

User personas

Learn more about each possible user persona and find out why they would be a great addition to your employee advocacy program.



Find your brand ambassadors



Marketing Crew

Your marketing professionals are passionate about the external content they help to create. Engage them and give them the voice they need to amplify their creations within the Hailo Advocacy Employee tool.

+ Marketing has first-hand knowledge about the external content created within your company.

+ Marketing Maggie is most likely key in defining your external messaging, helping route the content to the correct channels and ensuring a timely and concise content delivery.



Marketing Maggie

Marketing Manager



Comms Team

The Communications team has the appropriate market knowledge and the soft skill needed to approach your external audiences.



The communications team is essential for creating a positive brand image and ensuring the right tone in line with your Content Strategy.



Comms Cassie makes sure the content gets the correct Campaign Label and is interested in analytics to analyze the impact of your communications.



Comms Cassie
Communication Manager



Content Creators & Designers

Your Design Team is creative and key to publishing engaging content with an element of fun. Videos, GIFs and Product reviews are popular content that diversifies your brand's offering.



Designers and Content Creators are enthusiastic about new trends when it comes to Social Media. They understand the importance of doing new things and attracting the audiences in the most engaging way.



Content Cathy is ambitious and wants to interact with your users and by doing so she gets the most out of your Hailo Platform. Writing Engaging Content is what she likes to do and it comes easy for her..



Content Cathy

Content Creator & Inspirational Coach



HR and People & Culture

The HR team is interested in attracting the right talent and making sure your voice as an employer is heard. Posting open positions helps you to attract the right talent and shorten hiring process by 55%. This means less time for hiring and more long-term contracts.

- + HR and People & Culture are not only interested in showcasing open positions, but also in promoting a positive work culture environment.
- + People Paul conducts employee interviews and posts employee testimonials to ensure that your Company Brand gets the spotlight it deserves. This can be amplified by Hailo Advocacy.



People Paul
HR and People & Culture



Management & Knowledge Leaders

Your Management Team has the biggest reach on Social Media, ensuring the visibility of your posts and inviting your external audiences to engage with your content.

+ Your Management team is one of your biggest assets as they are the most recognized brand personas. Encouraging them to post will yield a positive result and inspire your users to follow the lead.

+ Boss Bob is your company's biggest asset. He is the Brand Ambassador that brings in the biggest engagement externally and internally. Consider posting for your Managers and analyze the reach using Workforce Insights.



Boss Bob

C Level Management



Sales Reps

Your Sales Team is the most vested in sharing your brand name and making people aware of your company. Spreading the word is all about creating leads. Don't be afraid to engage your Sales Reps.



Your Sales Team profits from positive branding. Sales Representatives will share your posts and engage with your audiences in a professional and catchy way.



Sam is funny and brings a twist to your posts. Factual and data-driven posts are his main interest and qualifying leads is just as important as expanding your reach.



Sammy from Sales

BDR & Account Manager



Social Media Stars

Empower your Social Media Stars to lead by example and share content with their personalized messages. Social Media professionals understand their audiences and engage with their connections on a daily basis. Watch and learn from them.



Your employees that are active on Social Media are the ones who understand the role of Brand Ambassadors best. They are motivated and have a keen eye for content.



Social Sandra will log in to the platform regularly and will appreciate an elevated user role. She makes sure that your content varies whether through messaging or content type alternating. She is your star asset.



Sandra Social

LinkedIn Enthusiast & Influencer



Industry experts

Last but not least, educate and include your subject matter experts, key players, and most passionate employees to become your brand ambassadors. These people are often simply the ones who are most invested in the company mission and offering, and the most excited to share that enthusiasm online.



Your subject matter experts will want to share content that is related to what they work with. Consider adding industry news and other 3rd party topics to help them become through leaders in their space while advocating for the business.



Remember, most likely not all of your employees are social media experts. It is therefore worth to consider offering additional social media training for those who would like to learn more about professional social networking and best practices.



Emilia Expert

Subject matter expert, key player