

Employee Advocacy – How to use Employee’s Voice in Social Media

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Abstract

The importance of social media as a marketing instrument is further increasing, however with a lack of trust in the provided content. Employees acting as advocates by expressing themselves positively about their employers in social media might help here. Consequently, it is important to understand underlying motives of employees to act as advocates. Focusing on the generation Y, we followed a two-step approach: Starting with qualitative research in form of focus groups, hypotheses were derived based on the gained insights, the theory of planned behavior (TPB) as well as the theory of social interaction utility. Thus, an explanatory model was set up and examined using PLS-SEM in a next step. According to TPB, results indicate that the intention of acting as an employee advocate works as a solid predictor of behavior and is mainly driven by the attitude of the employees. Moreover, attitude is influenced by the motives altruism, enjoyment and self-enhancement, while show no effect.

Keywords: *Employee-Advocacy; eWOM; Theory-of-Social-Interaction-Utility*

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