

Employee Advocacy Solutions in Publish

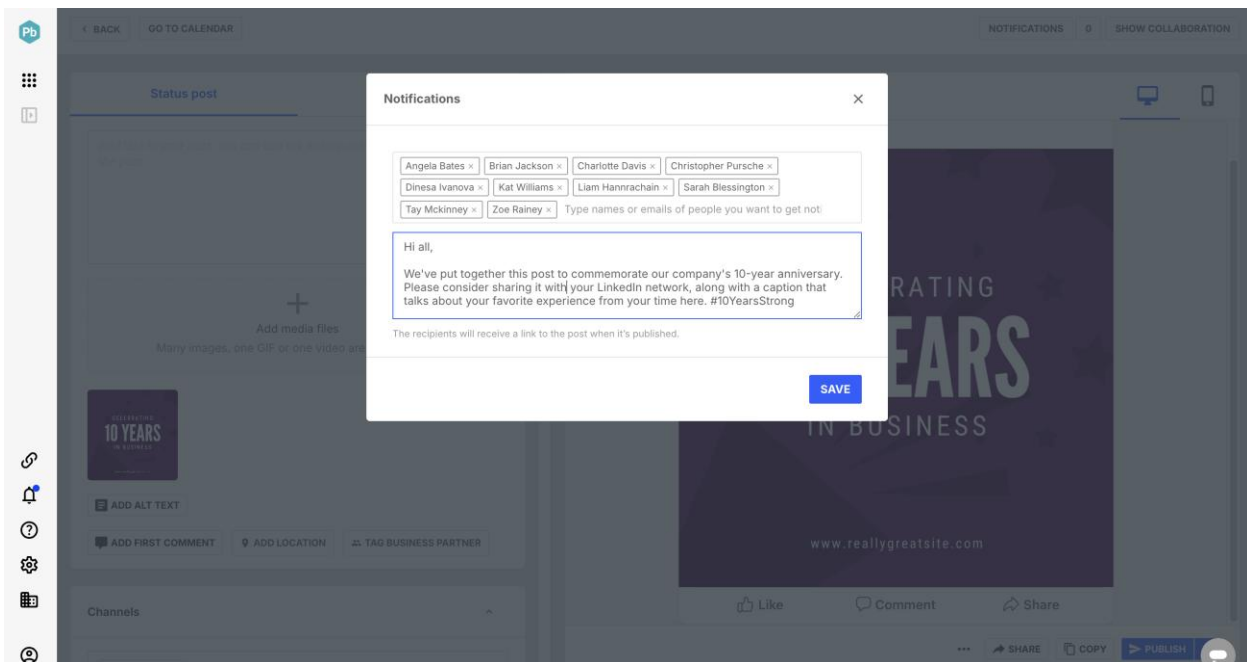
Employee advocacy is a form of publicity that comes from employees sharing their support for their organization to their own personal or professional social channels, either by creating promotional content themselves or by amplifying content from the organization. Like influencer marketing, employee advocacy has an advantage over traditional advertising because the endorsement comes from someone the audience trusts.

In this article, learn how Publish and Sociuu can supercharge your organization's employee advocacy strategy.

Publish notifications and employee advocacy

[Publish notifications](#) alert both internal and external stakeholders to newly published posts on your channel. This makes it easy to notify many employees at once when there's new content for them to amplify.


1. First, use the Publish post creator to create a promotional post for employees to share.
2. Next, add the employees' names (if they're Social Media Management users) or email addresses (if they're external stakeholders) to the post's notifications settings.
3. Then, if necessary, add a personal message to the email alert. This may include more specific instructions for recipients, such as the hashtags you'd like them to use or the best times to post.
4. Finally, click **Save**. Publish will automatically send an email alert to the recipients as soon as the new post is published, along with a link to the channel so they can view and share the post natively.



Sociuu and employee advocacy

For a more robust employee advocacy solution, you can [link your Brandwatch account to your Sociuu account](#). Sociuu is a dedicated employee advocacy platform, and an integration with Brandwatch will automatically add your assets from Publish (networks, channels, and labels) to your Content Hub in Sociuu.

You can get started in the **Integration marketplace** in your Social Media Management settings. Please note that you will need to have admin permissions in both our platform and in Sociuu in order to complete the integration.



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Administration

PROFILE

My profile

Notifications

ORGANIZATION

Overview

Teams

Users

Ad accounts

Label management

Engage templates

Integration marketplace

Audit log

CHANNEL SETTINGS

Channels


Channel groups

Campaign tracking

Tracking templates


BENCHMARK

Brands




Salesforce Case Management

Streamline customer care on your social channels with our Salesforce Service Cloud Integration




Zendesk

Unlock the power of customer experiences
Build lasting relationships with our complete customer service solution.




Bynder

Upload all the latest approved content from your organization's Bynder account into Brandwatch




Neurons

Neuron fuses the power of neuroscience and machine learning into one platform to improve experiences.



StoryStream

Create highly engaging video commerce experiences that integrate seamlessly into your brand site - and drive traffic directly to checkout.



Sociuu

Automatically transfer your social media content from Publish to Sociuu, the employee advocacy solution and reach a broader audience.

