

HOW TO CREATE CONTENT *for* YOUR AMBASSADORS

How to avoid fatigue and burnout to ensure all-around engagement and set yourself up for success.



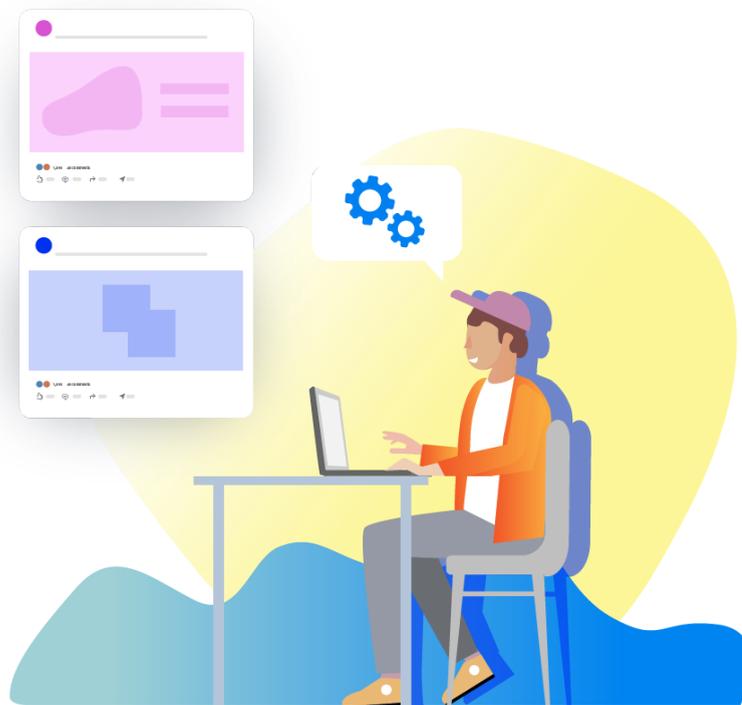
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Avoiding sharing fatigue

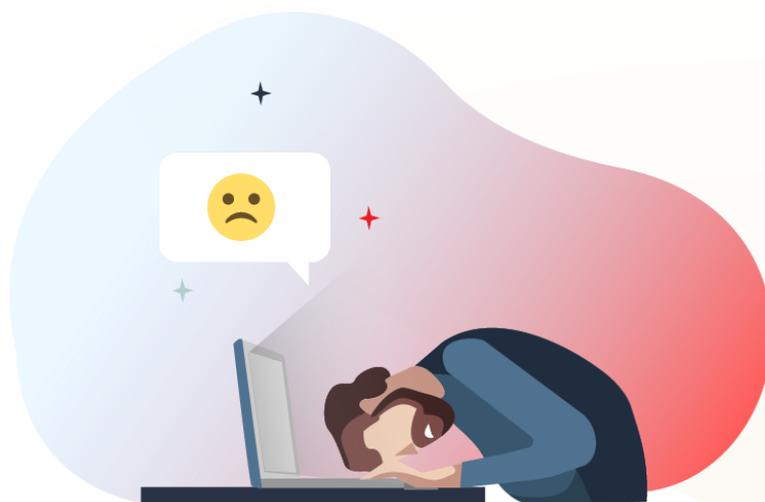
Content creation is a never-ending process. That goes pretty much without saying.

That's why it's important to have a strategy in place that will allow you to (almost) never run out of relevant content and things to say to enhance your Social Media presence.

Now that may seem pretty self-explanatory to you, but with all that comes another matter that needs to be considered: **the risk of sharing fatigue and Social Media burnout.**

Let's start by talking about sharing fatigue, why it can be lethal for your content creation and output strategy. If you've implemented advocacy in your company, it means that your content plan will (or at least should) try to involve your employees one way or another. There is a fine line between not asking for interested engagement and forcing people to share too much content.

Going overboard with the latter can be a real fatal move.



Avoiding sharing fatigue

Companies who constantly try to push out content and ask employees to share it risk taking Social Selling and the general social sharing too far for their Ambassadors.



This can often make employees feel like they are only a means to an end — a tool for Social Media exposure, rather than a trusted spokesperson for the company.

Even within our pool of customers and end-users, we've noticed that some struggle way more than others to get their engagement and advocacy initiatives off the ground.

Not only were their employees not sharing company content, but after a while they weren't even accessing it on the platform or opening new content notification emails.

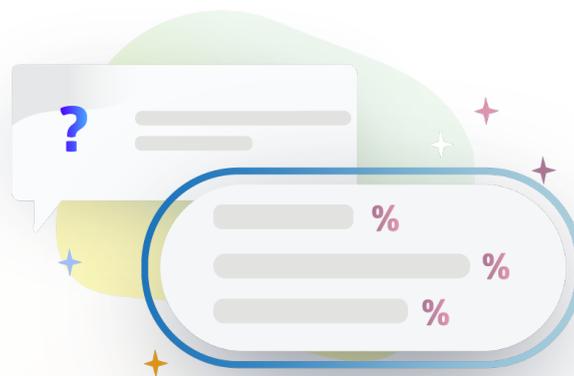
What was our diagnosis? You guessed it, **Social Sharing Fatigue**.

Naturally, as soon as employees start feeling like they're being used as money-making machines, companies see a drastic decline in overall content engagement, which in turns defeats all the connected goals — mostly fewer Social Media shares and significantly less reach.

Avoiding sharing fatigue

Fear not though, this is not an inescapable trap. And to prove to you there's a way to reach that balance between output and input requests, here are a few ideas to open up those communication channels and encourage your employees to remain tuned in to your content:

- 👉 **Use surveys and polls** — ask people what they want to share on Social Media, what kind of perks and rewards they'd like to get for it, involve them in company-wide topics, give them a voice. Then, act on the information you've collected. Don't let that data sit there to collect dust, or it'll seem like you don't care about employee needs and wants.



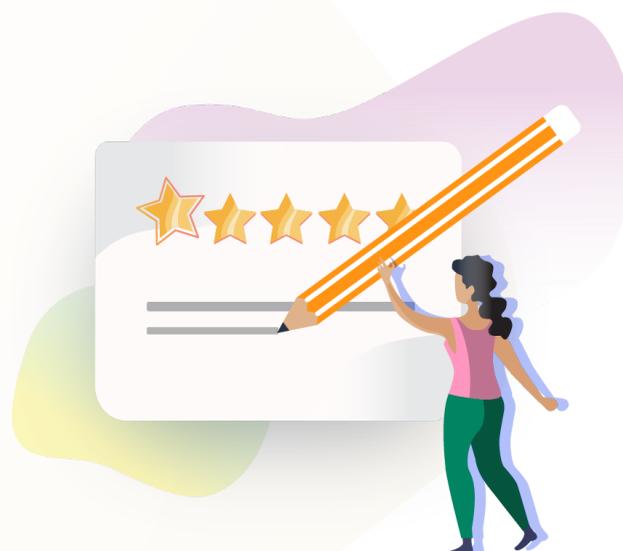
- 👉 **Turn the spotlight on the employees** — putting your employees at the center of the stage and celebrating them for this or that achievement can truly make the difference in the atmosphere and vibe within the company. Campaign to get to know new employees, recognizing the Ambassador of the month, sharing personal anecdotes and stories with other employees will make.

Avoiding sharing fatigue

- 👉 **Ask for content submissions** — this doesn't even have to be user-generated content, it can simply be original content, posts, or articles your employees have stumbled upon online and have enjoyed reading or learned from. As long as they're industry-specific, it shows openness and interest in your employees' lives and ideas, avoiding a certain narrow-mindedness that insinuates that knowledge resides only within the company.

Or even ask them to upload fun content for collaborative projects — ask them to upload songs for a shared Spotify playlist, their favorite book for a reading list or the photos and videos they shot at your latest team-building.

- 👉 **Don't shy away from “big asks”** — asking employees to leave a review on Glassdoor (or something similarly “big”) can seem intimidating, but it works when it comes to mixing things up. Think about that balancing game — don't do it too often but also don't be afraid to give it a shot every now and then. If you've been treating your Ambassadors fairly and genuinely, they'll not frown upon your request.



Preventing Social Media burnout

But what about Social Media burnout?

Social Media burnout happens when you and your Social Media team run out of ideas and are left with second-class content or, even worse, no content at all.



This is a very extreme situation, that's true, but you should pay attention to the frequency of your content output in relation to the amount of content you have on your hands.

How can you prevent this from happening? Well, if you keep in mind all the tips and tricks we've included in this guide — from brainstorming, to keeping a content calendar, to planning content creation and output, to repurposing old content — then you should be out of the woods. A good starting point is meeting on a regular basis with your Social Media or Content Creation team to think out loud, let the ideas and the creativity flow, and come up with new content.

Preventing Social Media burnout

If you plan and schedule your posts, your recurring series, and the general content push-out well in advance, you'll solve two problems:

- 👉 You'll make sure to have a steady and plump content plan with good distribution and variation in content;
- 👉 It will allow you to visually see how long the content will last and act accordingly.

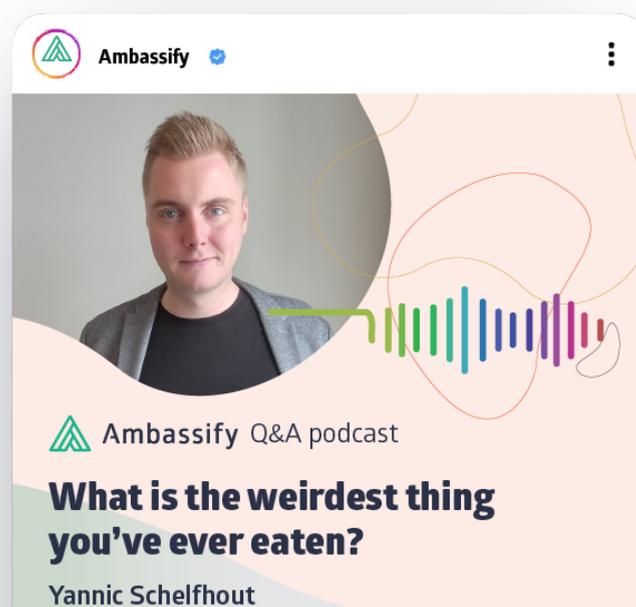


Preventing Social Media burnout

An Example?

Take a look at Ambassify.

At Ambassify we like to give loads of attention to our employees. How? Well, we have different series that are designed to do just that, and we call these Employee Spotlights. We alternate videos, podcasts, written and filmed interviews and photos to make sure to keep variety and diversity up, while at the same time working toward the same goal.



TIP: Make sure that you're not becoming predictable – Social Media are all about experimentation and innovation, about doing things differently. To avoid that, get back together with your Social Media or Creative team, prepare a big pot of coffee and let your creative juices flow freely to find new ways to do what you're already doing.



Thinking like a creator

Most people think creativity is not in their DNA and they're doomed to be uncreative people forever.

Don't let them fool you.

It's not true.

A crucial part of the content creation process is curiosity. This is where it all stems from.

No matter if you consider yourself a creative or uncreative person, just being alert to what's out there is going to give you an edge most people don't have.



News, trends, changes in interests, and experimentation are at the core of what Social Media and content creation entail. So, being tuned in with that is already a big step towards becoming a content creator, even if you didn't go to art school and don't write novels on the side.

Thinking like a creator

Let me tell you what I mean: you are scrolling through your Instagram feed, and a sponsored ad catches your eye. Being attentive and curious means that your mind automatically analyzes the post and your reaction to it: *why did it catch your eye? What's so special about it? Why didn't it annoy you? Do you think your company's posts may have the same effect on people?*

People nowadays have a drastically short span of attention, especially when it comes to Social Media. There are too many kinds of impulses and inputs coming from the outside world (laptops, smartphones, billboards, radio, people...) that if you want to capture people's attention, you have to really make an impact, you have to really make it worth their time and attention.

How do you make people look twice at your post?

How do you make sure people watch your video?

How do you make sure you distinguish yourself on Social Media from other competitors?



Thinking like a creator

That's where the creative mindset comes into play.

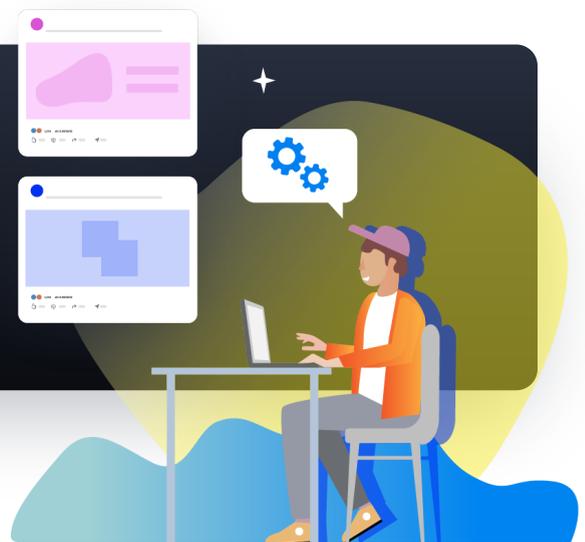
The first step is a simple one: just think about your own experience.

What makes you stop scrolling and take a look at a company's ad is very likely what will make your audience, your target group, also stop and look at your ad or post.

It could be anything from well designed visuals to impactful copy to even a heartfelt employee interview.

Once you've figured it out, the next step may seem pretty obvious.

*Do the same thing...
but better.*



TIP: The takeaway for you here is this: find what people like, what people are currently obsessed with, and adapt your content to it. Pick a catchy song or voice over and make a Reel, for example.

Look for innovation

Another angle you may want to try out is this: **look for innovation, find what's new and trending and make it your own.**

Be the first one to pick up on new trends that are just now blooming– again, paying attention is the crucial skill here – and don't hesitate to launch a new one.

An Example?

Let's take a look at TikTok.

Let's take a look at TikTok. The app creators realized that audiences eagerly consume snackable videos scarce of a minute in length, with catchy, easy-to-grasp and relatable content.

So what did they do? They built their platform around it benefiting from tremendous success in the process.

And they proved to be so right in that, that Instagram promptly incorporated the same snackable format in its platform and called it a Reel!



Thinking like a creator

Allowing your Social Media profiles to adapt and grow into new trends one at a time means keeping up with the times, and that is crucial if you want to amplify your brand through Social Media.

Following trends is not always a bad thing – as long as you make it your own and personalize it, appropriating this or that new trend is not bad. It means that you're allowing your Social Media profiles and, consequently, your company, to evolve with the times.

Because the times are changing and sticking to old formats will get you nowhere, believe us.

Know what works best for your company, what your audience likes the most. If you do that, it'll be easier to find your strategy. Having a creator's mindset means that you're keeping your mind ready for that "Aha!" moment, and remember:

*Be curious.
Be smart.
Be innovative.*



