



Instar

CUTTING EDGE
EMPLOYER BRANDING

Advocacy Stream Masterclass 1: The secret formula of effective and long-lasting advocacy programs!

KERSTI VANNAS

CEO & Founder - Instar - Employer Branding

Why you should listen us?

Over **40** Employer Brands developed

Over **30** employee advocacy programs held

Over **30** advocacy programs assessed

20 years of experience

In **Finland** and **Baltics** since 2007.



Who are we?

Instar is first full-service people agency.

Our goal is to help companies be attractive employers with motivated, committed, and loyal employees. Under Instar umbrella we have research, strategy, employer branding, communication and headhunting business lines. We help organizations to grow and achieve their short- and long-term business goals through skillful people planning and management..

In **Estonia** since 2007, **Baltics** and in **Finland** since 2020.

Employer branding area no. 1 expert, research expert





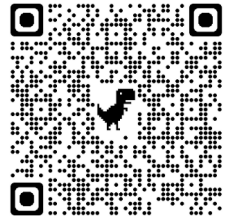
Kersti Vannas

20 + employer brand experience

Founder of employer branding agency
Instar 2007

European association of employer
branding agencies

4 markets Finland,
Estonia. Latvia, Lithuania





**WHY ADVOCACY
PROGRAMS FADE AWAY?**

ORGANISATION

1. launch excitement disappears,
2. no strategic objective,
3. no connection to EVP,
4. content becomes too corporate,
5. everything depends on one HR person,
6. no ownership,
7. lack of recognition,
8. measured only through likes and impressions,
9. too much inspiration but too little system-building



EMPLOYEE

1. too many approvals,
2. lack of leadership involvement,
3. no employee ownership,
4. generic content,
5. unclear goals,
6. no recognition.



WE NEED TO DEVELOP

visibility habits

storytelling habits

participation habits

sharing habits

thought leadership habits

EMPLOYEES NEED

simplicity

repetition

social proof

recognition

routines

psychological safety

Not just inspiration



The value



What benefits does the ambassador program bring?

01

EMPLOYEE AS A BRAND AMBASSADOR

Disseminating the company's strategic messages and building its reputation.

02

INCREASING VISIBILITY

More potential job applicants.

03

COMPANY MESSAGES AND VALUES

Employees embrace the company's messages and values and begin to influence their followers and contacts. The brand gains a face.

04

EMPLOYER BRANDING

Brand ambassadors attract talent in their field. They showcase their experience and development and serve as role models for potential candidates.

05

COST SAVINGS

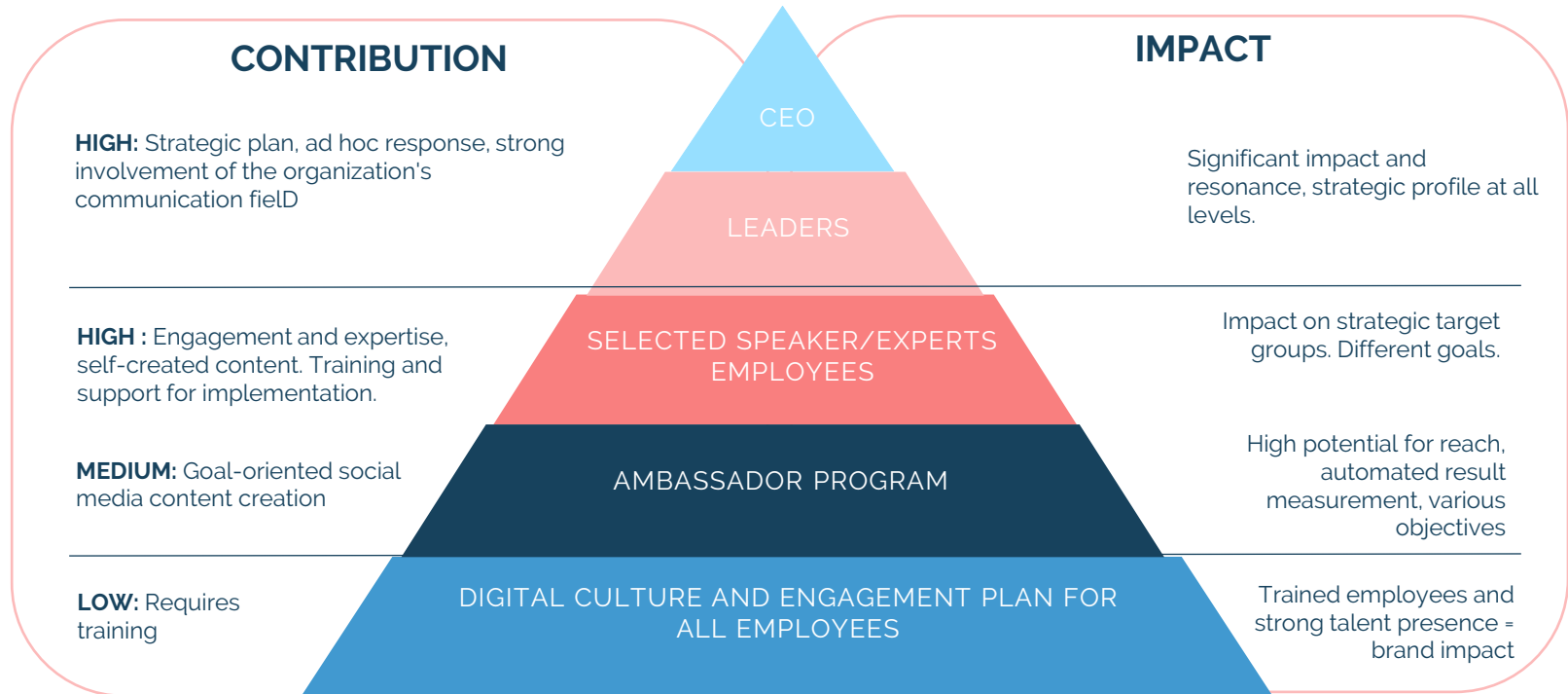
Social media content spreads better organically. Reduced recruitment costs.

40% of consumers and potential candidates consider employee-created content (including sharing job ads) the most relevant source of information when filling job positions.

79% of people use social networks to find jobs.

- ✓ *The average recruitment time is reduced by 20%*
- ✓ *On average, 30% more strong candidates apply*
- ✓ *High ROI*

Why you need managers on board





For whom?

- 1) All employees, emphasizing that everyone can be a brand ambassador
- 2) Ambassador program specifically for selected employees (up to 20 people)
- 3) Leaders



WHO

is an ambassador?



Who is a brand ambassador?

A passionate fan of the company, a spokesperson, an employee with great passion and willingness to act.



Embraces the company's values and finds common ground with their own values.

Voluntarily talks about the company they work for or with which they have close contact.

Shares their employee experience/work activities/ideas.



Employee Ambassador



Malcolm Jones

@bossjones



I love my coworkers man. Behance holiday party 2016!

[#adobelife](#) ift.tt/1NlwxH1

2:20 AM - 11 Dec 2015





HOW - THE ADVOCACY PROGRAM



**ADVOCACY IS BEHAVIOR
CHANGE**

Sustainable advocacy programs are built on strategy, trust, systems, and participation - not on enthusiasm alone.



THE FOUNDATION

BUSINESS/ EMPLOYER BRAND GOALS

TARGET AUDIENCE

EVP / KEY MESSAGES

ADVOCATES

CONTENT & ACTIVATION

MEASUREMENT



1.1 STRATEGY – YOUR WHY

What is your business need – you real „Why“

Example – Lidl

Employer branding is expensive.. Organic distribution = free visibility. Lidl has 200+ open positions constantly on the career page. There is 1 EB person per 1 county - resources are limited.



1.2 STRATEGY – DOCUMENT

Your ambassador program strategy

Our current situation that you want to solve

What you wish to achieve?

What do we need to do to achieve this?

Employee advocacy chapters:

Objective and KPI's

Link to business goals (how much money does your company save as a result)

Action plan

Best practices from your company

Timeschedule

Responsible persons

Employee Advocacy @ Example



Introduction

Welcome to our journey towards establishing a successful employee advocacy program at Example! Employee Advocacy means employees acting like cheerleaders for their company, enthusiastically promoting it. They become brand ambassadors, spreading positive vibes about their workplace.

This document explains the importance of the program, our goals, and the actions we'll take to achieve them. Our focus will primarily be on:

1	2	3
Leveraging LinkedIn to showcase expertise, connect with industry professionals and build a positive brand image for a specific audience.	Exploring speaking engagements to raise brand awareness, enhance trust and foster networking opportunities and partnerships.	Improving rating on Glassdoor to attract top talent and positively influence perception.

Objectives and KPIs for 2026

1	Objective 1 – To increase the visibility of posts on employees' LinkedIn accounts Impressions: 70 posts by our employees on LinkedIn with at least 15,000 impressions. It's not possible to track impressions for a post made on an employee's personal page. We'll use the engagement to calculate average impressions. Calculating this, we get an approximate average of 100 impressions per reaction. Comparative Media Spend / Earned Media Value: Goal: 20,000€ Participation: 120 employees activated by the end of 2026. Number of posts: 12 posts per month by employees.
2	Objective 2 – To increase talent engagement on LinkedIn account Engagement: Keep overall LinkedIn monthly average post engagement rate 12% • 12.5% 2025 average.

Alignment with your employer brand, target audiences

Example

Goal: to increase the activity of ambassadors on LinkedIn.

Metrics:

Number of active ambassadors

Number of posts

Number of new followers on Ambassadors' accounts

Post results: impressions, reactions, comments, reposts.

The value of the media (how much money has been saved).

+ Opportunities for ambassadors, e.g. invitations to speak, articles, recognitions

Link to business goals

How much money do you save because of organical ambassador content

f.e 1000 ad impressions cost ca 7eur.

If you have 100 ambassadors who get 100 000 impressions per year, the media value could be 70 000 per year



Choose your metrics

Strategical:

- Target audience engagement - Internal and external attractiveness/awareness of the organization
- eNPS
- Number of candidates
- Number of recommendations
- Recruitment costs and time
- Saved money and earned money

Tactical:

- Number of visitors to the career page
- Engagement and comments on social media
- Reach on social media
- Ambassador activity test according to Instar methodology online – at the beginning and end of the program

**What is the ONE thing your
organization actually wants
advocacy to achieve?
And how you measure it**



2.1 ACTION PLAN - AMBASSADORS

Who are your ambassadors?

The choice of the ambassadors should be strategic.

Your target audience:

Field of expertise

Seniority

Age and background (related to most desired target audience persona)

Goal is to include business relevant target audiences but also leave few seats to other active employees.



2.2 ACTION PLAN - CHANNELS

Deciding the communication channels

Channels should be decided based on the target audience usage

SOCIAL MEDIA *VERSUS* **REAL LIFE**

Real life channels include:

Being present at schools, universities, career fairs, conferences and other events.

Writing articles, blog posts, etc.

Being the every day ambassador – developing touch points with your activities and behavior, both inside and outside the house.

Using company merch etc



2.2 ACTION PLAN - CHANNELS

Social media

Choose the right media mix – target audience specific

Lidl - Facebook, Instagram and LinkedIn

Scania – LinkedIn

Fujitsu - LinkedIn

Does your organisation have a business account in right channels?

SOCIAL MEDIA MARKETING PLATFORMS			
PEOPLE	CONTENT	STRATEGIES	CONS
 <ul style="list-style-type: none">• 25-34• Boomers	<ul style="list-style-type: none">• Photos & links• Information• Live video	<ul style="list-style-type: none">• Local mktng• Advertising• Relationships	<ul style="list-style-type: none">• Weak organic reach
 <ul style="list-style-type: none">• 18-25• 26-35	<ul style="list-style-type: none">• How-tos• Webinars• Explainers	<ul style="list-style-type: none">• Organic• SEO• Advertising	<ul style="list-style-type: none">• Video is resource-heavy
 <ul style="list-style-type: none">• 18-24, 25-34• Millennials	<ul style="list-style-type: none">• Inspiration & adventure• Questions/polls	<ul style="list-style-type: none">• Ecommerce• Organic• Influencer	<ul style="list-style-type: none">• High ad costs
 <ul style="list-style-type: none">• 25-34, 35-49• Educated/wealthy	<ul style="list-style-type: none">• News• Discussion• Humor	<ul style="list-style-type: none">• Customer service• Ads for males	<ul style="list-style-type: none">• Small ad audience
 <ul style="list-style-type: none">• 46-55• Professionals	<ul style="list-style-type: none">• Long-form content• Core values	<ul style="list-style-type: none">• B2B• Organic• International	<ul style="list-style-type: none">• Ad reporting & custom audience
 <ul style="list-style-type: none">• 10-19• Female (60%)	<ul style="list-style-type: none">• Entertainment• Humor• Challenges	<ul style="list-style-type: none">• Influencer marketing• Series content	<ul style="list-style-type: none">• Relationship building
 <ul style="list-style-type: none">• 13-17, 25-34• Teens	<ul style="list-style-type: none">• Silly• Feel-good• Trends	<ul style="list-style-type: none">• Video ads• Location-based mktng• App mktng	<ul style="list-style-type: none">• Relationship building

2.3 ACTION PLAN – DEVELOPING TOOLKIT

Map what tools you have

Brand guidelines

Social media guidelines

Employer brand slogan

EVP

Visuals - EB materials, Li cover image, frames, photobank, global toolkits

Merch – t-shirts, etc

Make a list what you need to develop or change

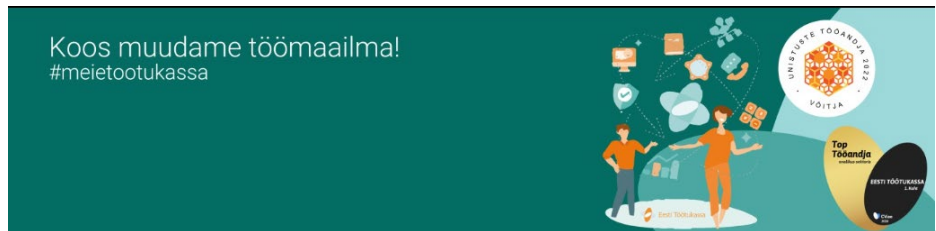
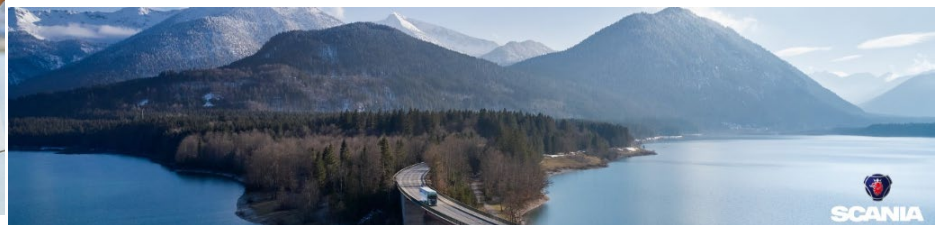
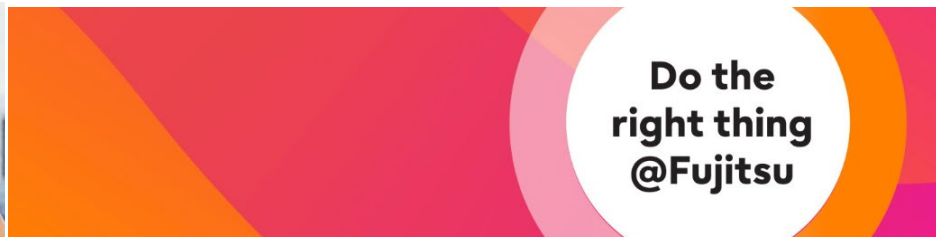
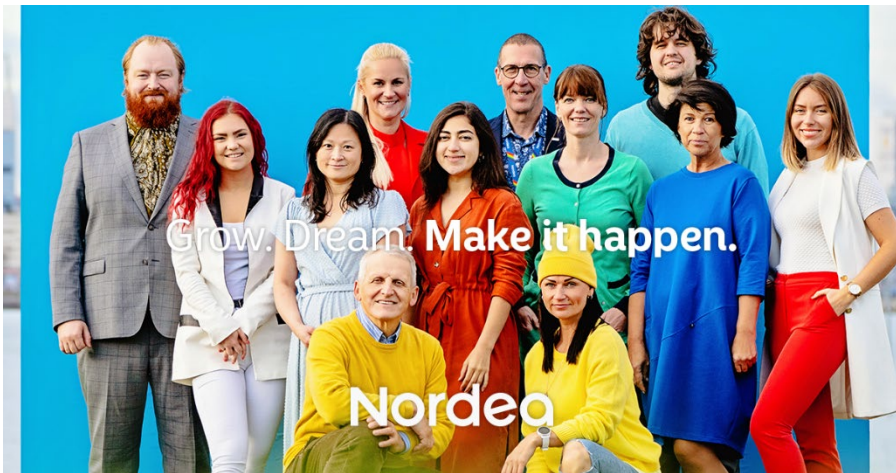
Scania had to change the guidelines

SMIT – had to change the mindset

Social Media guidelines.pdf

Social Media visual guidelines.pdf

Grow. Dream.
Make it happen.



2.4 ACTION PLAN – DECIDING THE PLATFORM

Choose a platform for: assets library, ambassador community activity and measuring the success

Focus	Technical solution	Content
Assets library	intranet, SharePoint etc	Guidelines, tools, visuals, training materials etc, EB materials
Ambassador community activity	Teams, Slack, FB, LI groups etc	Sharing posts, supporting each other, brainstorming
Measuring the success	Google, SharePoint Excel	Setting goals and tracking them – posts, impressions etc.

Or specific advocacy platform

2.5 ACTION PLAN – BUDGET

Budget for minimum next 2 years

Related to strategy and KPI's and results – ROI

You need a right start and budget

- We do not have budget for program, we take inspirational speakers – it gets more expensive as audience demands more. There is no habit development
- We do it by ourselves and copy other program you spend 6 months worktime for planning, organizations and target audiences are different

Budget: time investment (project manager), trainings, merch

Rewarding employees: pricelist, prizes are not sustainable. Wrong motive and fake.

We need authenticity

YOUR VOICE. YOUR IMPACT. YOUR REWARD.

— Share your knowledge and experience – and get rewarded! —



1 POST

50 €

Share ideas, moments or insights through a social media post.

SHORT | SIMPLE | IMPACTFUL



1 ARTICLE

100 €

Share deeper knowledge and expertise through an article.

★ IN-DEPTH | VALUABLE | INSPIRING

2.6 ACTION PLAN – ROADMAP

Developing roadmap Organization and employee perspective

Organisation – what activities we plan to achieve set KPI's

Employee – what's in for me and what will happen?

Activity	Time	Who?	Comment
Preliminary activities			
Timetable	07.08	Instar	
Program invitation/introduction letter	08.08	Instar/Scania	
Preparation meeting - Instar + partners	13.08 at 9.00	Instar + partners	roles +responsibilities + timetable
Preparation meeting - Instar + Scania	25.08 at 11.00	Instar/Scania	Authority to create content in social media, Feedback of first announcement Application process & questions we will ask Brand guidelines (media portal and brand portal).
Creating the program	25-29.08	Instar	
Video script for 3 minutes kick off	25-29.09		
Choosing a common communication platform	25-29.08	Instar/Scania	Teams group
Application to program, selection criteria, selection	25-29.08		
Planning motivating ambassadors and selecting merch	25-29.08	Instar/Scania	
Scania social media platform LI/IG/FB	25-29.08		
Scania brand guidelines - do's and don't s	25-29.08		
Photoshoot time	25-29.08		
Scania non social media activities	25-29.08		
Scania #	25-29.08		
Preparation of the results measurement table	22-26.09	Instar	
Kickoff slides managers, employees	22-26.09	Instar	
Training slides preparation - 3 ppt's - translation	22-26.09		
Ambassador certificate in the end of program - design.	22-26.09		
Kick-off training for managers Baltic English	04.09 at	Scania/Instar	Teams, invitation by Scania
Kick-off event employees local	05.09 at	Instar/Scania	Teams, invitation by Scania
Application for the program ends	18.09.2025		
Ambassadors' trainings			
1. training	24.10 at 9-12	Instar	
2. training	21.11 at 9-12	Instar	
3. training	12.12 at 9-12	Instar	
Follow-up activities			
Annual social media plan for 3 ambassadors	1. January	Instar	
END of PHASE 1	1. January	Instar	

Brand ambassadors program

Month 1 Month 2 Month 3 Month 4 Month 5 Month 6 Month 7 Month 8 Month 9 Month 10 Month 11 Month 12

Kick-off

Practical training

Half-year summary
and celebration
with ambassadors

Internal campaign

Practical training

Year in review

Seminar 1

Photos and
videos

Practical training

Practical training

Seminar 2

External
campaign

Seminar 3

Activity
monitoring
meeting

Activity
monitoring
meeting

Activity
monitoring
meeting

2.7 ACTION PLAN – AMBASSADOR RECRUITMENT

Recruiting ambassadors

All *versus* target audience

Ambassador kick-off event for all employees will increase awareness of the role of employer ambassador and the desire to join the ambassador program.

Before the kickoff

Kick off preparation: video invitation to employees
Personal invitation to ambassadors that are relevant
Clear understanding how many what type of employees organization expects (department, age etc)
Application process: a) simple – email, intranet
b) filling form – motivation, current ambassador activity
both social media and live

1-2 weeks time to apply

We are delighted to invite you to Nordea employee ambassador training. We are all Nordea employee ambassadors but on order to share our unique Grow. Dream. Make it happen. experience we would love to equip you with ideas and tools how to be the employee ambassador.

Welcome to our employee ambassador program that has two parts.

First session is about Nordea Employee ambassador introduction. It takes place in April/May.

In the two-hour session you will learn:

- The importance of being Nordea ambassador and what is in it for you?
- About employer brand and your personal brand. We will learn about your digital footprint and how you can benefit from that.
- The tips and tricks how to act as employee ambassador? We will introduce the toolbox.
- We will have practical social media exercises and you will help to create an action plan for you.
- After the training you have a lot of new knowledge how to brand yourself better including sharing the Nordea employee experience.

Second session is about Nordea employee ambassadors follow up and support. It takes place a month after the first training.

- Second workshop is for reflection and experience sharing. Plus we will find a new ways how to act as Nordea employee ambassador.

And it all will be fun and memorable thus useful experience for you and for your personal and professional growth!

So now just apply for the program and allow yourself to Grow. Dream. And make it happen!

2.7 ACTION PLAN – AMBASSADOR RECRUITMENT

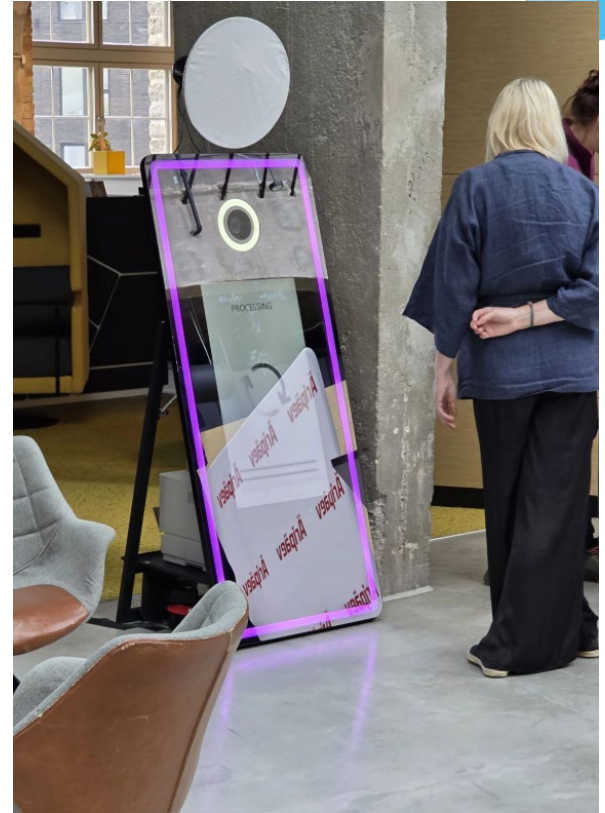
Live or web kickoff

30 min web kickoff agenda:

- CEO intro 2 min, why this is important,
- 15 min what organization win and what employees win,
- 5 min natural ambassador employee sharing its experience,
- 5 min ambassador program intro and how to apply

Live event – creating an experience

Media house Äripäev



What and Why?

Goals:

- Increase attractiveness externally and internally (survey + eNPS results)
- Increase awareness of **Scania** as employer (survey results)
- Increase the number of potential candidates and lower recruitment costs
- Reduce time to hire



What benefits does the ambassador personally receive?

- Trainings: social media, photography, videography, etc
- Unique experience in new program
- Participate in different EB events and gain new „community“
- Personal development
- Visibility and recognition by the company and externally
- Insights into the company
- Branded give-aways



Ambassador Program

20 ambassadors

Program

24.10 at 9-12.00

21.11 at 9-12.00

12.12 at 9-12.00

Topics covered

- Why to be Scania ambassador
- How to be Scania ambassador
- Practical exercises and teamwork



What can I do as manager?

- Follow Scania social media channels FB, LI, IG
- Create LI profile or review your existing social media profiles
- Share, Like, Comment Scania posts!
- Tag Scania, when you mention Scania in social media
- Use #
- Encourage your colleagues to share their employee experience
- Share your own employee experience in real life and in social media



BIGGEST FEAR

Our people are so modest.

We can't get people to participate.



3.1 PROGRAM AND TRAININGS

Managers training -awareness

Amabssadors training - new habit 3 seminars

The 20 people selected as brand ambassadors will participate in three seminars. An ambassador platform will be created for them to communicate with each other and share experiences.

FOR THE NEXT MEETING – 1 MONTH

- **Linkedin Update**
- **Make a post**
- **Comment your partner's post**
- **Add skills for him/her**

- **Follow Nordea Estonia channels (Facebook, Instagram)** Use #nordeaestonia and tag us!
- **Diversity topic sharing**

- **Add our custom Facebook frame to your profile picture**
It's called "Nordea Estonia's Employee"


- **Share, like, comment Nordea content!**



AMBASSADOR PROGRAM



24th October 9-12.00

- Employer Brand
 - The importance and benefits of the topic of the employer's ambassador
 - We test your actual activity as ambassadors
 - The nature, tools and challenges of an employer ambassador
 - Ambassador Test - Social Media Profiles
 - Practical task
- 

21st November 9-12.00

- Personal brand, personal benefit, personal image and goals
- Group work
- Succession and ambassadors
- Practical exercise on social media

12th December 9-12.00

- Homework Review
- Employer's Ambassador's Action Plan
- Testing the actual activity
- What kind of support do you need?

AMBASSADORS TEST

Test in the beginning and in the end
Measures current activity as ambassador

The test takes about 2 minutes to complete.
Then we will review the answers together.
QR code

Q1 Do you share Rimi job postings?

- ✓ Yes, once a month
- Yes, once a year
- Yes, a few times a year
- No, never
- Please add a comment when you wish

Q2 Do you follow Rimi social media channels?

- ✓ Yes, all channels where I have an account
- One channel (LinkedIn, FB, IG, other)
- No
- Please add a comment when you wish

Q3 Please rate how aware you are of your role as an employer ambassador

- I am aware
- More or less
- I don't see my role

Q4 Do you have social media accounts?

- ✓ Yes, I have both FB, LI and IG
- Yes, only LI
- Yes, only IG
- Yes, only FB
- Other



AMBASSADOR PAIRS – YOUR BUDDY

1. Maria and Steve
2. Julia and Anna
3. ...

The ambassador buddy system creates accountability and support. Each pair reacts to, comments on, and shares each other's posts. This helps especially beginners gain feedback, confidence, and motivation to keep posting consistently.



for finding the content

← → ↻ hootsuite.com

#HootSuiteLife

Follow HootSuiteLife

12:25 AM - Nov 3, 2017

10:42 PM - Nov 3, 2017

7:04 PM - Nov 2, 2017

4:33 PM - Nov 2, 2017 - Poplar, London

8:55 PM - Nov 3, 2017

12:21 PM - Nov 3, 2017

11:16 PM - Nov 2, 2017

8:24 PM - Oct 31, 2017


7:45 PM - Nov 1, 2017

12:07 PM - Oct 26, 2017

Had the best time rocking out to some Paul Simon at karaoke last night with this team of

Trivia, karaoke and class photo night with this A+ customer

< #LifeAtPipedrive

 helerihanko

Follow ...



♡ 🗨 📌 ... 📌

Liked by lifeatpipedrive, kristiinekukk and 255 others
helerihanko 222w · Somebody come get her
She's dancin' like a... Happy Fancy Friday Y'all!
[#fancyfriday](#) [#quarant_rex](#) [#lifeatpipedrive](#)

< #eluelisas

 keishymargus

Follow ...



♡ 🗨 📌 ... 📌

Liked by piret500, renitakasper and 65 others
keishymargus 6w · Mu lemmiktööandja sai vahepeal
30.aastaseks ning mina ilusate ja tarkade inimestega
seda tähistada 🥳

[#eluelisas](#)

See Translation

< #eluelisas

 saskiastones

Follow ...

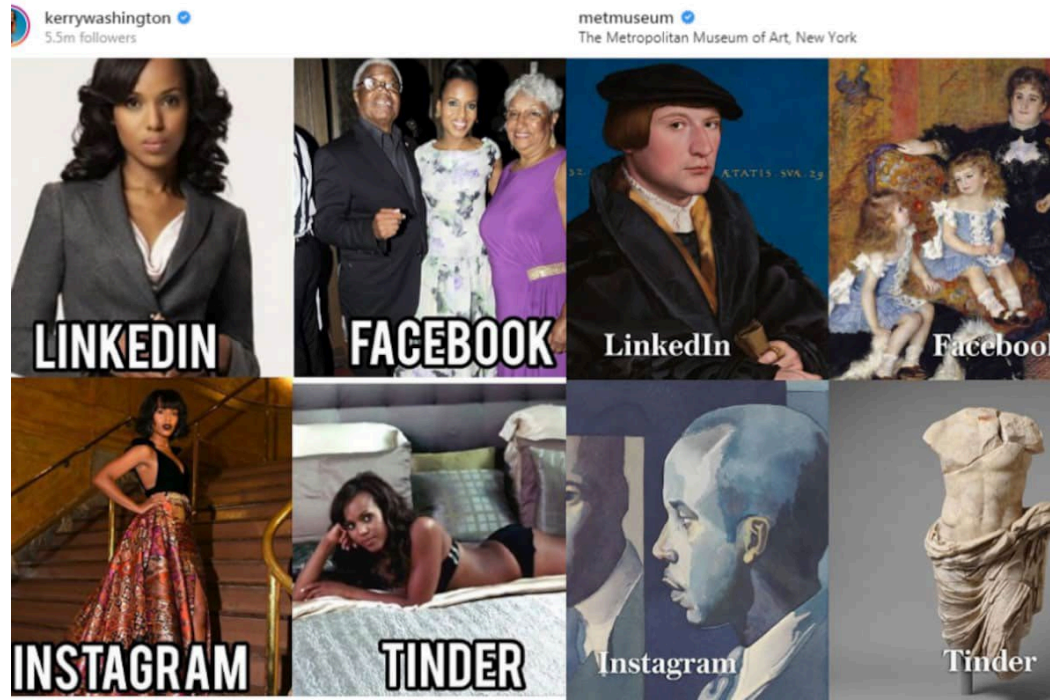


♡ 🗨 📌 ... 📌

156 likes
saskiastones 284w · Happy Valentine's Day, everyone!
🥰🐾 I'm hanging out at work with my bestie. What
are you up to?
[#valentines](#) [#vday](#) [#bffs](#) [#officedog](#) [#eluelisas](#)
[@eluelisas](#) [#dogsoftallinn](#) [@dogsoftallinn](#)
[#happypuppies](#) [#happy](#) [#dogsofig](#) [#derp](#) [#goodvibes](#)

FIT AND PROPER

- Name
- First impression
- Style, design
- Content (experience, skills, etc.)
- How professional does it seem?
- How big ambassador?





Bolt

Make cities for people, not cars



Kadi Poll · 1st

Employer Branding Manager (Global) @ Bolt | Former Head of Marketing | Employee Advocacy | LinkedIn Challenge

Tallinn, Harjumaa, Estonia · [Contact info](#)

7,461 followers · 500+ connections

[Message](#)

[More](#)



Bolt



Baltic Film and Media School



About

I have over 8 years experience working in marketing. I've led a cross-functional team of 10 marketers in bringing entertainment to every household including on-air promotion, PR, social media, ATL, BTL etc.

A bit less than 2 years ago I entered the tech industry and started working as an Employer Branding Manager for Bolt. I was the first employer branding person for a company that operated in 45+ countries. Building an employer brand from scratch has taught me a lot.

I'm passionate about creating loved and trusted campaigns, employee advocacy, event planning, content writing, videography, brand development and storytelling. One of my purposes has also been to help the team and people around me navigate their careers, achieve their career goals, and build their own personal brands.

Activity

7,461 followers

[Following](#)

- [Posts](#)
- [Comments](#)
- [Videos](#)
- [Images](#)

Kadi Poll posted this · 2w



22 MILLION impressions in 9 months—**Bolt** employee advocacy results! 🚀

We launched our LinkedIn Challenge 2024 with no external advocacy platforms—just a private SI ...show more

719

170 comments

Kadi Poll posted this · 2mo



People trust people, not companies. Here's an example from **Bolt's** LinkedIn Challenge: the same video was posted within seconds of each other 🤖

...

...show more

926

83 comments

Kadi Poll posted this · 2mo



Everyone's making "day in the life" videos, so we made one about an engineer's dog.

Dogs don't lie, so here's a real behind-the-scenes look. Spoiler alert: it involves lots of naps, treat ...show more

1,819

66 comments · 23 reposts

[Show all posts →](#)



HOMework

- Fill [results table](#)
- Review your LI/FB/IG profiles;
- Make a post;
- Comment on a colleague's post;
- Look at your colleague's social media profile and acknowledge them there;
- Additional activities if you are not on SOME;
- Ambassador community on MS Teams



Results table

A	B	C	E	F	G	H	I	J	K
			Goal	Results 21.11.2025					
	Social media channel	Number of followers today	Number of post (how many posts you are planning to do)	Number of posts (how many posts you actually did)	Impressions (LinkedIn/Instagram)	Number of comments	Number of reactions (like, heart...)	Number of followers	New followers
IN TOTAL		0	0	0	0	0	0	0	0
Name	LinkedIn (with link)								0
	Facebook (with link)								0
	Instagram (with link)								0
Name	LinkedIn								0
	Facebook								0
Name	Facebook								0
	Instagram								0





SCANIA

3 countries
60 participants
in local languages

Jurgis Ansfelds • 2nd
E-mobility | Sustainability | Change Management | Transportation
3mo • Edited •

Kopā ar Laila Perkone apspriežam nākošā gada projektu - Scania Latvija skolās 2026. Ilgtspējīgs transports nākotnei!

#Scania #esmiluscania #ScaniaLatvia #Scania #BEV #ElectricTrucks #SustainableTransport #Teamwork

Show translation



3 comments • 1 repost

Pan-Baltic Brand Ambassador Program



Dana Ansone • 3rd+
Scania Latvia SIA, Sales assistant
3d •

Two trucks. Two moments. One passion. 🇵🇱

Sitting in the driver's seat of a Scania always reminds me how much this industry is about responsibility, precision and the people who keep the wheels moving. 🇵🇱

Every truck has its own character, but the feeling is always the same – power, control and comfort.

#ScaniaLatvia #Trucking #LifeOnTheRoad



Kadi Tereping and 32 others

Edvinas Polzunovas • 3rd+
Scania Lithuania | Scania ambassador
4mo •

15 metų kartu su Scania Lietuva
Šiais metais suėjo 15 metų kai esu kartu su Scania Lietuva – įmone, kuri man tapo daugiau nei darbovieta. Per šį laiką Scania nuosekliai įrodo, kad tvarumas, inovacijos ir ekologija nėra tik žodžiai – tai realūs sprendimai, keičiantys transporto ateitį. Dar didesne garbė – tapti Scania ambasadoriumi. Tai įpareigoja ir motyvuoja toliau atstovauti prekės ženklą, kuris siekia kurti tvaresnių ryšyčių kartu su klientais, partneriais ir visuomene.

♥ Džiaugiuosi būdamas šios kelionės dalimi! 🇵🇱
#Scania #ScaniaLietuva #Tvarumas #Inovacijos #Ekologija #Ambasadorius #ProudToBeScania

15 years with Scania Lithuania
This year marks 15 years of my journey with Scania Lithuania – a company that has become much more than just a workplace. Over the years, Scania has consistently proven that sustainability, innovation, and ecology are not just words, but real actions shaping the future of transport.

Even greater honor for me is to become a Scania Ambassador. It's a role that both inspires and motivates me to represent a brand committed to building a more sustainable tomorrow, together with our customers, partners, and society.

♥ Proud to be part of this journey!
Let's continue building this path of sustainability and innovation. 🇵🇱
#Scania #ScaniaLithuania #Sustainability #Innovation #Ecology #Ambassador #ProudToBeScania



Rimi

ambassador program



Kätlin Branno • 1st
Marketing Specialist and graphic designer
2mo • Edited

Pühade eel, sel kõige kiiremal ajal, käib Rimi kontori rahvas kauplustes abiks. See on meil selline ilus traditsioon. Nii olime ka meie täna turunduse kampaniate tiimiga ([Meriliis Iives](#), [Toomas](#) ja [Mirjam](#)) Sõpruse ...more

Show translation



You and 23 others



Kätlin Branno on koos kasutajaga [Sigrid Sepplaan](#) ja veel **2 teisega**.
2. juuni

Tööd saavad tehtud mängeldes.

Foto on tehtud [Rimi Eesti](#) uue kontori lastetoas. Kui vaja, saab lapse tööle kaasa võtta ja sina tööd teed, saab laps lustida mängutoas.

#rimikas



Sina, [Frölian Moistenberg](#), [Geiu Suluste](#) ja veel 45

2 ko

3.2 PROGRAM CONTINUITY

Graduation diploma

Feedback

Are the materials on the intranet informative enough? What support do you want? What kind of training is necessary? Are they willing to continue and under what conditions? What awards would motivate them to post?

Annual plan



Brand ambassadors program

Month 1 Month 2 Month 3 Month 4 Month 5 Month 6 Month 7 Month 8 Month 9 Month 10 Month 11 Month 12

Kick-off

Practical training

Half-year summary
and celebration
with ambassadors

Internal campaign

Practical training

Year in review

Seminar 1

Photos and
videos

Practical training

Practical training

Seminar 2

External
campaign

Seminar 3

Activity
monitoring
meeting

Activity
monitoring
meeting

Activity
monitoring
meeting

Keeping the program alive

- Photos of Ambassadors, photo training
- Videos of Ambassadors, video training
- Trainings for Ambassadors (4 trainings per year)
- Posts from 12 Ambassadors
- Internal Campaign/Competition - Challenge
- External Campaign on Social Media
- Monitoring Ambassador Activity



Social media plan for 3 most active ambassadors

QUESTIONS FOR AMBASSADOR ANNUAL PLAN INPUT INTERVIEW

What is your job title and what do you do on a daily basis?

- How long have you been working at Scania?
- What do you like most about your job?
- Is your work more varied or routine-based? Please give an example.
- How would you describe yourself? (calm, energetic, humorous, analytical, etc.)
- If you were to create a post, would you prefer writing, taking photos, or filming videos?
- What motivates or inspires you at work?
- Do you have any career goals or dreams related to Scania?
- What tools and technologies do you use in your work?
- What hobbies or activities help you relax after work?
- Is there a particular month when you have more or less time for posting?
- What kind of support or guidance would you expect to make posting easy and convenient?
- Would you like to add anything else?

AMBASSADOR'S ANNUAL PLAN

First, set the goals for the next year

Channel	Number of followers now	Goal for number of followers in June 2026	Goal for number of followers in December 2026	Posting frequency now
Facebook				
Instagram				
LinkedIn				
other				

Actively participate in Scania's activities, events and share your experiences by making posts/stories. React to Scania's social media posts, like, comment, and sometimes share them yourself.

Important dates

Action	Time
Half-year summary with	
Year summary with	

The following table contains one post idea for each month that could be your "theme of the month". In addition to the post listed, of course, you can also create other posts with similar content at your own discretion. It is important that the content you create is exactly what suits you :)

TIME	TOPIC	DONE (yes/no)	COMMENTS
January	<ul style="list-style-type: none"> 📷 New Year's Goals Photo from work + thought: "This year I would like to pay more attention to... (people? quality? myself?)" "Start like a puzzle piece clicking" 📷 Photo with colleagues + text: "We in Keila fit together like puzzle pieces - all different, but perfectly matched" 📺 Exercise video "One thing that makes my day interesting" (suitable for filming as a selfie) 🗨️ Sharing "What have I learned in 5 years at Scania?" 		
February	<ul style="list-style-type: none"> 📷 "Valentine's Day in Scania" Team photo or a photo of small thank-you gifts for colleagues 🗨️ Short story: "Once a colleague helped me and it left a mark" 		

Tips to activation

- Not demanding Customer brand content
- Instead of controlling the message, we gave employees complete freedom to tell their own story.
- Trust your employees. If you prescribe everything to them, it's no longer advocacy
- Let them make "ugly" posts and make mistakes.
- Keep the momentum and conversations alive by "Ambassadors of the Week" shared tips, experiences or thoughts.
- Know your ambassadors skills/hobbies- they can train or share their knowledge - inhouse photo training - free of charge
- Make regularly reflections what ambassadors have:
 - learned, what were the biggest wins and losses
- Share success stories







4. MEASURE THE IMPACT

Results measurement table

Ambassadors fill in a table indicating their success (social selling index, follower count, impressions/reactions/comments).

Short term

- active advocates
- participation rate
- sharing consistency
- employee-generated content volume
- engagement quality
- leadership participation
- advocacy retention

Long term

- employer brand awareness
- eNPSs
- talent perception
- candidate quality
- referral hires
- retention
- employee pride
- trust indicators



Examples of program impact

During the program:

Saving 10 000 eur for recruitment costs - through the first post of the ambassador program, a new IT specialist was found for the team

Profit min 300 000 eur - Finding a client - after the first homework, the client asked for cooperation

20 x 12 000 eur - Positive personal impact - 80% of the participants receive positive feedback from their community after the first homework

€16,000 in savings on marketing costs in the first 3 months

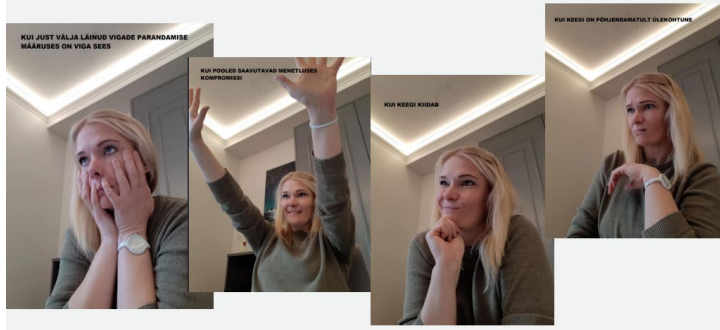
After the program:

Company post sharing has increased

Employee-generated content has grown from zero to 100

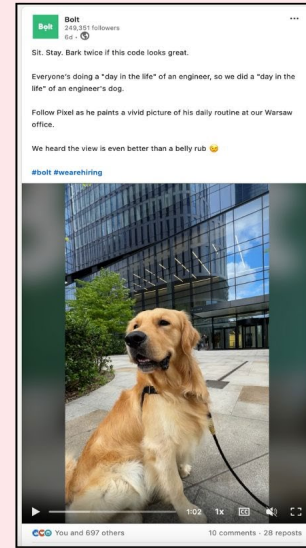


5. MUTUALLY BENEFICIAL

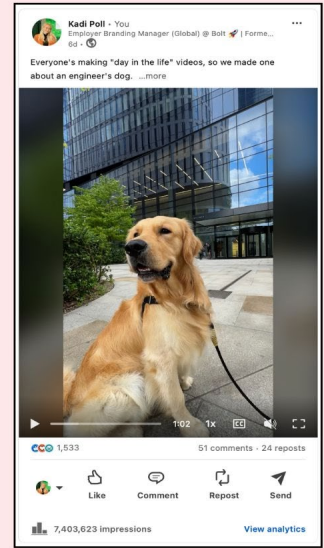


180,000€

The advertising money saved that Bolt would have had to pay if we had wanted to get 24 million impressions.



58 000 impressions



7,4 million impressions



Liina Lõhmus - Court Brand Ambassador

Court session secretary at Pärnu County Court with 20 years of experience

Before January 2025: 0 posts about her work

Joined the courts' brand ambassador program with no prior content creation experience

Results in 1 Year

Grew LinkedIn from 0 → 332 followers

Expanded content to Facebook

Shared her story at Instar seminars, Mediabrands Digital, and within the Ministry of the Interior network

Feedback

"I never imagined courts could be talked about in such a human way." "Thanks to Liina, I've realized that working in the courts can actually be fun." Received dozens of similar positive comments



Liina Lõhmus • 1st
Kohtuistung sekretär, Pärnu Maakohus, Kuressaare
5mo • Edited • 🌐

Tinder kohtumajas!

Kunagi oli meil üks lahutuse istung, kus istungi lõppedes tõusis mees püsti ja ütles kõva häälega: "Nüüd läheme ja otsime mulle uue naise".

Selle peale vastasin, et "Kui teil kiiret pole, siis meil on kaks lahutust veel tulemas, sealt ehk mingi variant pudeneb"

Mulle meeldib, kui menetlusosalistel jagub peale emotsionaalset istungit veel huumorit 🤔

#Eestikohtud

Show translation





Liina Kippasto

3. Märts 2022 · 🌐

...

Today 03.03.2022 we reached the long awaited milestone! So many positive emotions! So many Lidl superheroes who have worked with great commitment to open the Lidl stores in Estonia! The impossible is possible when you have a team and the colleagues like I have! Thank you all! We did it ❤️👉👉👉! #hrteamlidl #teamlidl #lidleesti



👍👩👧👦 Kersti Vannas ja veel 168

3 kommentaari 1 jagamine

👍 Meeldib

🗨️ Kommenteeri

👉 Jaga





Jaanika Kivvit • 1st
Head of Partnerships at Brand Studio.
1mo • Edited

Kas tead, millega tegeleb Brand Studio? 💡

Vaata brandstudio.ee!

#delfimeedia #brandstudio [Mailis Neppo](#) [Triin Rannar](#) [Edward Salmus](#) Elin Järvsaar

Vastus kommentaaridesse.

[See translation](#)



You and 21 others

5 comments • 2 reposts



Triin Rannar • 1st
Assistant at AS Delfi Meedia
1w

Mul avanes võimalus tänu [Mailis Neppole](#) osaleda "Vaimne tervis loeb: säilienõtkus organisatsioonis" arutelul ja mõelda laiemalt, mis on meie töökeskkonnas hästi. Minu esimene kord viibida sellises seltskonnas, aga kui inspireeriv see oli. Aitäh [TalTech](#) – [Tallinn University of Technology](#) ja Karin Reinhold.

Aga mis on teie töökeskkonnas hästi just vaimse tervise poolt vaadates? [#delfimeedia](#) [#mentalhealthmatters](#)

[See translation](#)



Vaimne tervis loeb IV

'Vaimne tervis loeb: säilienõtkus organisatsioonis'



ARUTELU





Kaja Sepp • 2nd

+ Follow ...

Comms meets marketing (and politics) as Head of Communicati...

4mo • 🔒

🔴 Kuidas me siseministeeriumis vastlaid tähistame? Ikka siseorienteerumisega!
 🔴 Imeline eestvedaja **Tiina Hirv** paneb kogu maja kas ülesannetega kontrollpunkte looma või nende vahet jooksmas. Aega on tunnike ja pisut peale, hilinejad saavad trahvipunkte nagu o-sportsis ikka. Ja hea outfit toob lisa-stiilipunkte nagu parimatel seiklusvõistlustel :)

👤 See on nii äge, kuidas inimesed tõesti pingutavad ja tekib ühtaegu nii tore tiimitunne kui tõeline sportlik hasart!

#turvatundeloojad

See translation



Kristi Lillemägi • 2nd

+ Follow

Adviser to the Foreign Financing Department

4mo • 🔒

Siseministeerium / Estonian Ministry of the Interior tööelu on mitmekesine. Juba teist korda toimus vastlapäeval ühine orienteerumine "Kadunud kukkel", kus tuli ühendada meeskonnatöö, sportlikud võimed ja registreerida ajusid. ...more

See translation



Kristi Lillemägi • 2nd

+ Follow ...

Adviser to the Foreign Financing Department

2w • 🔒

👉 Eesti ja Euroopa Liidu siseturvalisuse hoidmise ja arendamisse panustavad väga paljud ning sageli nii, et ei teadvustagi oma olulist rolli selles. Iga tegevus või projekt on lugu - mida rohkem oma kogemusi jagada, seda paremini on võimalik luua ja kinnistada inimeste turvatunnet.

#MigrationEU

#SecurityEU

#turvatundeloojad

See translation



Siseministeerium / Estonian Ministry of the Interior

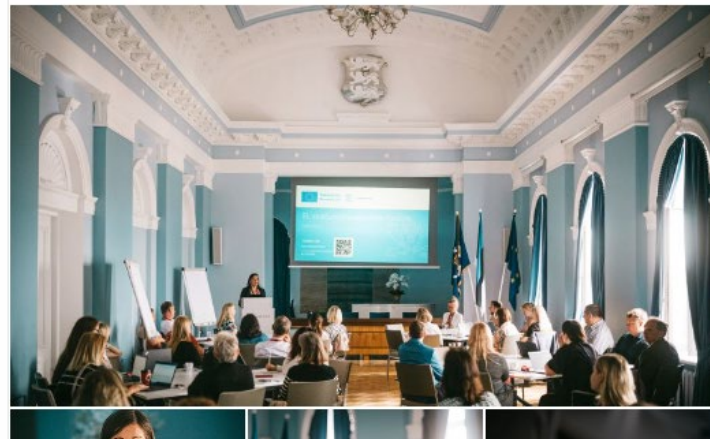
+ Follow

1,608 followers

2w • Edited • 🔒

Kas oled mõelnud, milline on Sinu roll Eesti ja Euroopa Liidu siseturvalisuse hoidmise ja arendamise suures loos? Kellele toob head Sinu töö ja kuidas talle sellest räägid? ...more

See translation





Viktoria Bunkova • 2nd

Settlement Analyst and Ambassador at Gunvor Services
8mo • 🌐

+ Follow ...

👥 "Good colleagues are like family at work!" 🧑‍🤝‍🧑

💡 Having good colleagues is a real treasure in the workplace.

✅ **Work Atmosphere:** Relationships with colleagues greatly influence the workplace atmosphere. Positive relationships make the workday more enjoyable.

✅ **Support:** Good colleagues are always ready to support and help in challenging times, making your work easier.

✅ **Creativity:** Collaborative discussions and ideas with colleagues can lead to new, innovative solutions

✅ **Learning and Growth:** Interacting with talented colleagues is an opportunity for learning and professional growth.

👉 good colleagues make work more enjoyable and productive! ✨ #Colleagues #WorkFamily #gunvorlife



Viktoria Bunkova • 2nd

Settlement Analyst and Ambassador at Gunvor Services
9mo • 🌐

+ Follow ...

Our company Gunvor has shown incredible support by endorsing our participation in the Tallinn marathon. It's a truly inspiring moment when your company stands behind you, supporting your goals and aspirations 🏃‍♀️👏

The marathon is becoming more than just a challenge for us; it's an opportunity to showcase our determination and unity.

Thank you, Gunvor for your incredible support and belief in our capabilities. Let's make this happen together!" 🏃‍♀️👏 #gunvorlife



👥 with Viktoria Chuprakova and 2 others

👍❤️ Andrea Maidla and 49 others

1 comment • 4 reposts

DON'T FORGET!

1. The Employer Ambassador Program provides participants with skills and habits, i.e. long-term impact
2. Employer Ambassador/Personal Brand Training Provides Skills and Inspiration
3. Always set goals and measure results
4. ROI – how it has actually yielded business benefits
5. Brand ambassadors and ambassador programs amplify product/service/employer messages
6. Results are brought by systematic brand management, which is integrated into a strategic and tactical annual plan



SECRET FORMULA

1. Clear goals and metrics
2. EVP and EB messages alignment
3. Target audience
4. Channels
5. Community platform
6. Systematic approach
7. Responsibility partners
8. Li challenge
9. Recognition
10. Fun, FOMO
11. Ambassador toolkit -visuals, guidelines etc

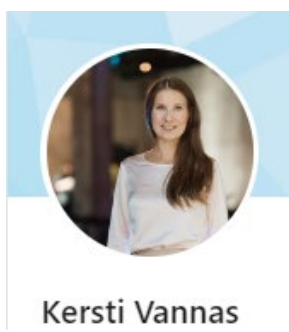


Be brave and be an ambassador yourself!





Any questions,
know!!



Kersti Vannas



Instar

CUTTING EDGE
EMPLOYER BRANDING



Instar Finland



Instar



Kersti Vannas



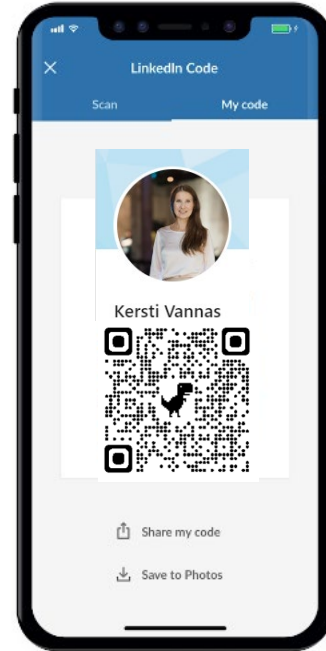
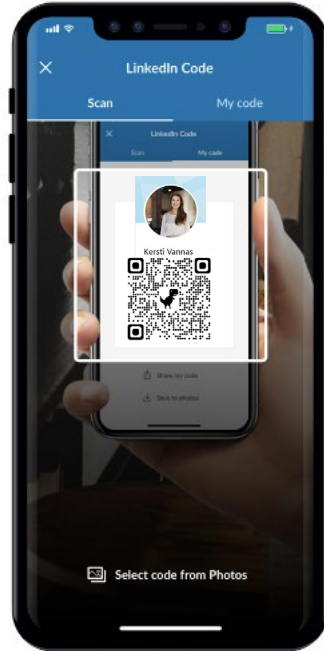
@instarebc



instar.ee



Widen your network





Instar

CUTTING EDGE
EMPLOYER BRANDING

ADVOCACY PROGRAM AUDIT

A quick self-assessment for sustainable advocacy programs

STRATEGIC CLARITY

- Who we want to influence
- What messages matter
- What success means

SUSTAINABILITY

- Do we have routines?
- Clear ownership?
- Recognition?
- Leadership support?

BEHAVIOR CHANGE

- Are we building habits?
- Or just temporary excitement?

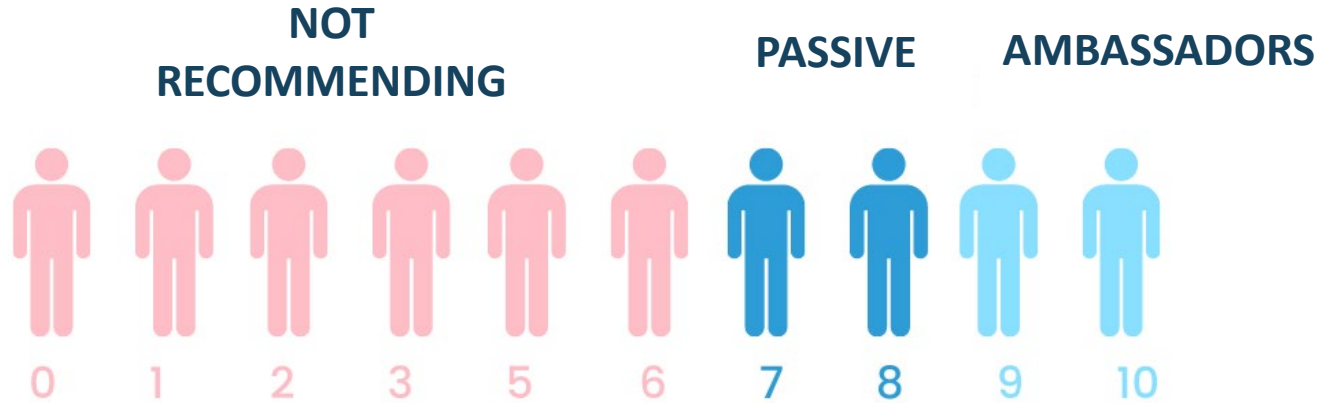
MEASUREMENT

- Are we measuring activity?
- Or business impact?

Which area is currently the weakest in your advocacy program?



Employee Net Promoter Score (eNPS)



$$\text{eNPS} = \text{Ambassadors \%} - \text{Not Recommending \%}$$