



CASE STUDY

EMPLOYEE ACTION CENTER

Within a highly regulated industry that faces increasing opposition, employees in the energy sector can use their voices to sway public opinion and earn public permits by actively participating in the permitting process.

CHALLENGE

It was difficult for Williams to leverage the collective voice of their workforce of over 6,000 to earn public support for energy policies and permits for infrastructure projects with their employees spread across more than 28 states.

INSIGHTS

Williams was in need of a strategy to empower employees to use their voice to support energy policies and prospective infrastructure projects. They were also in need of a digital hub to raise awareness and provide employees and allies with easy ways to be their advocates.

Outreach Experts recognizing that the best solution was an online Action Center with a stakeholder database, or CRM, on the backend.

The Action Center would be a one stop shop for employees and allies. The CRM on the backend would collect data about advocates to identify key stakeholders and surface employee advocates.

Developing a social ambassador program for employees would create an incentive for them to actively engage with the Action Center.

SERVICES



Action Center
Development



Targeted
Communications



Employee Database
with Social Match



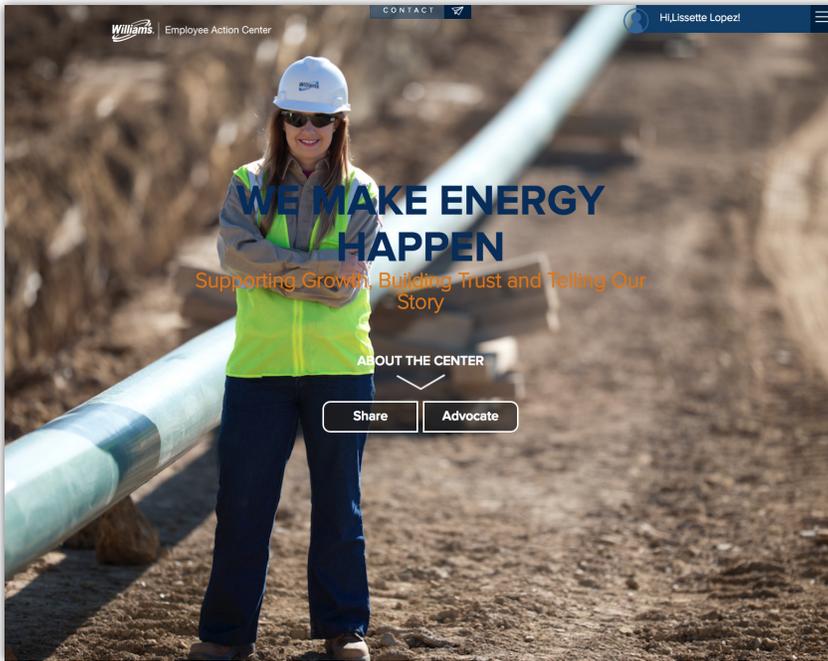
Social
Ambassador
Program

STRATEGY

1. Design an interactive online Action Center and develop Stakeholder DNA™ to manage contacts within the CRM on the backend.
2. Create opportunities for allies to TAKE ACTION in the Action Center such as submitting a comment to a federal regulator, signing a petition, RSVPing for a public meeting, or sharing a social media post in support of energy policies and infrastructure projects.
3. Develop a communication plan to invite employees to join the Action Center and engage allies across social media.
4. Use the CRM to identify employees and allies across social media and drive them to the Action Center.
5. Create a Social Ambassador Program to incentivize employees to become powerful advocates.

OUTCOME

More than **45%** of matched employees liked or shared a posts in the Action Center within the first 60 days and joined the Social Ambassador Program.



HOME PAGE

CRM DASHBOARD

Author	Slug	Default post
<input checked="" type="checkbox"/>	Development Team /about_the_center	ABOUT THE CENTER
<input checked="" type="checkbox"/>	Development Team /action_1_suggested_content	Meaningful Relationships
<input checked="" type="checkbox"/>	Development Team /action_2_suggested_content	SUGGESTED CONTENT
<input checked="" type="checkbox"/>	Development Team /action_3_suggested_content	Why This Matters
<input checked="" type="checkbox"/>	Development Team /activity	activity
<input checked="" type="checkbox"/>	Development Team /addme	Check out Williams Employee action center. I just joined.
<input checked="" type="checkbox"/>	Development Team /advocacy_guide	Toolkit
<input checked="" type="checkbox"/>	Development Team /advocacy_suggested_content	Advocacy Suggested Content
<input checked="" type="checkbox"/>	Development Team /advocate	Advocate
<input checked="" type="checkbox"/>	Development Team /advocate-hold	Advocate
<input checked="" type="checkbox"/>	Development Team /afton_hose_co	Constitution Pipeline - Afton Hose Co Grant
<input checked="" type="checkbox"/>	Development Team /aktion	Activity

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WE TRANSFORM ALLIES INTO ADVOCATES.™

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