

Employee Generated Content: The Future of Charity Comms

Eleshea Williams, Social Media Specialist at Amnesty International

A bit about me

- 7+ years in the non-profit industry
- Ex UNICEF UK, Shakespeares Globe, The Black Curriculum
- Grew Amnesty International's LinkedIn Company Page by **250,000** followers.





***WHAT'S STOPPING YOU
FROM POSTING ON
LINKEDIN?***

No time

**I'm worried
about what
I'm allowed
to post**

**No
capacity**

**I don't want
to look like
I'm self-
promoting**

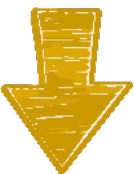
**I don't have
anything
interesting
to say**

**Too
cringey**

Pre 2020: Professional platform used for **job postings, sharing campaigns, B2B**

Be warned though. This audience is not interested in personal content. So, while a cute picture of your CEO's dogs may work Instagram, it is less likely to appeal to LinkedIn' users.

In addition, political news that is not relevant to people's working life is not welcome by this audience. Such issues can also be divisive in the workplace. Treat them as such on LinkedIn.



Post 2020: Social media platform to show **workplace culture, personal brand and community**

 **Dayana Collazos Ibarra** · 1st
Social Media Executive @ The Folio Society | Speaker & Content Creator ...
1w · 🌐

27 year old social media manager and content creator trying to juggle it all 🇺🇸🇧🇷 🙌👏




 **Robert Martin** · 2nd
Helping LSPs and Language Professionals create revenue, ...
[Visit my website](#)
1w · 🌐

Bad Bunny performed in Spanish at the Super Bowl.
American lawmakers called it "illegal." ... more



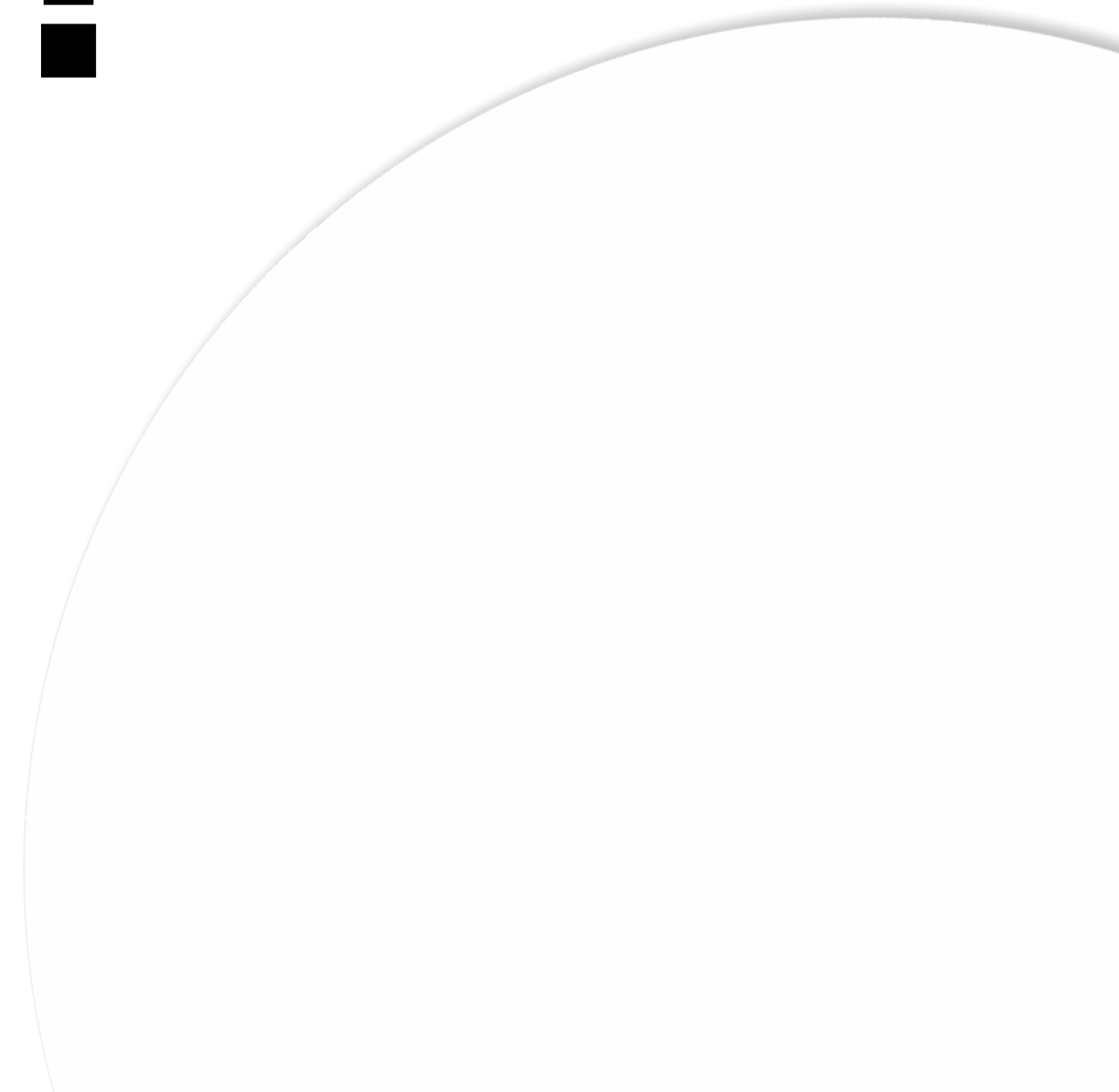
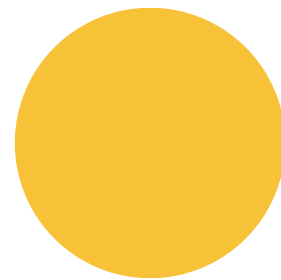
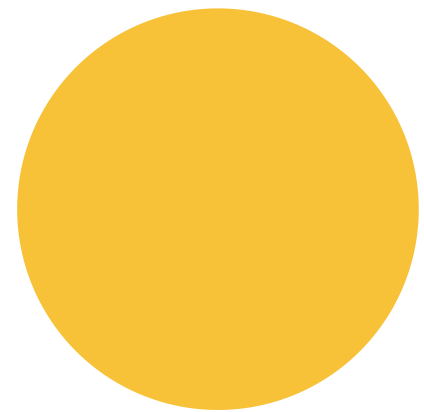
Bad Bunny's Super Bowl Strategy for Translators: Create Excellence, Refuse Invisibility & Above All, Fight Back!
Robert Martin

 **Allannah Micallef** · 1st
creative marketing manager | pretty little marketer personal brand colu...
1mo · 🌐

just wanted to share my new addition 🐾🐾🐾



Why **Linked** **in** **?**



The Crisis of Insularity

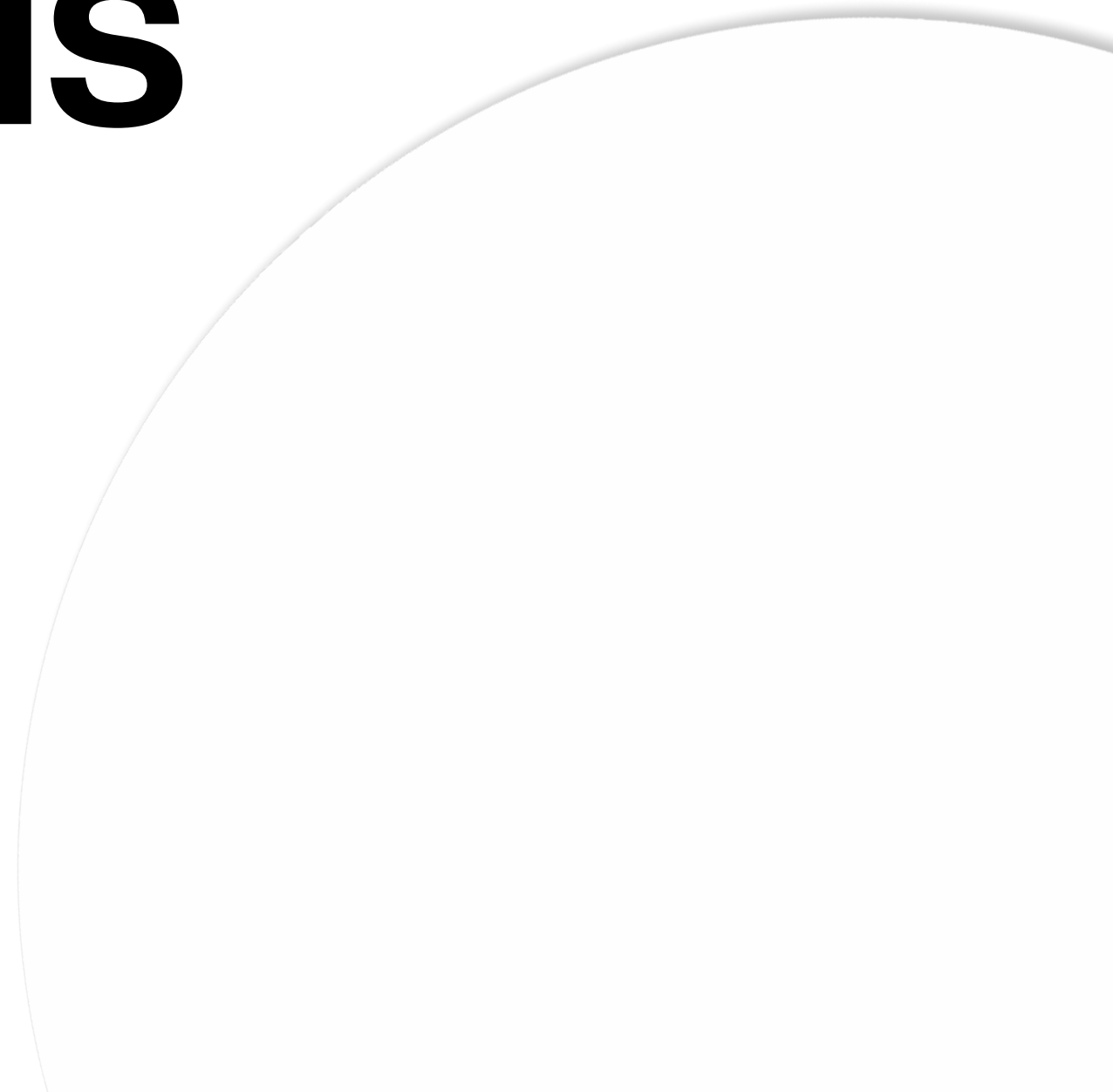
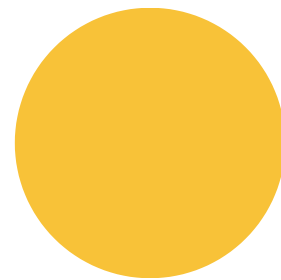
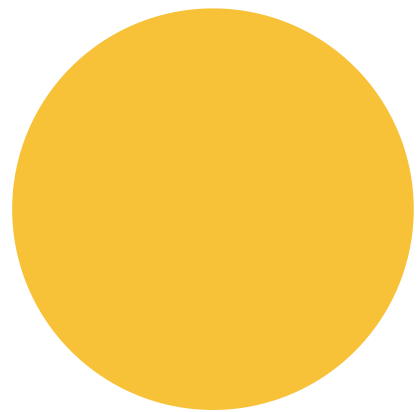


70%

**of people around the world are
hesitant or unwilling to trust
someone different to them**

Source: Edelman Trust Barometer

The Great ~~EX~~odus



In the UK, right-wing audiences on X
have

DOUBLED

since Elon Musk's takeover.



The Trust Collapse



Audiences trust brands less

3x

More likely to trust content shared by people they know vs. brands

8x

More likely to engage with content shared by employees versus brands

24x

More likely to reshare content shared by employees than content shared by brands

The average person on LinkedIn has 1,100 connections.

Multiply that with the number of employees you have on LinkedIn.

That's your potential audience.

**If *institutions* are trusted
less and *people* are
trusted more...**

who should be speaking?

What is **E**mployee **G**enerated **C**ontent?

Employee Generated Content is **NOT:**



Corporate reposting

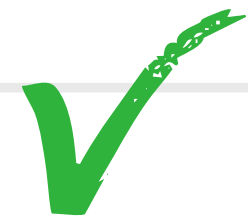


Forced LinkedIn posts



Copy & paste messaging

Employee Generated Content IS:



Colleagues speaking in their own voice



Sharing expertise, values, lived experience



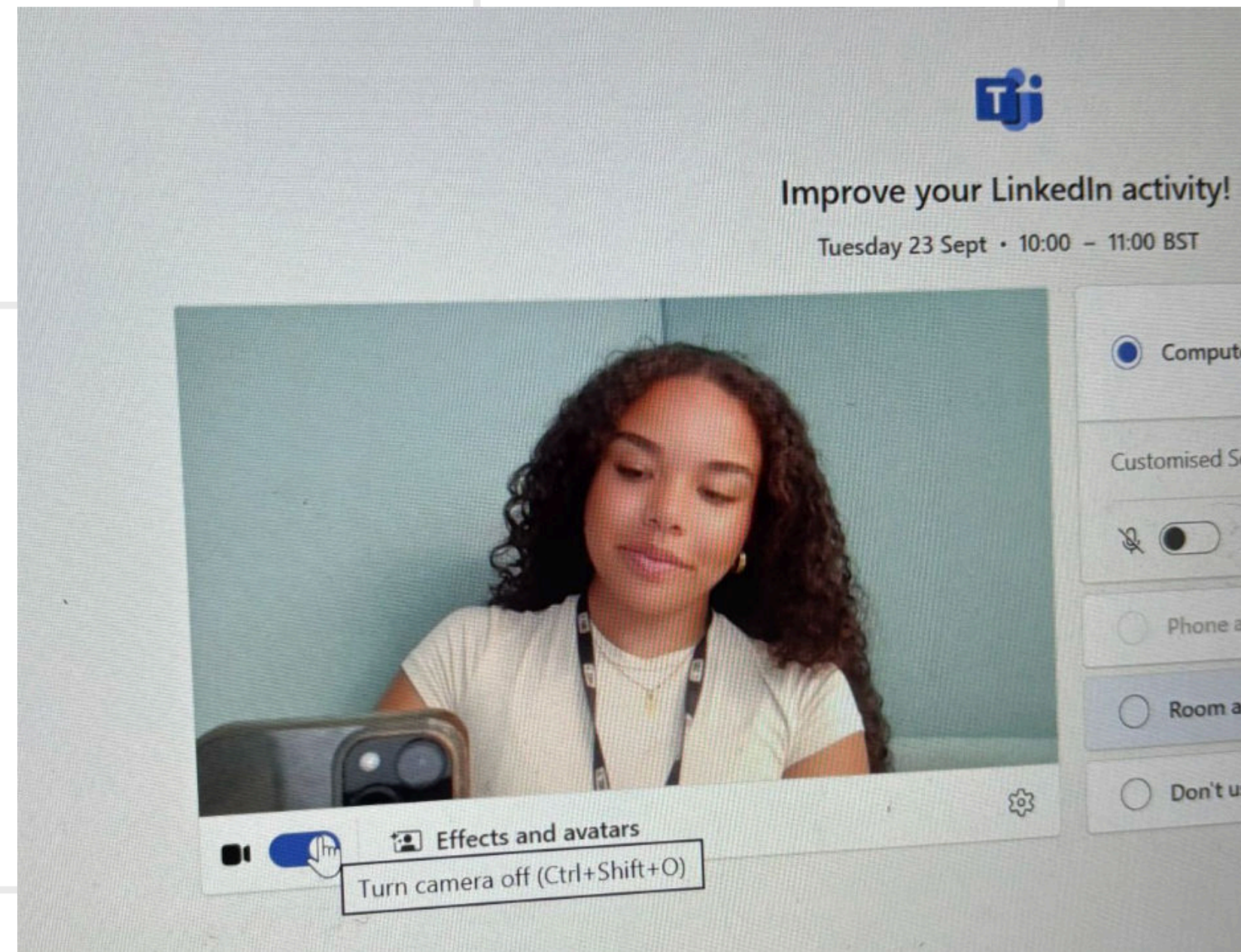
Advocating for the mission from the inside



Employee Generated Content IS:

DECENTRALISED STORYTELLING

EGC Training: A Five Step Process



Make it *important*

Outcome:

People know why LinkedIn is important in achieving your nonprofit goals



Yea I want to add to that from what [Melanie Hinds](#) said. I never thought of using LinkedIn to help advocate the fantastic work Amnesty does. Especially if you use LinkedIn regularly with an already engaged network. Excited to get started!

Very true. Especially when one has worked in diverse places, our professional world and networks are large and diverse. Once can use LinkedIn to adocate Amnesty's fantastic work. Super helpful meeting. Thanks everyone

Make it *simple*

Outcome:

People don't feel intimidated by the thought of 'getting it right' the first time



I'm inspired... plotting a post now, in the style of 'it doesn't have to be perfect' 🗨️

Make it *shared*

Outcome:

Everyone knows they have something individual to contribute through examples



Going on a mass connect spree so I can follow the exciting content that will pop up after this session! 🙌

Make it *knowledgable*

Outcome:

People understand how their content may be used
and who might see it



Nice chance to celebrate colleagues' work too

Make it *last*

Outcome:

It's not just a one-off training, it's part of the culture.



Sorry I have to go but this has been great and has inspired me to take my LinkedIn profile more seriously 😊 Thank you
Eleshea for the inspiring presentation

The Results

514

**employees shared
in 30 days**

14%

**of Amnesty - over double
the industry average**

4th

**in the UK for charity
employee engagement**

Amnesty now dominates the share of voice in the human rights sector.

**Colleagues are the best influencers
you could ever have.
Use them!**



♥ 150.000 young people showing that #hope thrives when we choose to act
👉 Tens of thousands of expressions of #solidarity
👉 Hundreds of school communities coming together for #humanity ...more

