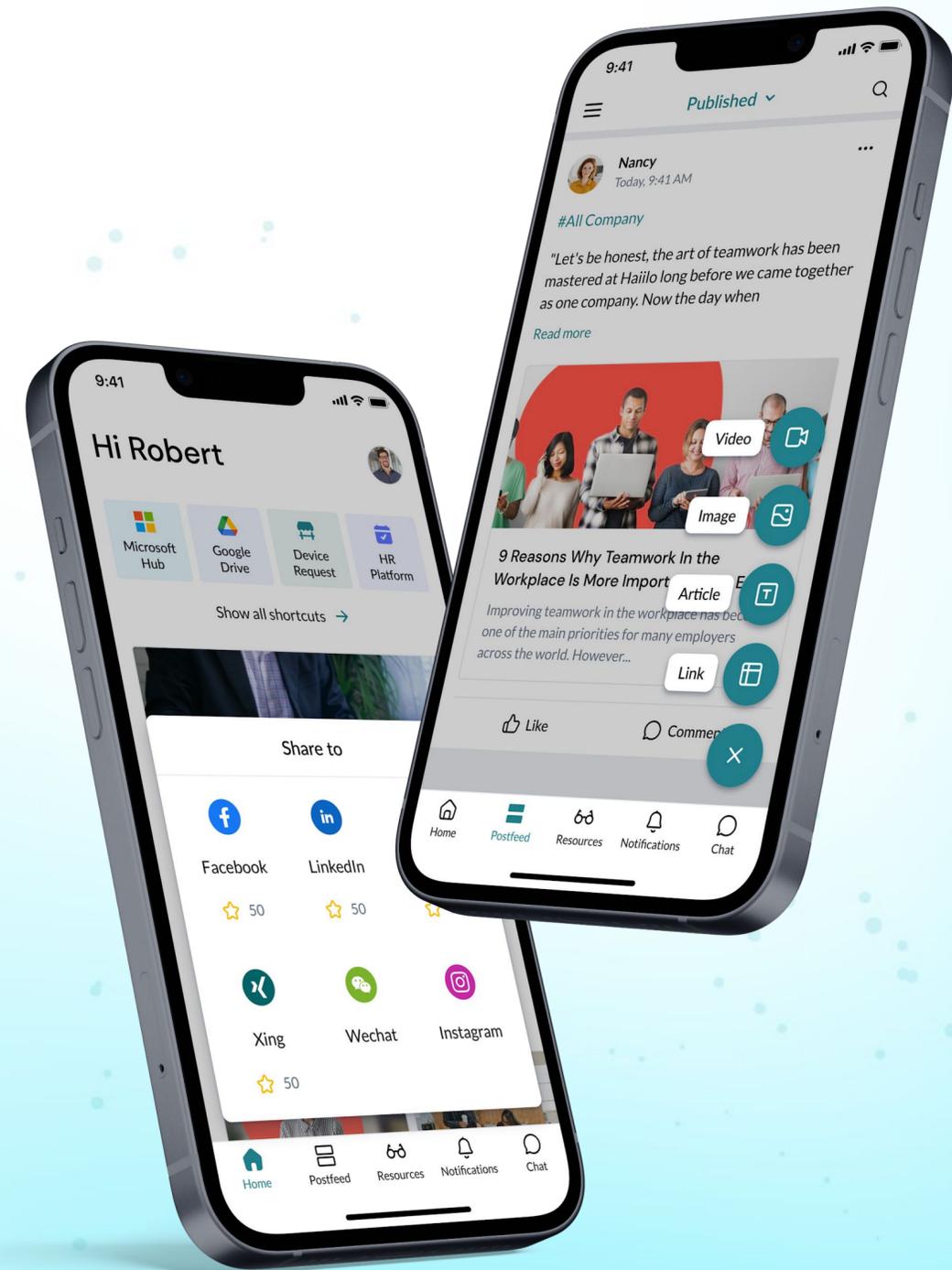
User training



Employee Advocacy

Hailo empowers you to become a **true brand ambassadors** with just a click of a button.

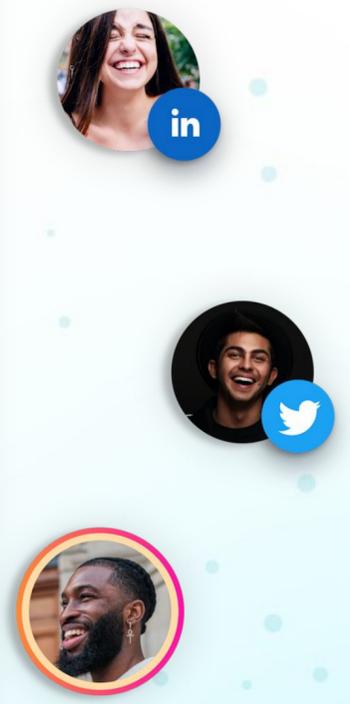
Your voice will change the way the world sees **your brand**.





Share to

 Facebook ★ 50	 LinkedIn ★ 50	 Twitter ★ 50
 Xing ★ 50	 Wechat	 Instagram
 Copy Link		



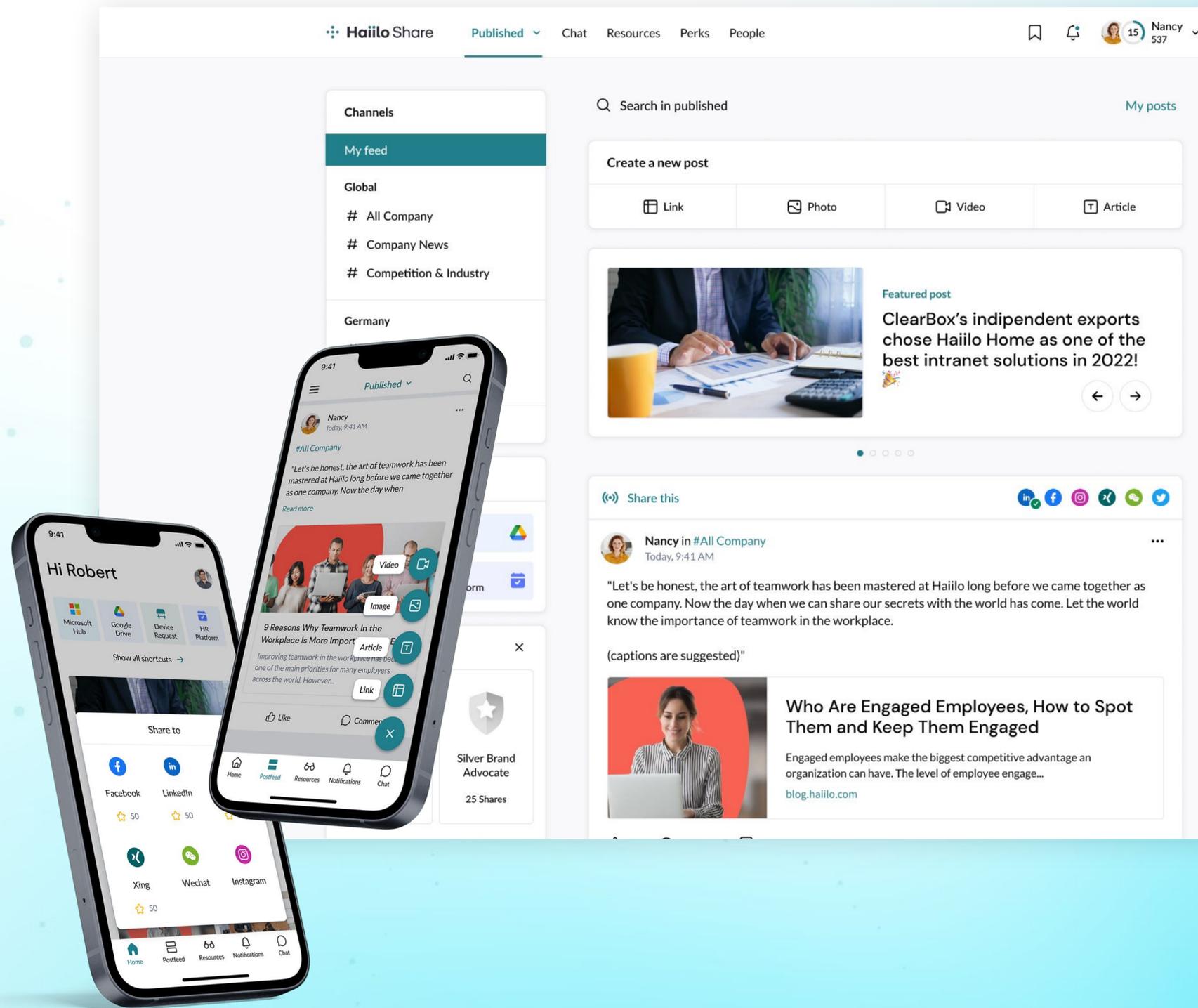
Become a brand ambassador

Haiilo makes it easy for you and your colleagues to share pre-approved company stories and to position yourself as industry experts.



Share from anywhere

From your web browser. From your phone.
Even from your email or intranet. Share from
whatever channel you are the most
comfortable with.





Gamified experience

See how well you stack up against your colleagues in **driving traffic and engagement.**

1

Jane
1950 ★

2

Robert
1525 ★

3

Ian
1426 ★

4		Nancy	1401	★
5		Nicholas	876	★
6		Susanne	800	★
7		Michael	751	★



Why having Brand Ambassadors matters?



- On average, one employee share generates 3 clicks on Facebook and 4 on LinkedIn. Save costs by investing less in cost-per-click.

- Haiilo



- Employee shared posts reach 561% further than posts by corporate social media profiles.

- Forbes



- 92% of people trust recommendations from their peers over any other form of advertising.

- Nielsen



- 12% increase in brand advocacy generates a 2x increase in revenue growth. Leads developed through employee social marketing convert 7x more frequently than other leads.

- IBM



- 85% of employees say they're most motivated when they receive regular updates and company news.

- Tradepressservices



- Job seekers applying through employee shared openings are 5 times more likely to be hired and hired 55% faster.

- hrtechnologist



Push your personal brand and increase your professional success

- Influence your company's brand and performance
- 98% of employees use at least one social media site for personal use, of which 50% are already posting about their company.
- 84% of C-level executives use social media to make purchasing decisions.
- Build your position as thought leader/trend setter/professional/etc. and create your own professional success.





Measure the success of your activities

- You are already successful in using social media? Haiilo gives you the opportunity to measure your success.
- Use the analytics features in you personal dashboard to monitor your activities.

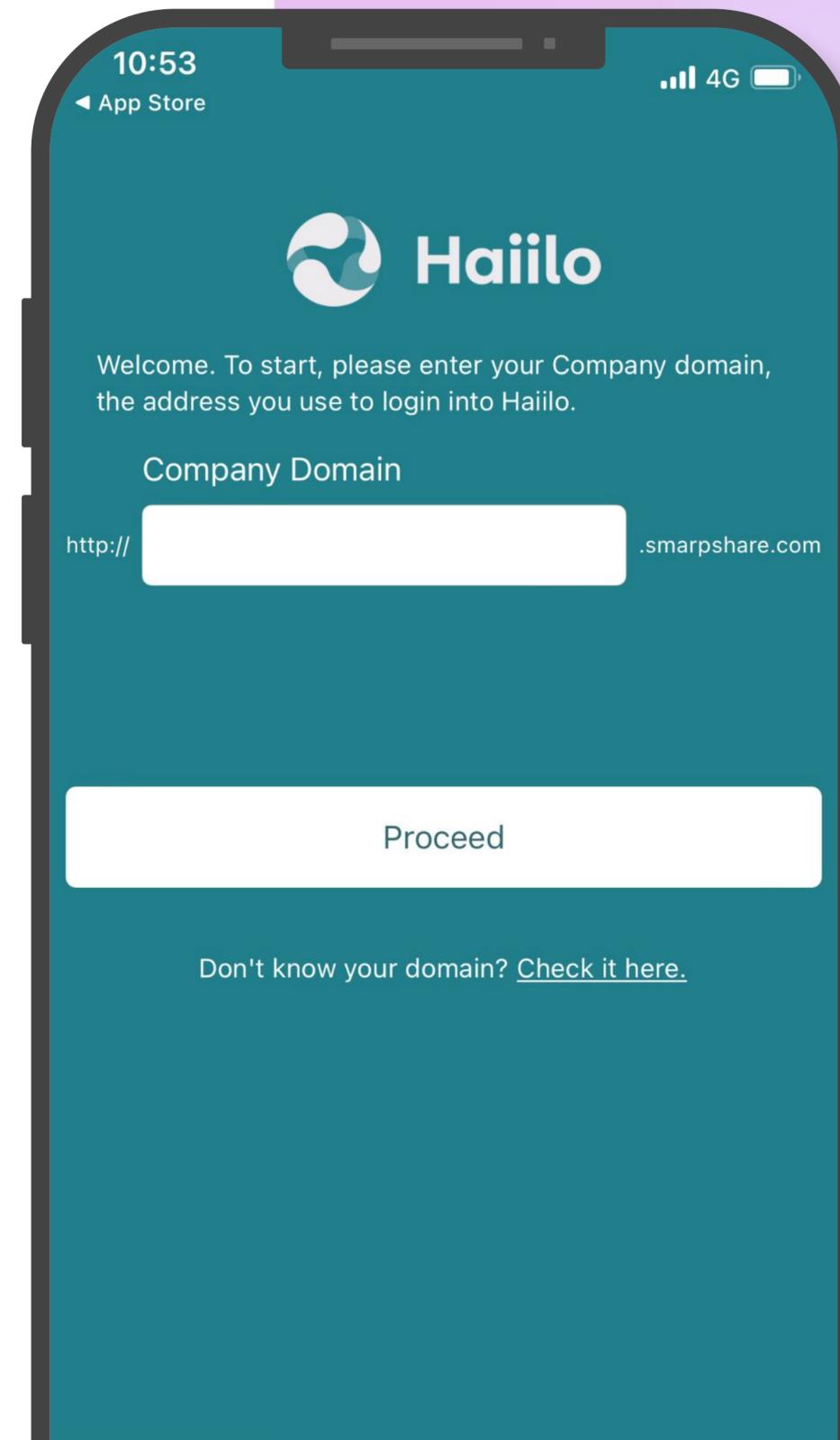




Easy-to-use Mobile App

Download our newest app from
App Store or Google Play.

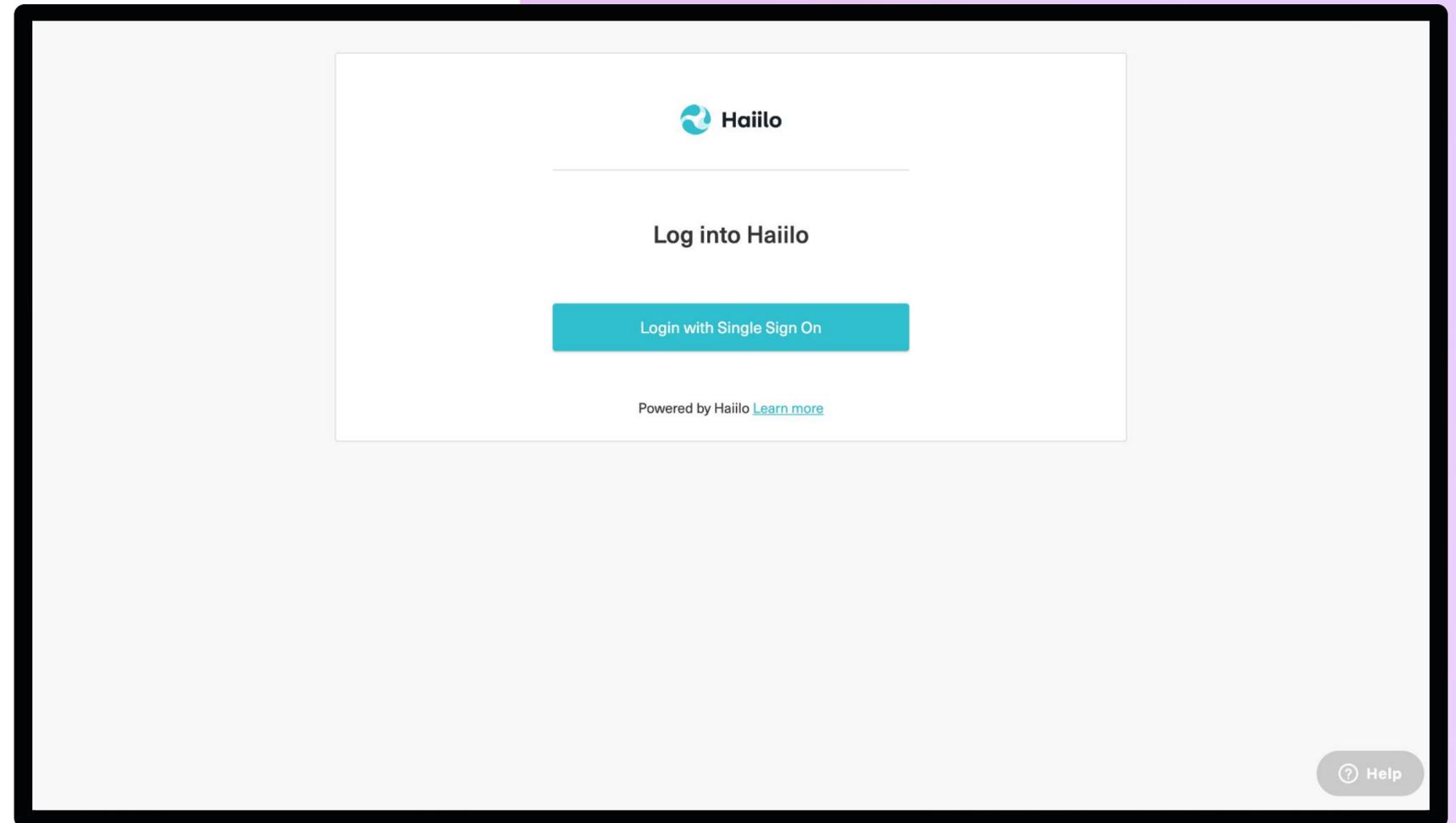
- Enter the company domain:
<https://xxx.smarpshare.com>
- Log-in with your details
you've chosen





Use Haiilo on your desktop:

- Enter the company domain to your browser: <https://xxx.smarpshare.com>
- Log-in with your chosen details





Let's dive into the platform

The screenshot displays the Hailo platform interface. At the top, the Hailo logo is on the left, and navigation links for 'Veröffentlicht', 'Ressourcen', 'Vorteile', 'Statistiken', and 'Verwaltung' are on the right. A user profile for 'Stefanie' is visible in the top right corner.

The main content area is divided into several sections:

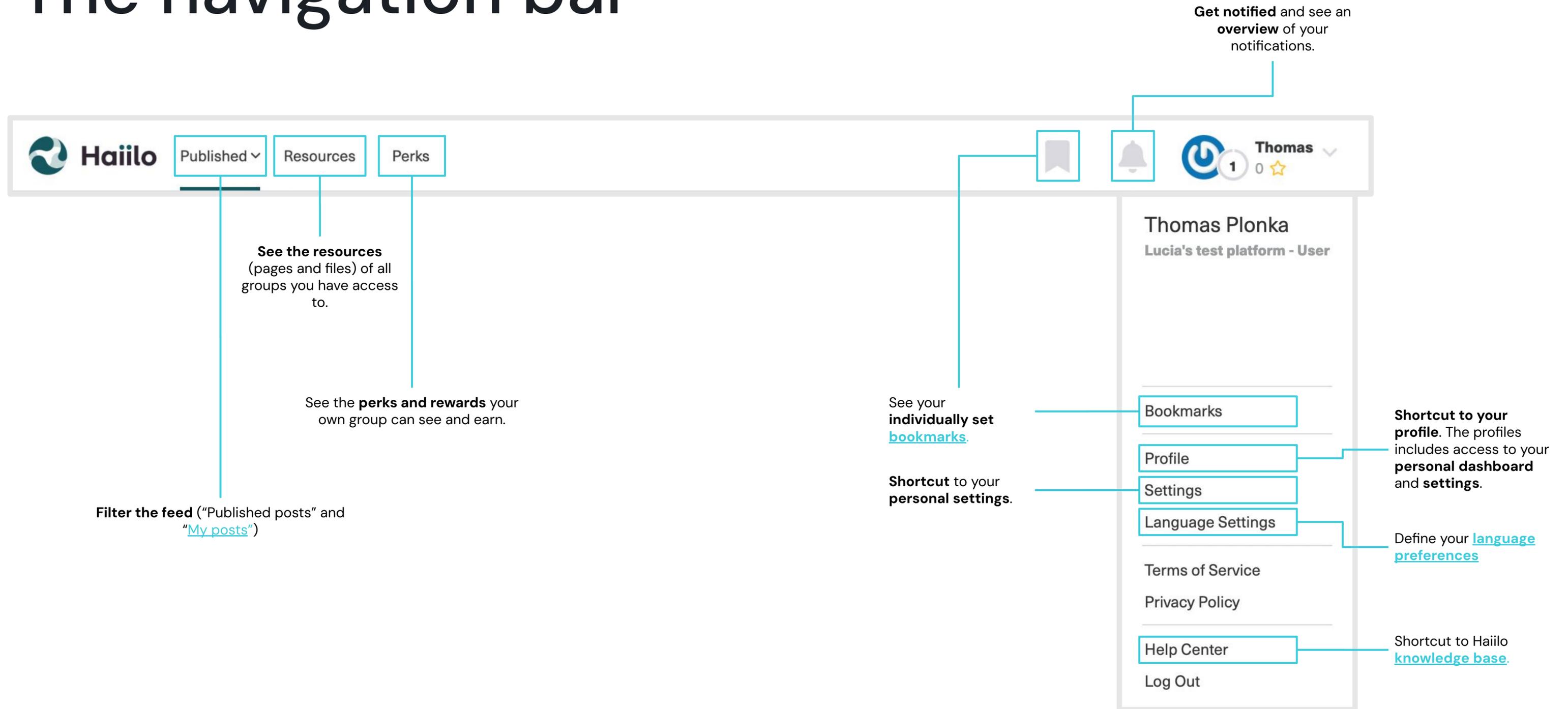
- Channels:** A list of channels including 'Mein Feed', 'Hailo Training', '# Charity & Volunteering', '# Company News', '# General', '# HR & Jobs', '# JC Test Channel', and '# Marketing'. A 'Meinen Feed anpassen' button is at the bottom.
- Ihre Trophäe:** A section showing two trophies: 'New Befürworter' and 'New Ersteller'. Below them is a 'So funktionieren Trophäen' link and a 'Feedback schreiben' button.
- Mein SharpScore:** A section indicating the user's rank: 'Sie haben einen Rang in der unten 50% Einflussnehmer bei Hailo Training'. A 'Meine Einblicke anzeigen' button is at the bottom.
- Customize your feed:** A section with the text 'Discover channels that interest you' and 'Get started!' and 'Later' buttons.
- Suchen in veröffentlicht:** A search bar.
- Beitrag erstellen:** A section with buttons for 'Link', 'Artikel', 'Bild', 'Video', and 'Umfrage'.
- Featured post:** A post titled 'Pizza day every wednesday' with a pizza image and navigation arrows.
- Post by Carolin Goerke:** A post in the '# JC Test Channel - Hailo Training' group, dated '12. Juli', with the text 'Come and eat pizza - please share'. It includes a 'Read confirmation required' banner and a 'Learning' tag.



Using the platform

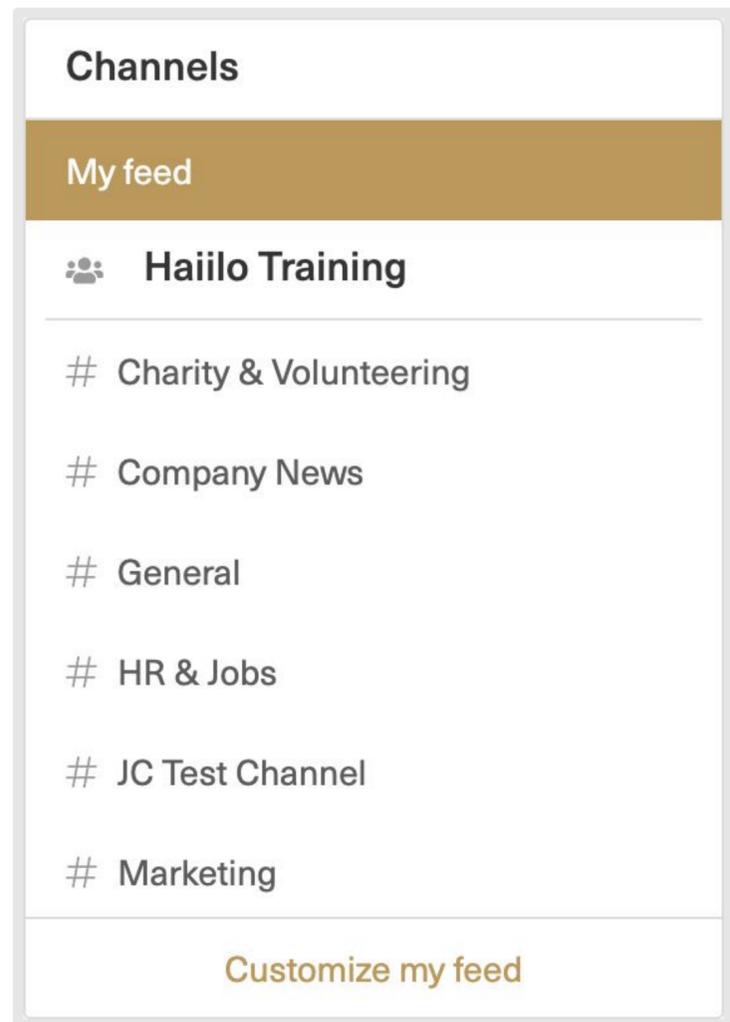


The navigation bar

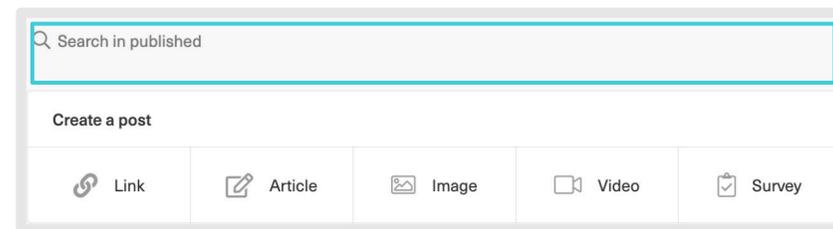




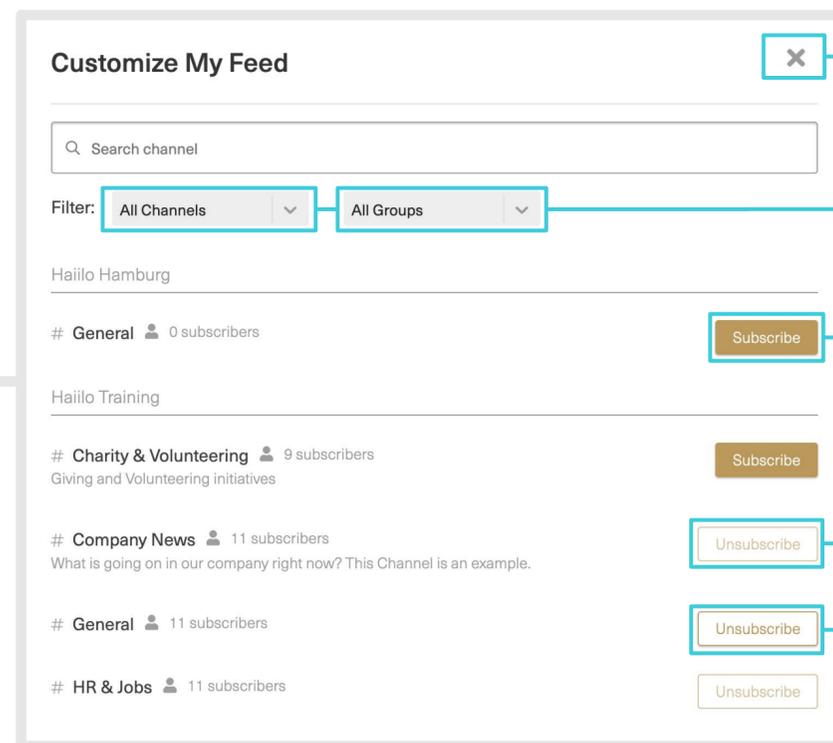
How to customize your feed



Navigate to the **left of your screen** and click ["customize my feed"](#).



Users can **search their (customized) feed** for keywords by using the search bar on top of the feed. The search finds every keyword included in the title or body of a post.



Click the cross to **confirm your choice** of subscriptions.

You can **filter** the displayed channel by **"subscribed"** or **"unsubscribed"** and by **"group"**.

You are **not subscribed to this channel yet**. Click the button to subscribe.

You are **automatically subscribed to this channel**. You can not unsubscribe from the channel.

You **already subscribed to this channel**. Unsubscribe by clicking the button again.

Scroll or search the displayed channels and choose which channels you want to **subscribe** or **unsubscribe** to.



How to connect your social media accounts

General

Language settings

Notifications

Delete my account

Navigate to your **personal settings** and choose **"General"**.

Social network settings

Please connect at least one of your social media accounts. You will be able to use the connected accounts to log in and share content.

 LinkedIn	Connect
 Twitter	Connect
 Facebook	Connect

Smarp will not post anything to your connected networks without your consent. We do not share any information to third parties and only use information from your connected accounts for logging in, sharing, and measuring clicks. For more information on data security [check this article](#).

See the **offered networks** and click the button **"connect"**. Fill in your **login credentials** and **connect your Haiilo account to the respective network**.



For more detailed information on the topic, [please click here](#).



How to update your language settings

General
Language settings
Notifications
Delete my account

Navigate to your **personal settings** and choose "[Language settings](#)".

Language Settings

Select the language you want to use on Smarp. You can change it back anytime.

English

Update

Select the **language you want to use in Haiilo**. You can change it at anytime. The language settings define every **system-sided terms in the platform**. User generated contents will stay untouched and remain in their original language.

Target Language for translation

Select the language you want content on Smarp translated into. We'll show options to translate content such as posts and comments to this language

English

Update

Select the language you want **content** in Haiilo **translated into**. This affects every user generated content in the platform. The **contents will be translated via [automated translation](#)**.

Content Language

Which languages would you like to receive content in? Choose at least 1 language.

I want to receive content in all languages

I want to receive content in the following languages

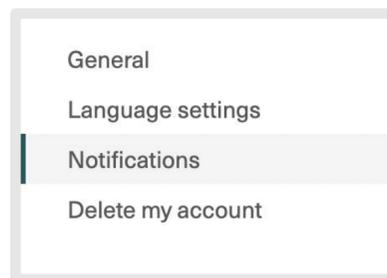
English x German x

Update

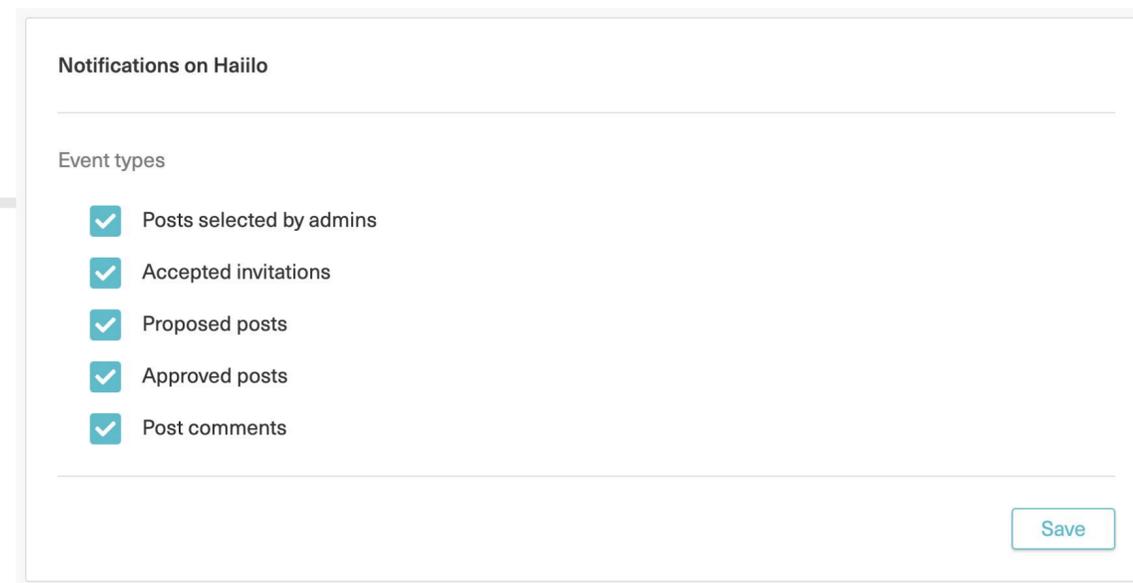
Define in which languages you want to receive content within Haiilo. You can either choose "**I want to receive content in all languages**" and benefit from automated translations in Haiilo. Or you select "**I want to receive content in the following languages**" and choose one or more languages, you want to receive contents in.



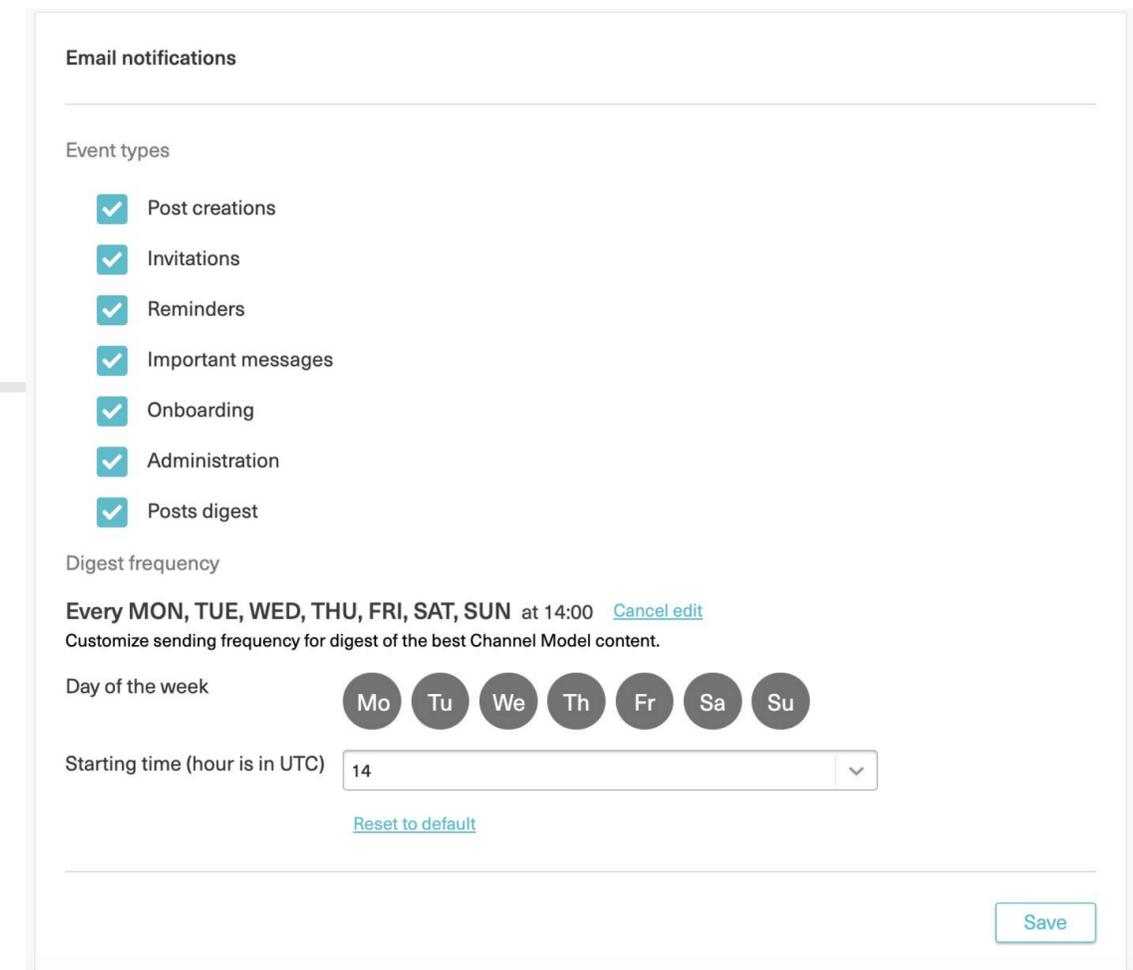
How to edit your personal notification settings



Navigate to your **personal settings** and choose "[Notification](#)".



Define which actions and events in Hailo trigger a **notification right in the platform**.



Define which actions and events in Hailo trigger an **email notification**.

Also you can select the **frequency** and point of time at which you want to **receive your digest**.



How to engage with content

See **who** has created or proposed the post.

 **Evgeniia Koptelova** in [# Marketing Content & Blog - Global](#)
17 Mar |  Feedback (0)

See in which **channel(s)** the post has been posted.

"Happy Friday! This one is a bit of a late bloomer, yet it focuses on a very important topic, quiet quitting. Spread the word and enjoy the end of the week."



What is Quiet Quitting? Everything You Need to Know

This data is worrisome for many employers as the consequences of low employee engagement and quiet quitting are significant. Low employee morale and engagement Quiet quitting is often the...

HAILO.COM

See the **preview** and click the post to enter the **detailed view** on the content.

You can **like**, **comment** and **bookmark** posts.

 Like  Comment  Bookmark

You can **share** the post to the offered (defined) social networks or directly via deep link.

 1  8

 Leave a comment...

You can **comment** on posts and **tag and mention** other users in your comment.



How to share content

Choose your desired **post** from your **newsfeed**, decide via which **network** you want to share your message and **click the respective icon**.

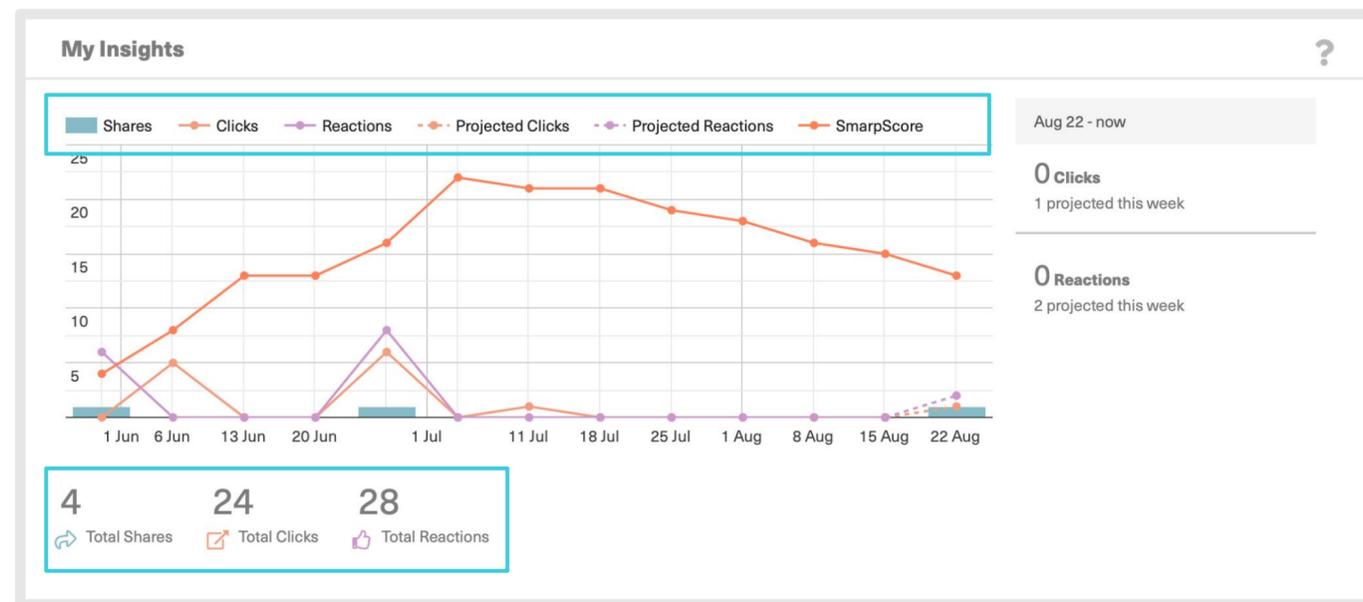
After customizing the message for you network (if wanted), please choose if you want to share the **post right away**, if you want to [manually schedule it for later](#) or if you want to use our recommended [smart share option](#).



For more detailed information on the topic, [please click here](#).

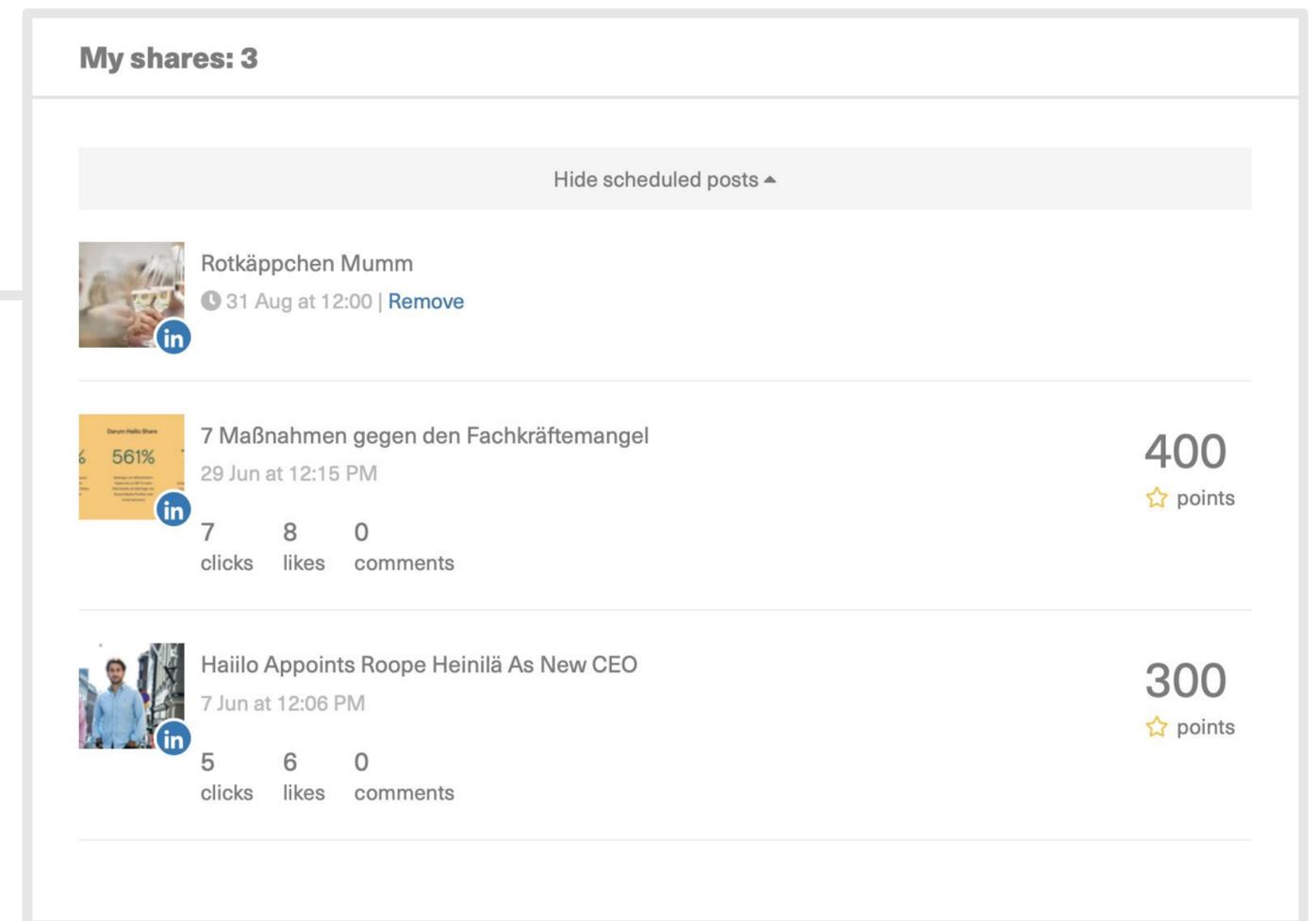


How to use your personal dashboard (1/2)



See your **personal statistics**, including your **shares** and the **clicks and reactions generated by your share**. In addition you see a **projected curve** for future interactions and your personal "**Influencer Score**".

To get deeper insights, **define the time range** you want to have a closer look at.



See the **post you made**, the **points you earned** by posting and the **pending posts you have scheduled for the future** (either manually or via smart share). You can also **manage or cancel your scheduled posts**.



For more detailed information on the topic, [please click here](#).

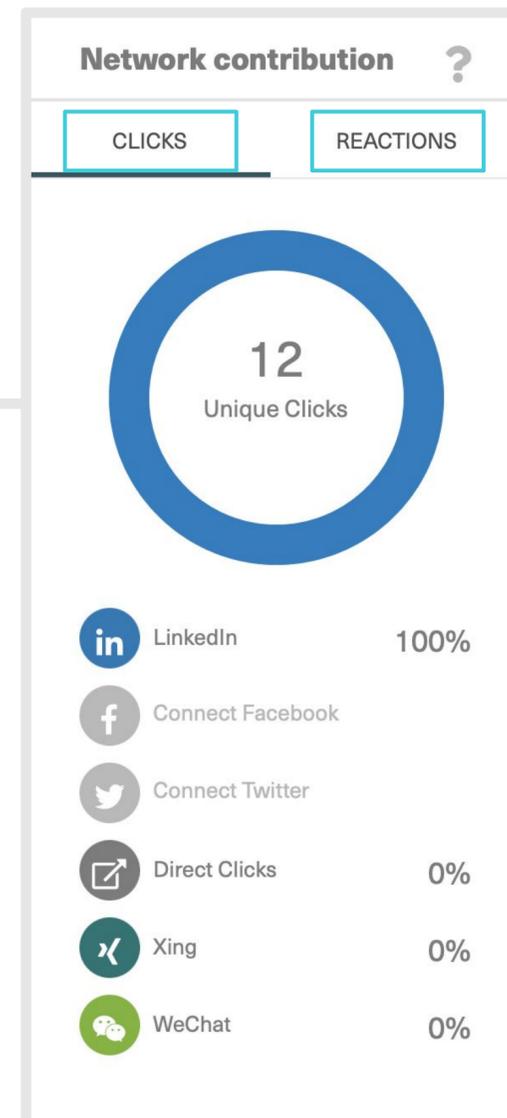


How to use your personal dashboard (2/2)



The "Influencer Score" is a **number between 1-100** that **represents your influence**. When you share from Haiilo and people **engage or interact your yours posts**, that's influence.

The more 'influential' you are, the higher your "[Influencer Score](#)".



See your **network contributions** in the lower right part of your personal dashboard.

This part of the dashboard shows you the **posts in which networks generated the most [clicks and reactions](#)**.

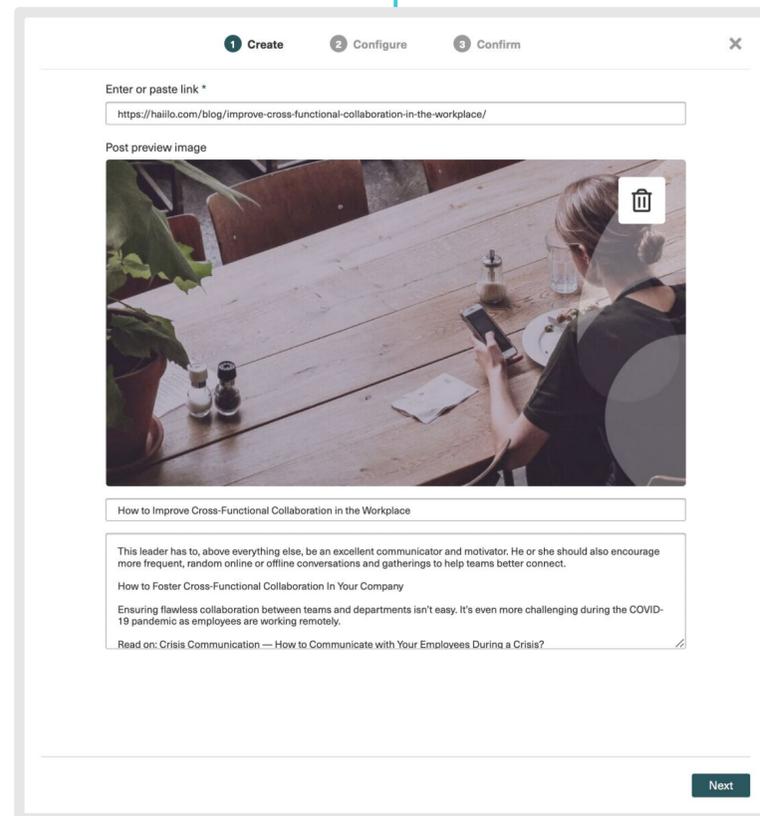
The numbers are based on your **activities** during the **past 90 days**.



How to propose content

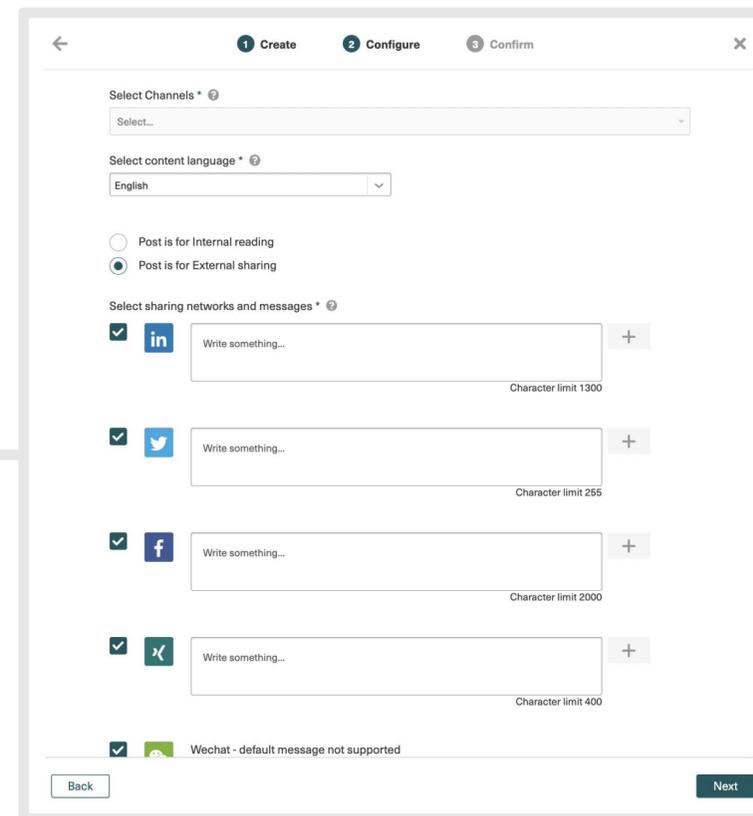


Beside a [link](#) post, there are [articles](#), [image](#) posts and, [video](#) posts available. Users can decide which format they want to choose.



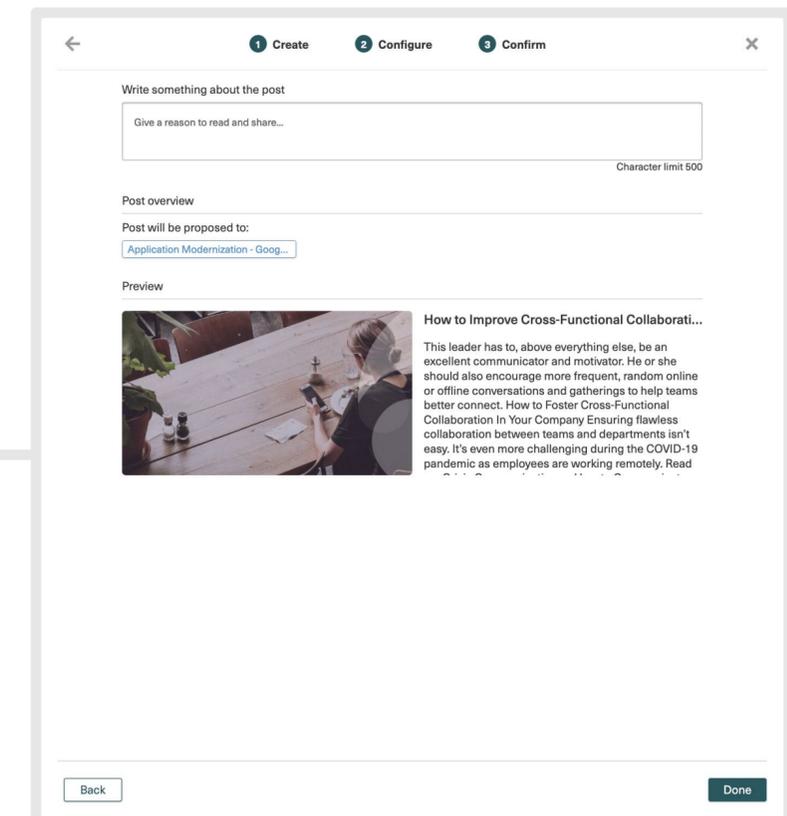
Insert your link and watch the magic happen. Haiilo will **automatically enter the respective metadata** including the **title, description and image**.

Of course, you also can **change or adjust the content manually**, if you want to.



Decide in which **channels** you want to post, which **language** fits the content or if the post is for **internal** or **external** use.

Choose the the networks ([LinkedIn](#), [Twitter](#), [Facebook](#), [Xing](#), [WeChat](#), [Instagram](#)) you want the post to be shared in and **add a message** each.



Check on the defined settings, define an **internal note** and click **“done”** to **propose your post**.



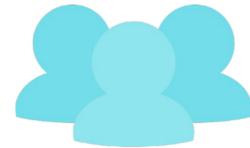
Tips & Tricks



Engaging your Audience – Tips and Practices



Become the trusted source of industry information



Share more of what your audience loves



Be consistent



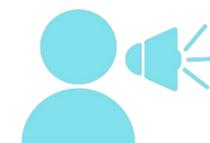
Add your personal touch



Ask specific questions



Use hashtags



Interact and engage with others



See further information on the topics in our knowledge base:

- [Why do organizations leverage their employees?](#)
- [How to share content](#)
- [How to update your language settings](#)
- [How to use your personal dashboard](#)
- [How to connect your social media accounts](#)
- [How to customize your feed](#)
- [How to propose content](#)





Haiilo