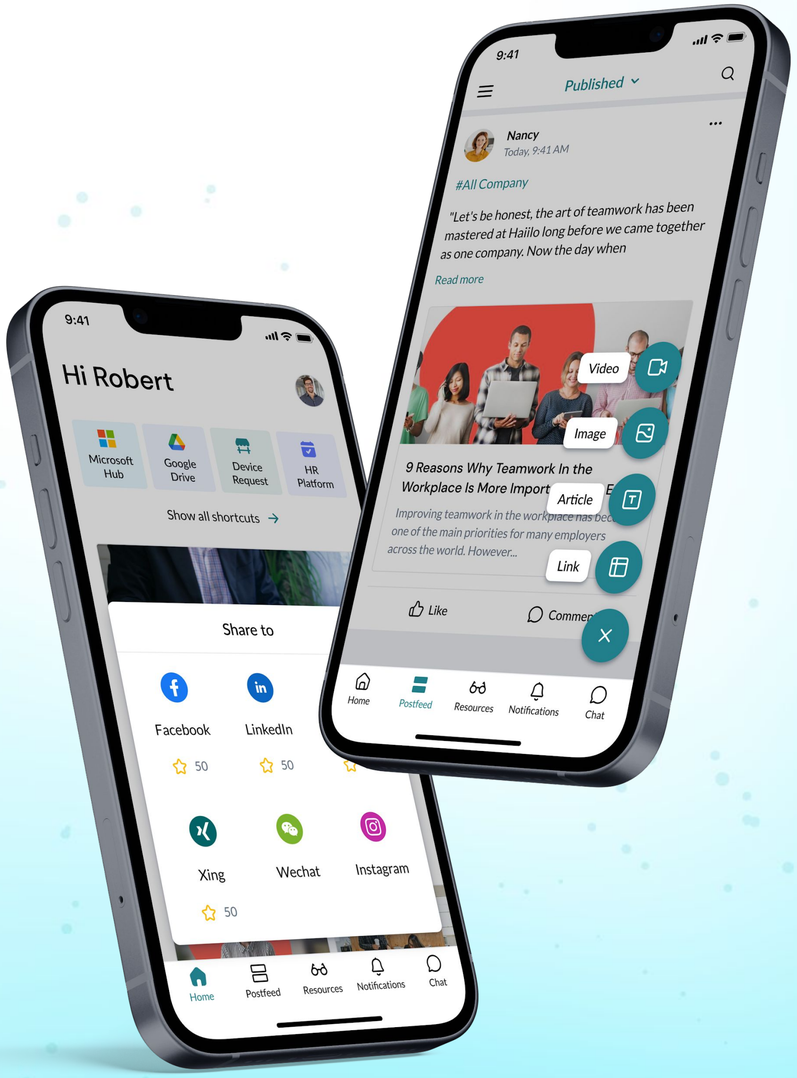
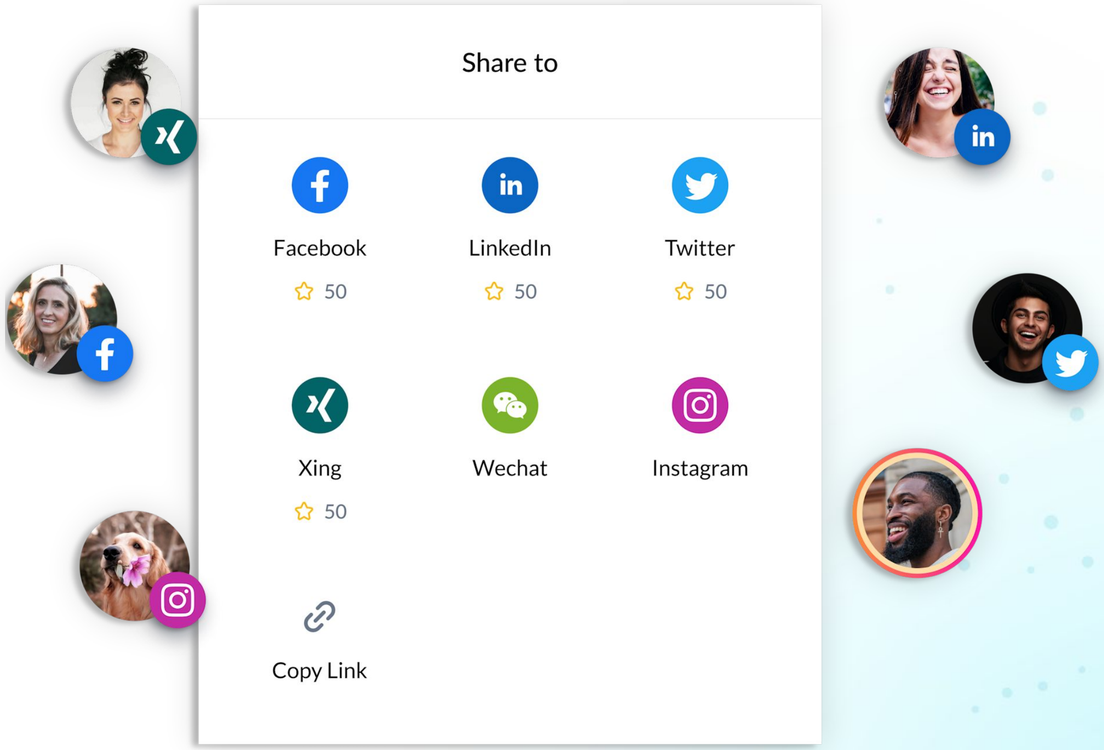
User training

Employee Advocacy

Haiilo empowers your to become a true brand ambassadors with just a click of a button.

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



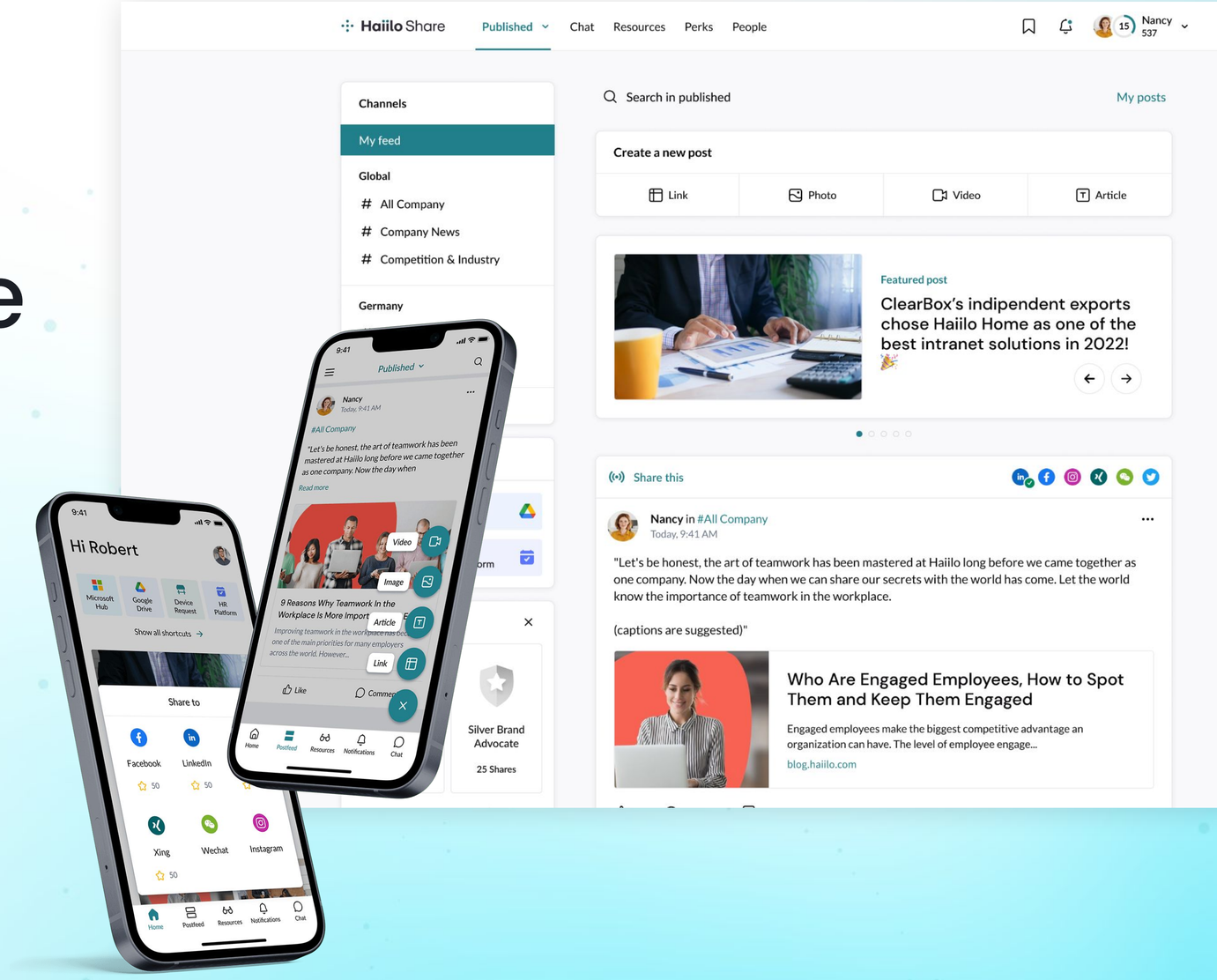


Become a brand ambassador

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

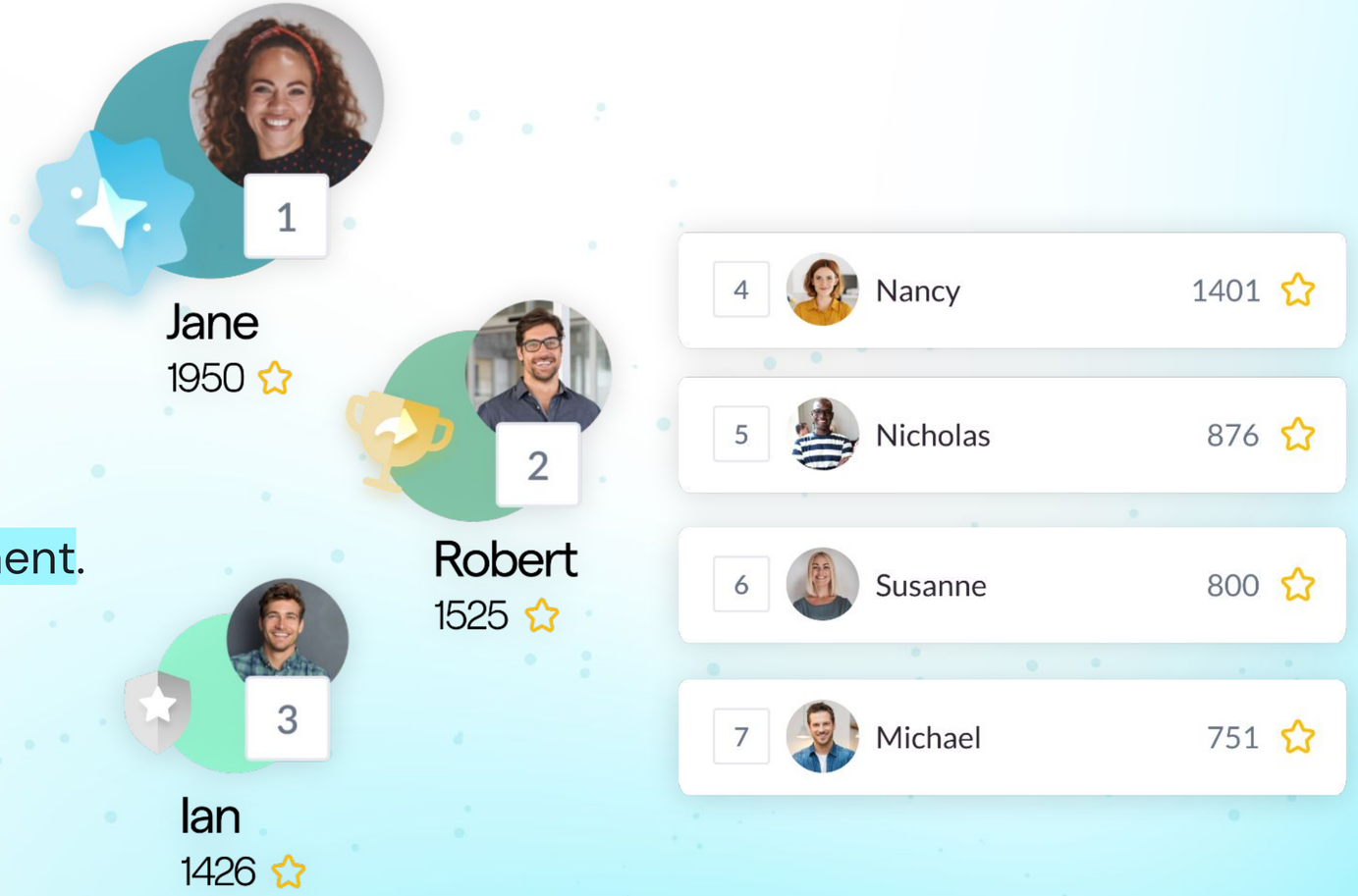
Share from anywhere

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.



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.

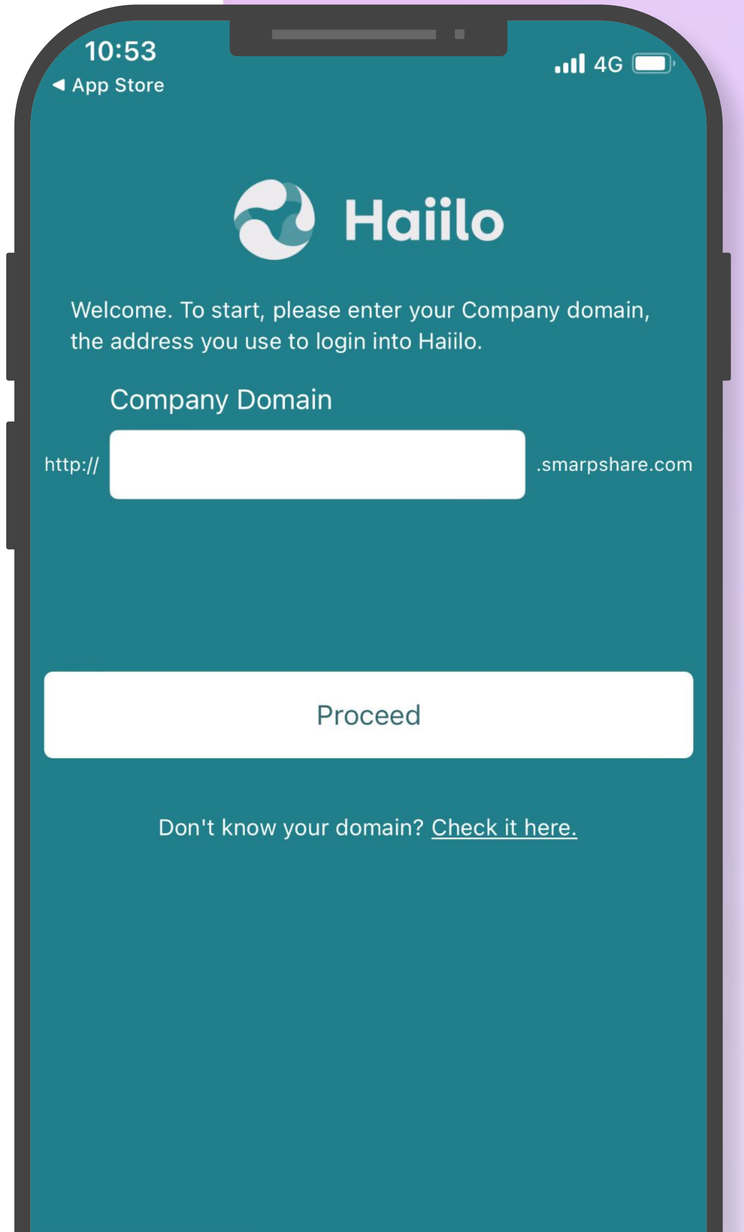
Measure the success of your activities

- 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

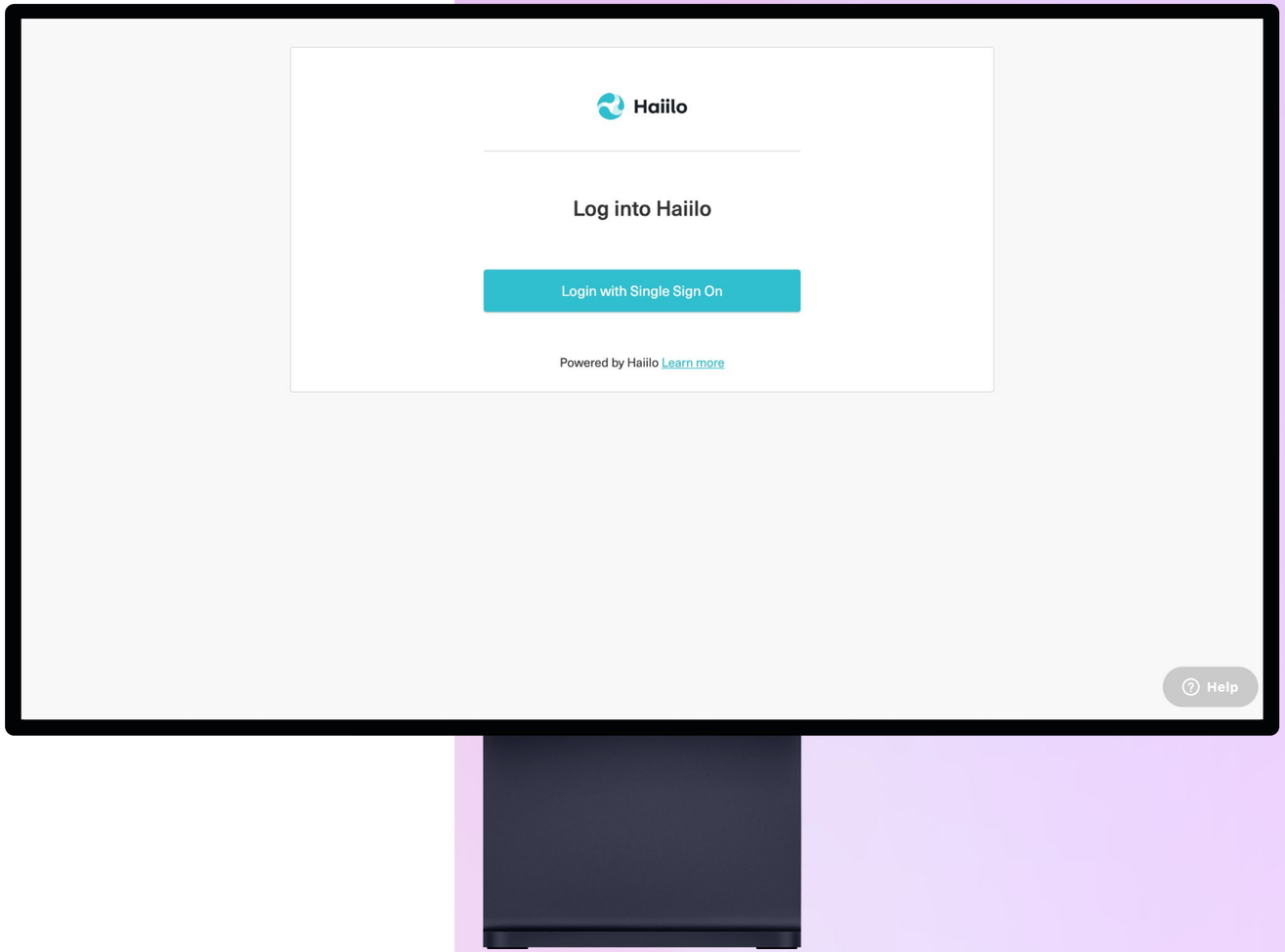
Download our newest app from App Store or Google Play.

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

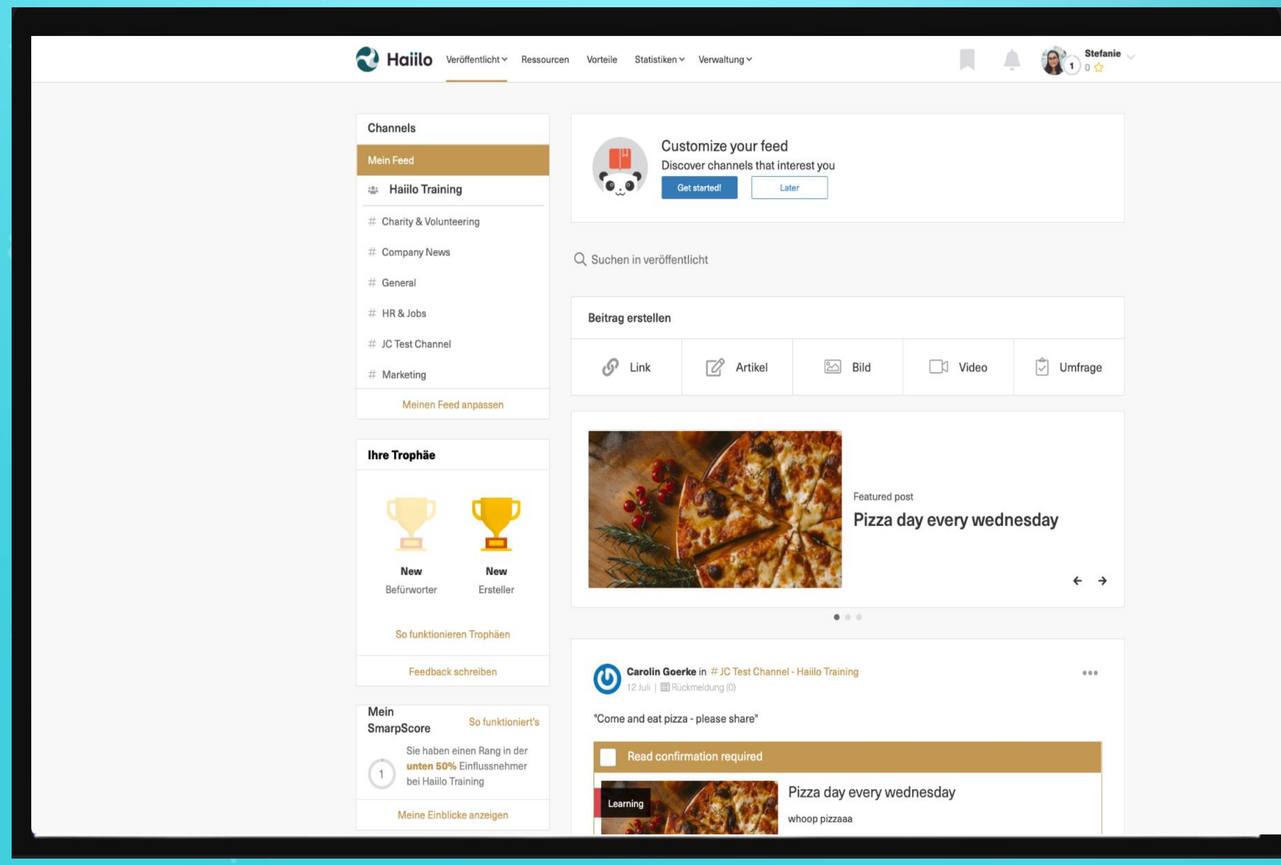


Use Haiilo on your desktop:

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

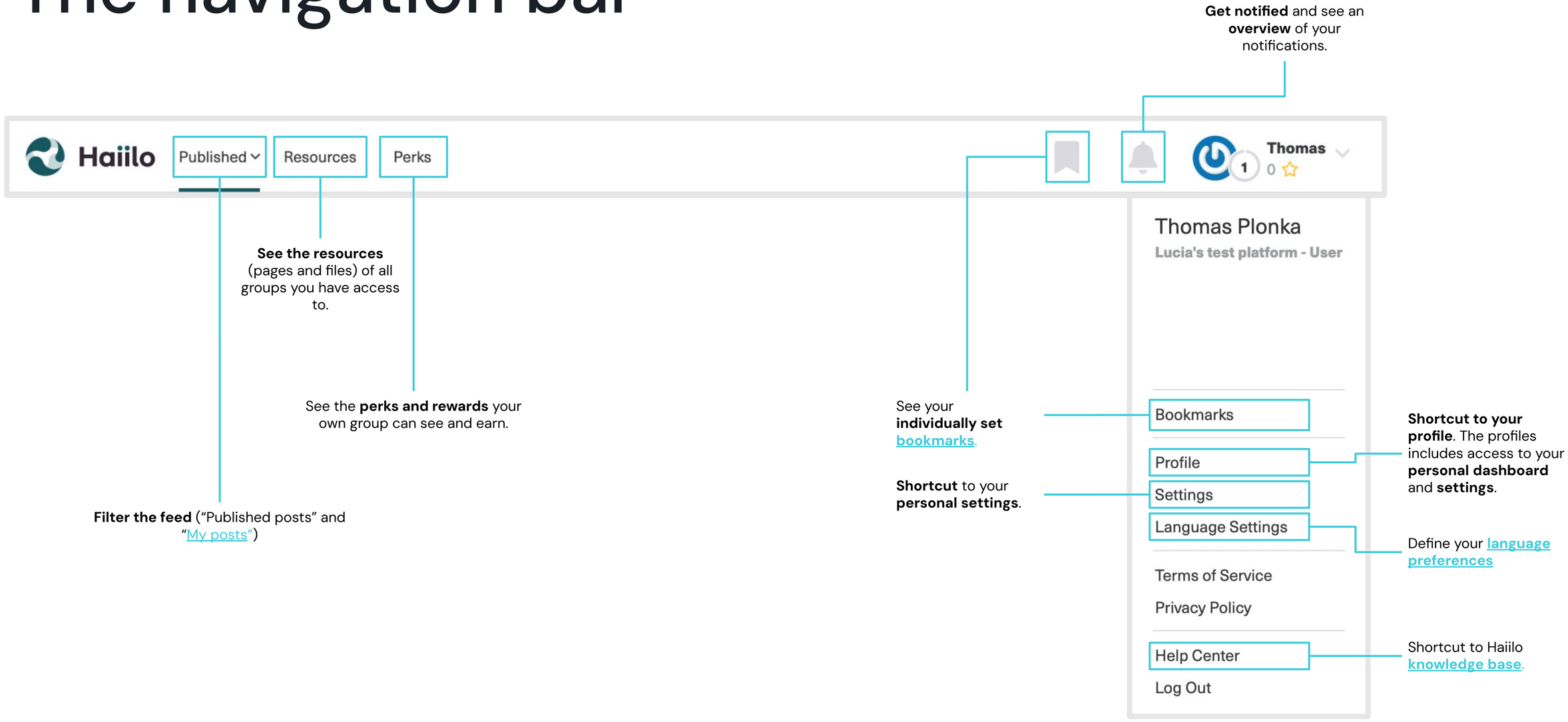


Let’s dive into the platform

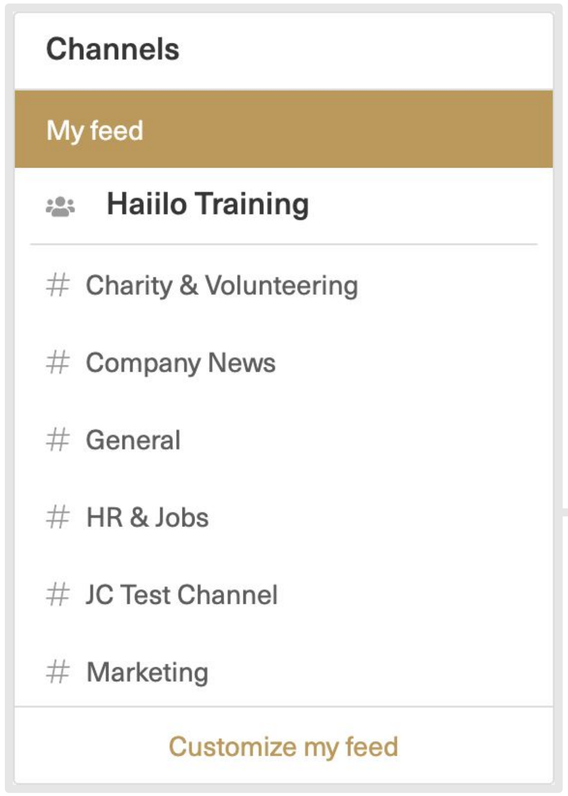


Using the platform

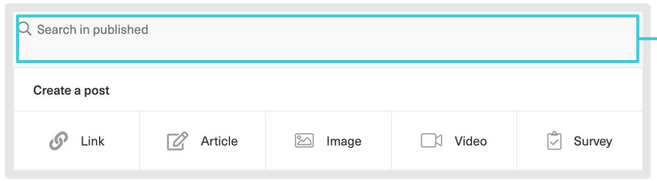
The navigation bar



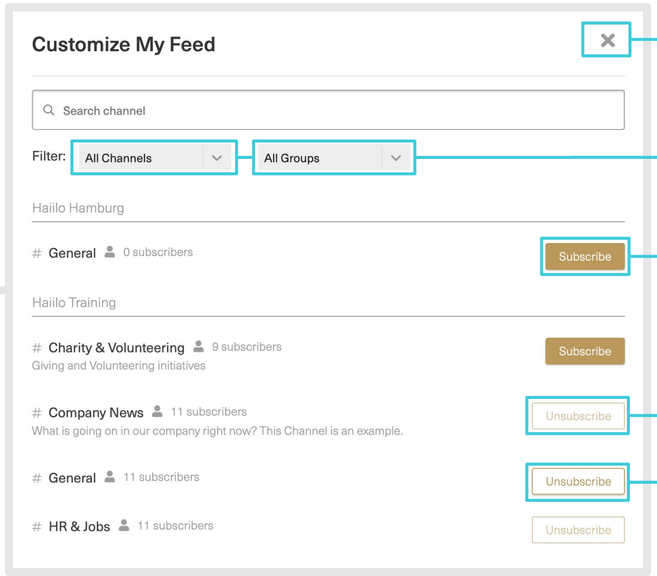
How to customize your feed



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**".

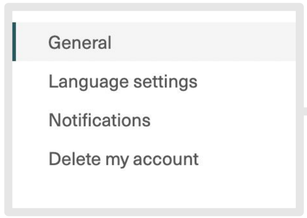
You are **not subscribed to this channel yet**. Click the button to subscribe.

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

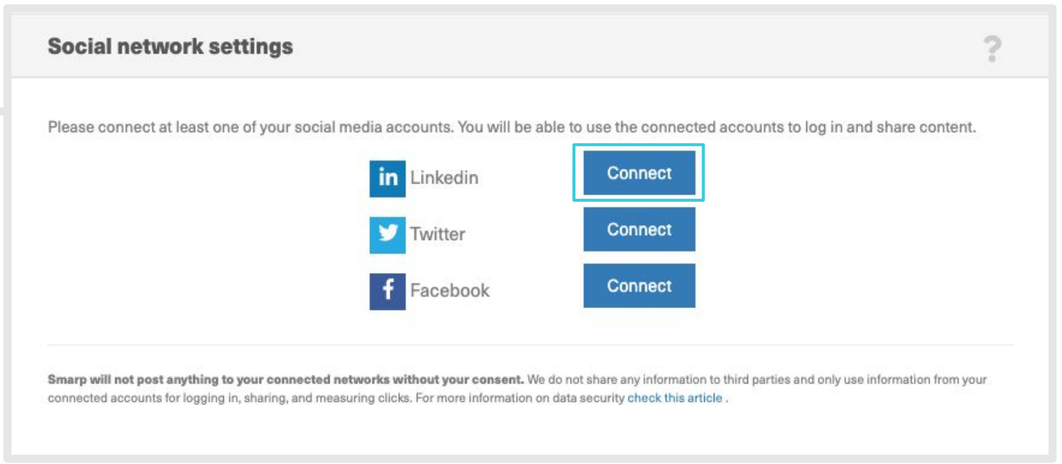
You **already subscribed to this channel.** Unsubscribe by clicking the button again.

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

How to connect your social media accounts



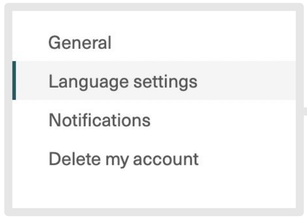
Navigate to your **personal settings** and choose "**General**".



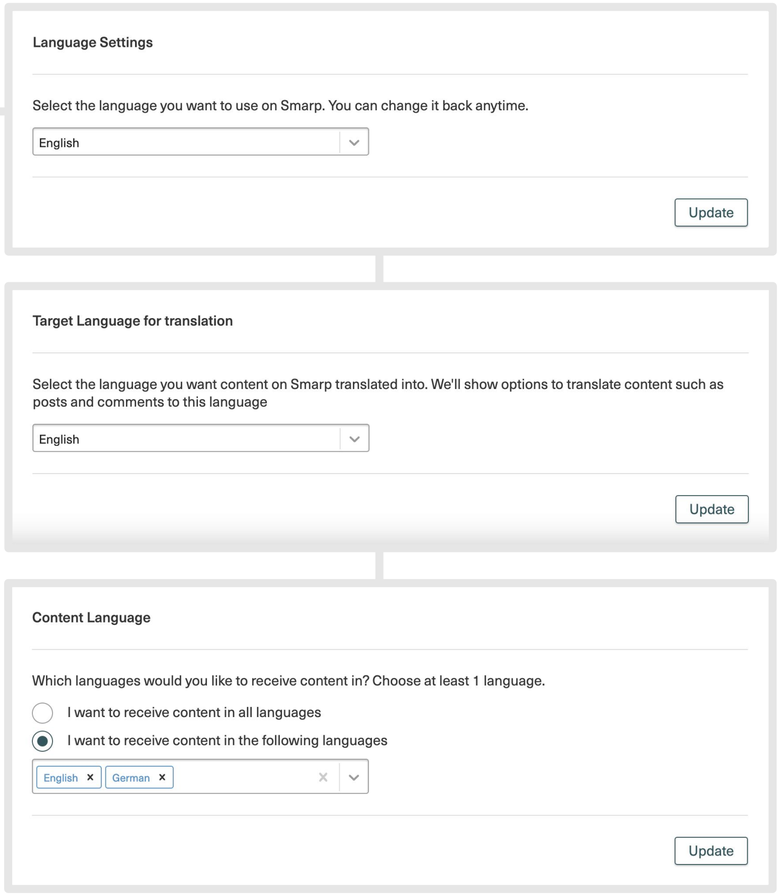
See the **offered networks** and click the button "**connect**". Fill in your **login credentials** and **connect your Haiilo account to the respective network**.

For more detailed information on the topic,
please click here.

How to update your language settings



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

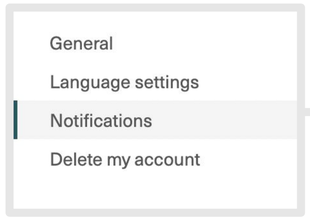


Select the **language you want to use in Haiilo**. You can change it at anytime. The language settings define every **system-sided terms in the plattform**. User generated contents will stay untouched and remain in their original language.

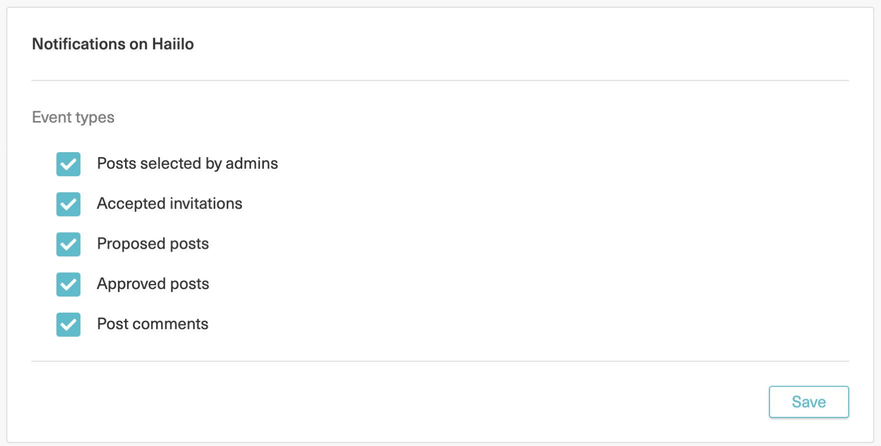
Select the language you want **content** in Haiilo **translated into**. This affects every user generated content in the plattform. The **contents will be translated via automated translation**.

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.

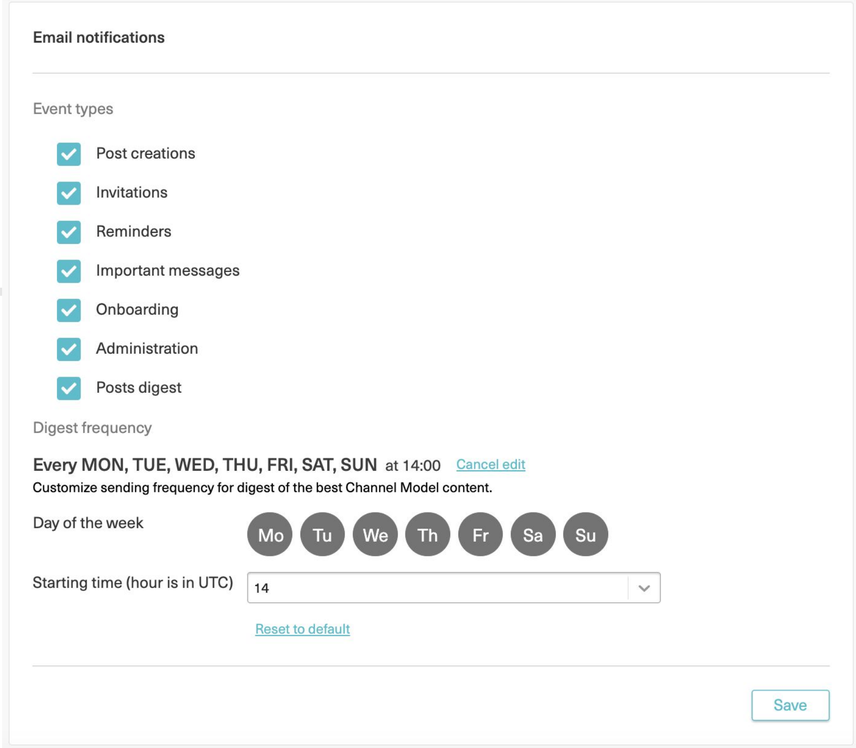
How to edit your personal notification settings



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



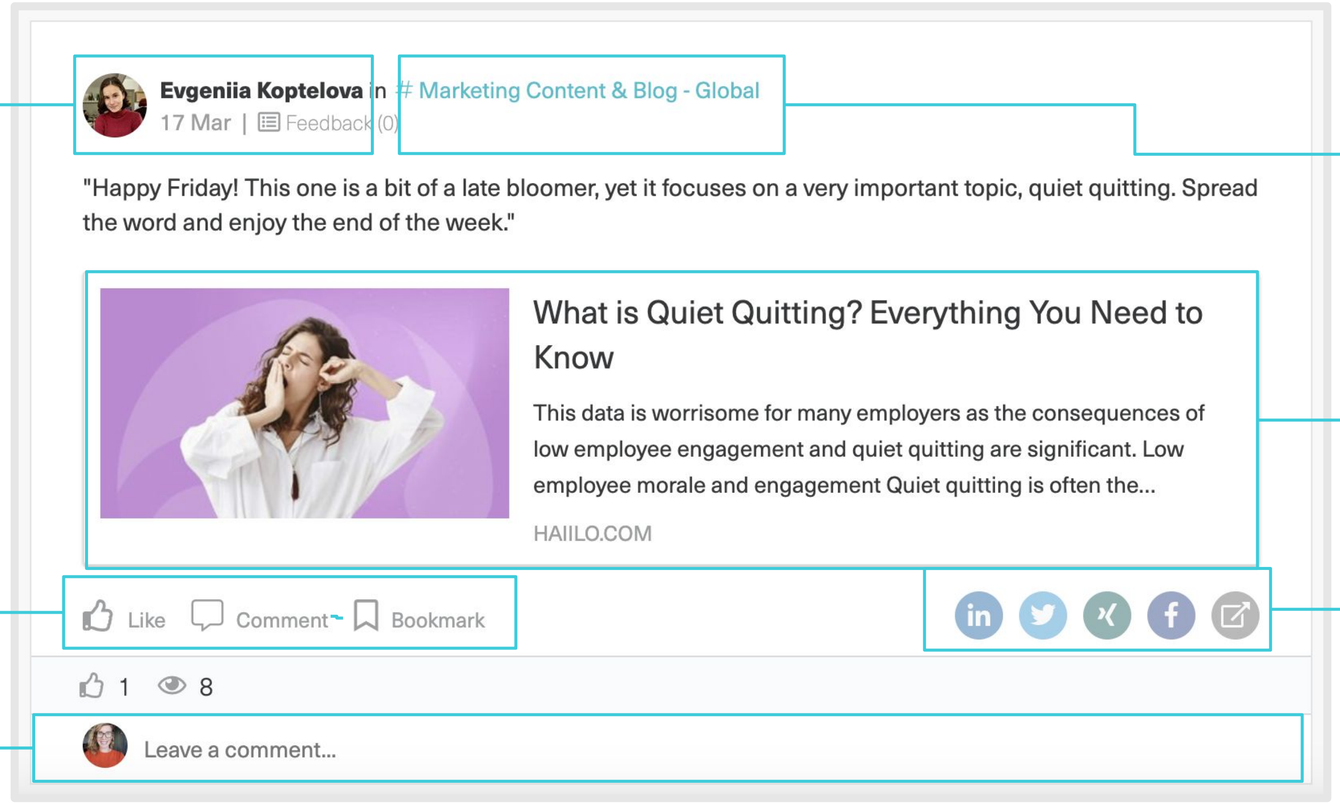
Define which actions and events in Haiilo trigger a **notification right in the platform**.



Define which actions and events in Haiilo 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.

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

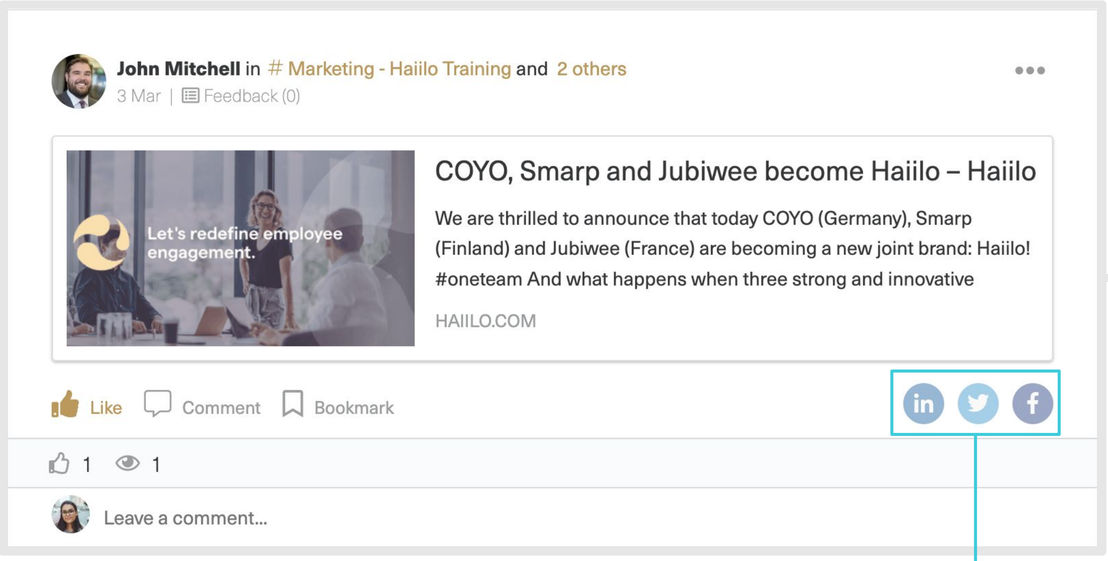
See the **preview** and click the post to enter the **detailed view** on the content.

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

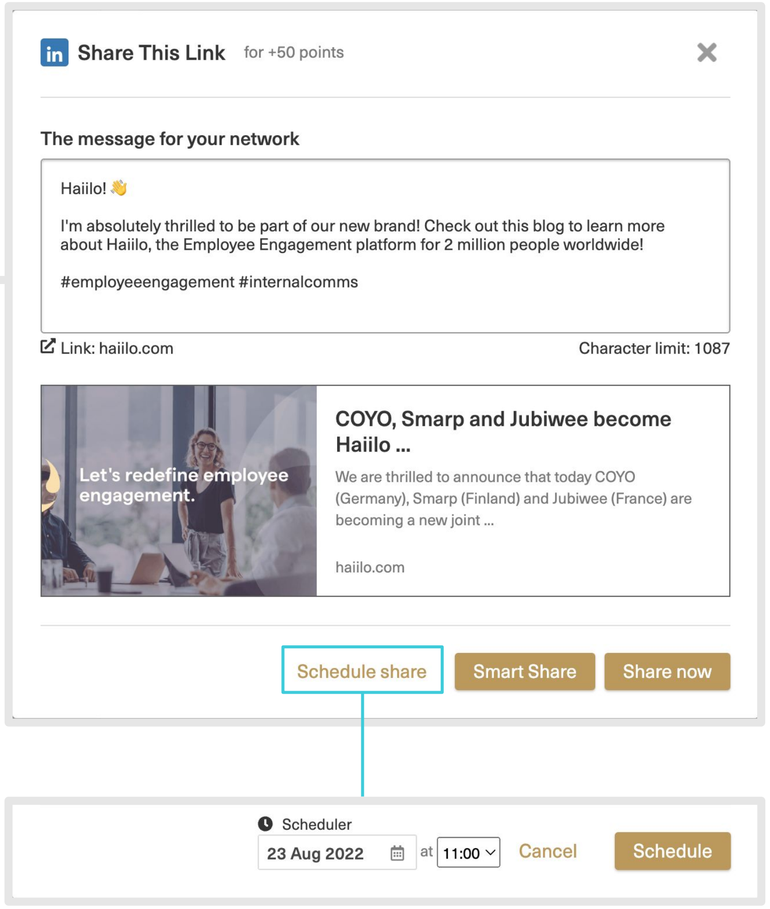
You can like, **comment** and bookmark posts.

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**.



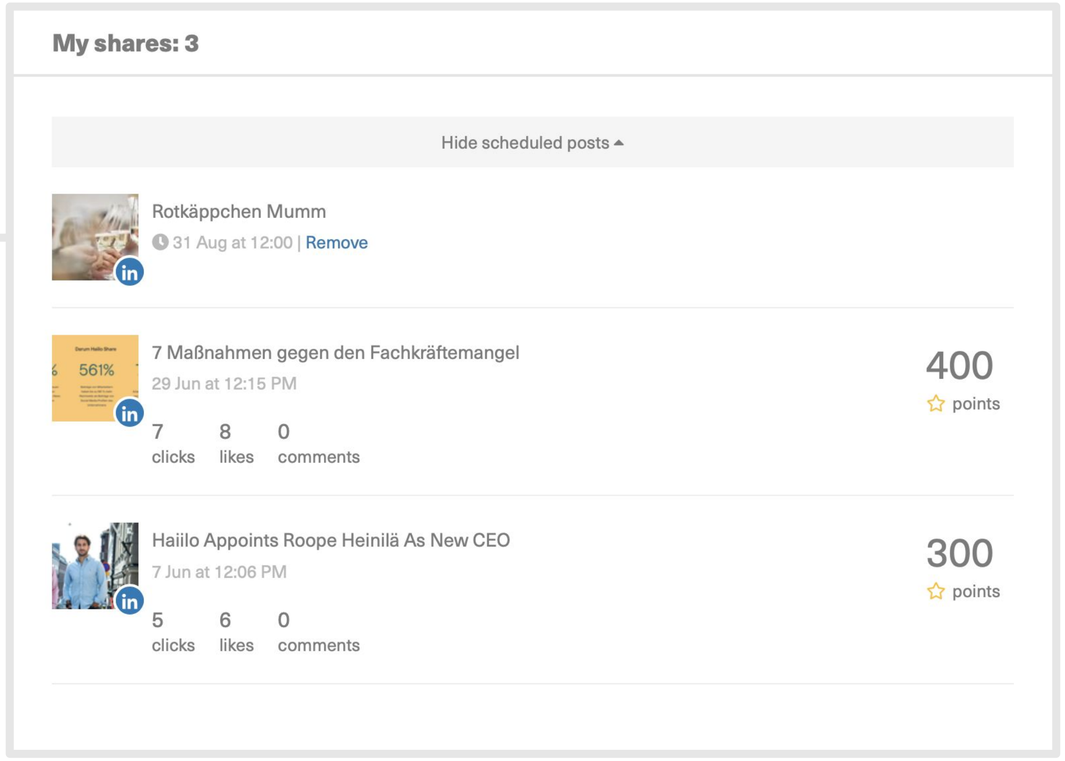
After customizing the message for you network (if wanted), please choose if you want to share the **post right away**, if you want to manually schedule it for later or if you want to use our recommended smart share option.

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.



For more detailed information on the topic, please click here.

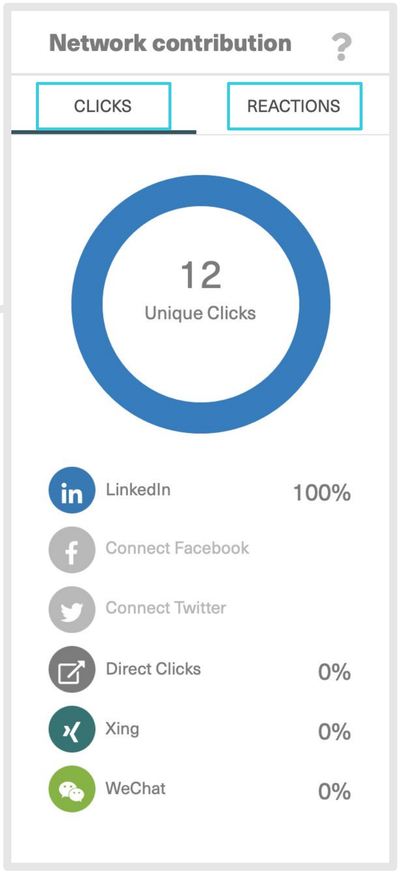
See the **post you made**, the points you earned by posting and the **pending posts you have scheduled for the future** (either manually or via smart share). You can also manage or cancel your scheduled posts.

For more detailed information on the topic, please click here.

How to use your personal dashboard (2/2)

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

The more **'influential'** you are, the higher your "Influencer Score".



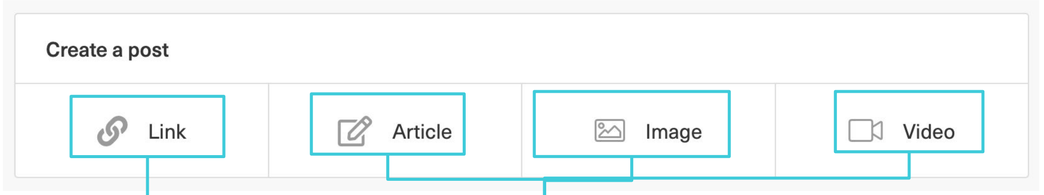
See your **network contributions** in the lower right part of your personal dashboard.

This part of the dashboard shows you the **posts in which networks generated the most clicks and reactions**.

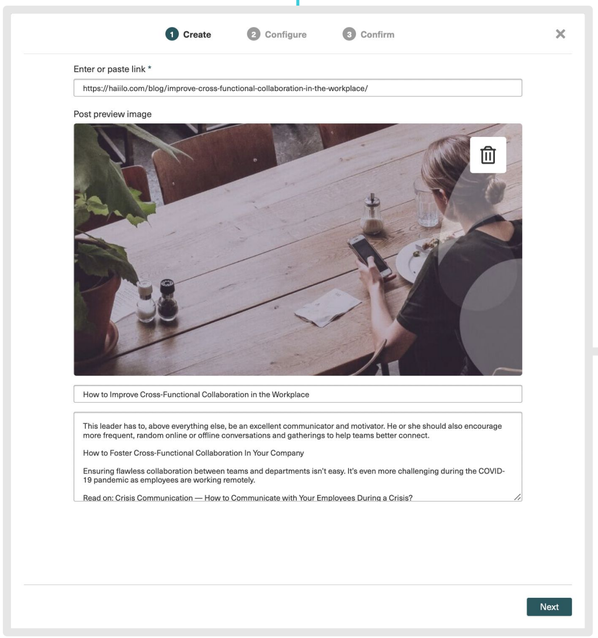
The numbers are based on your **activities** during the **past 90 pay**s.

For more detailed information on the topic, please click here.

How to propose content

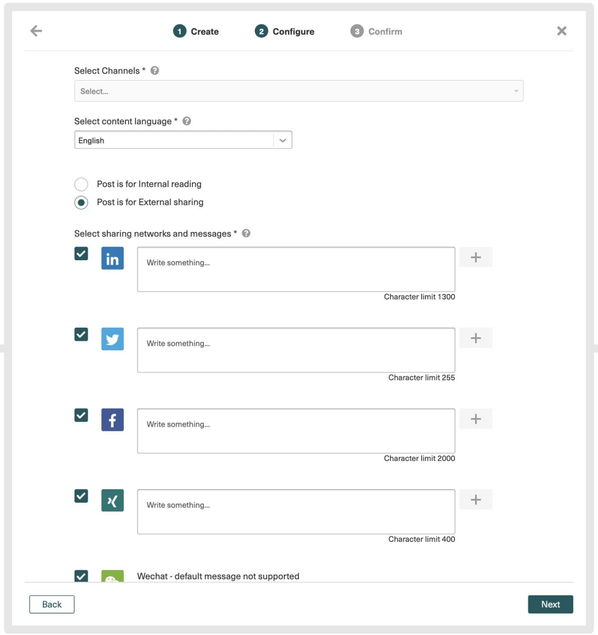


Beside a link post, there are articles, image posts and, video posts available. Users can decide which format they want to chose.



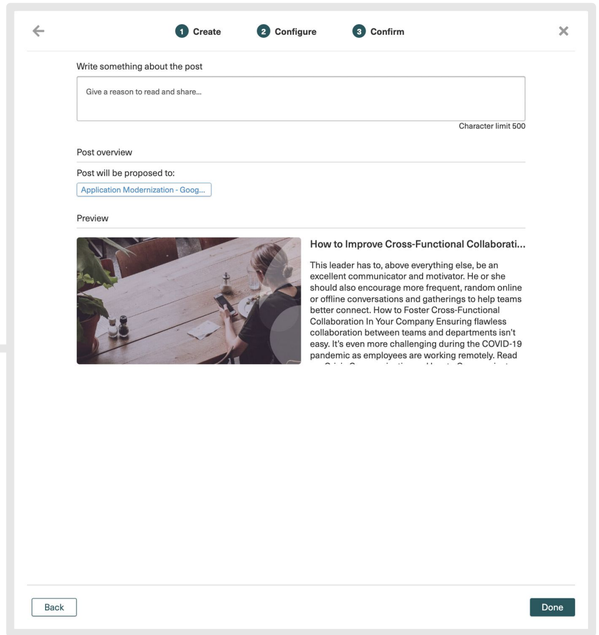
Insert your link and watch the magic happen. Haiilo will **automatically enter the respective metadata** including the **title**, **description** and **image**.

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

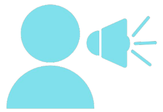
Share more of what your audience loves

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