



Employees Rising: Seizing the Opportunity in Employee Activism

Today's corporate leaders are rightfully laser-focused on employee satisfaction and engagement. Employee engagement is central to company success and is the underlying foundation for high-performing companies.

Yet to prepare for the future workforce, employers will need to build upon engagement and acknowledge and embrace employee activism. Employee activists make their engagement visible, defend their employers from criticism and act as active advocates, online and off. Many employee activists already exist today. Employers can't afford to miss the open window of opportunity to lean in and capitalize on this movement.

In **Employees Rising: Seizing the Opportunity in Employee Activism**, Weber Shandwick explores the employee activist movement to help organizations understand what it takes to catch the rising tide of employee activism. Weber Shandwick, in partnership with KRC Research, conducted a global online survey of 2,300 employees covering 15 markets worldwide.

Please visit [\[insert link to study\]](#) to view the full report.

UNREST IN THE WORKFORCE



84%

of employees have recently experienced an employer change event (e.g., leadership change, crisis, etc.)



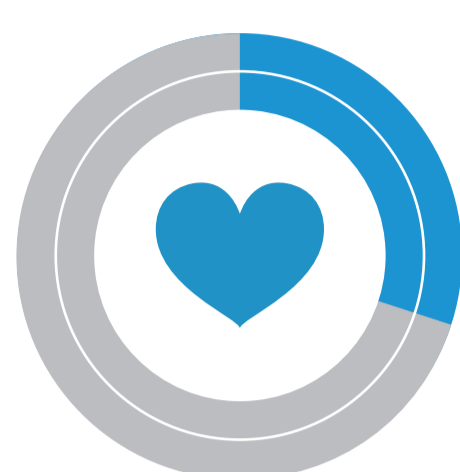
56%

of employees are on the defense — they've defended their employer from criticism



only 42%

employees can describe to others what their employer does

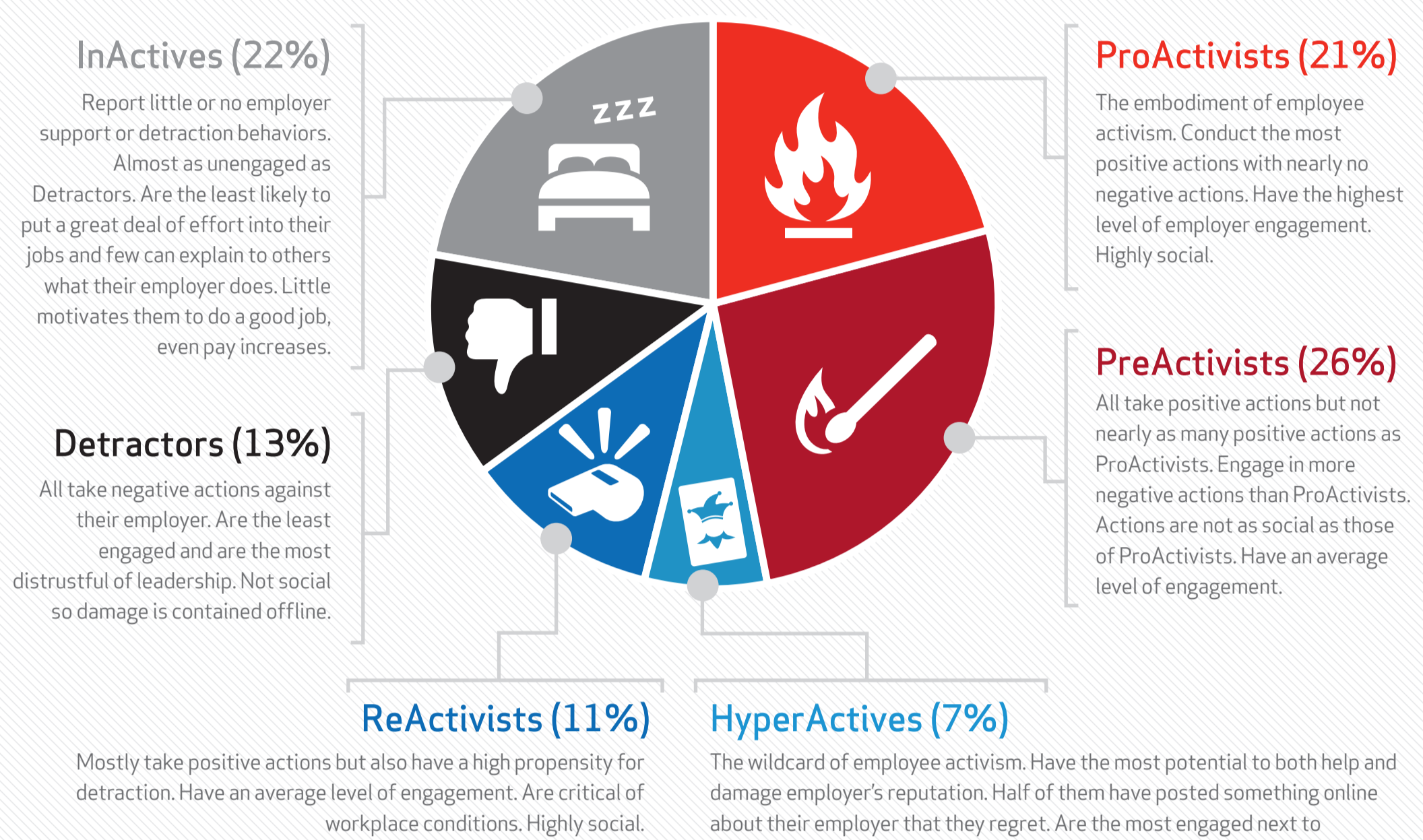


only 30%

of employees are deeply engaged with their employer

THE WORKFORCE ACTIVISM SPECTRUM®

Using segmentation modeling, all respondents were sorted by their reported actions toward their employers — both supporting and detracting. The model identified six distinct segments of employees.



THE EMPLOYEE ACTIVIST IS NOW AMONGST US



1 in 5 employees is a ProActivist.

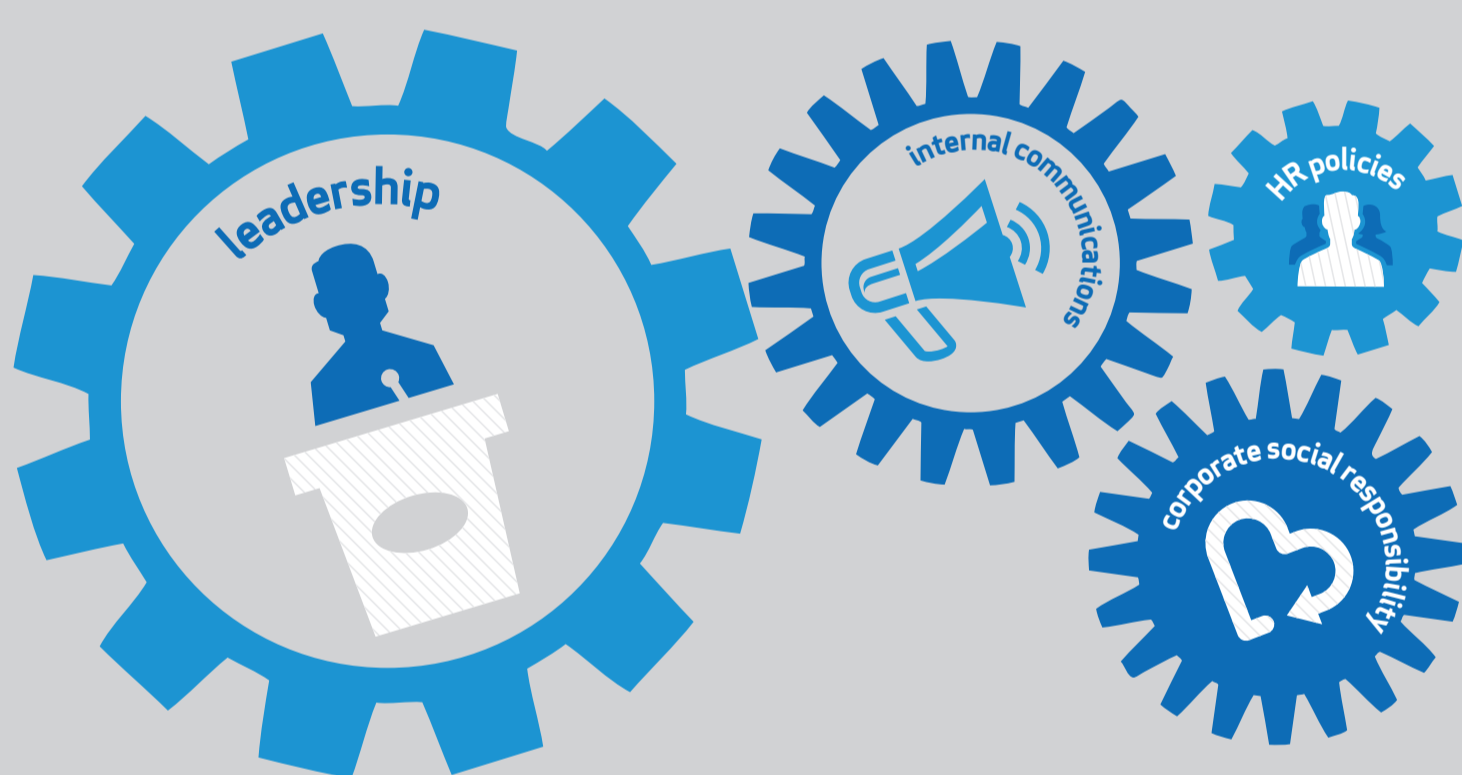
In a workforce of 5,000 that's

1,000 employees enthusiastically showing they are behind their employer



WHAT DRIVES EMPLOYEE ACTIVISM?

Leadership is most important for influencing employee activism, but not to the exclusion of internal communications, HR policies, employee development and corporate social responsibility.



SOCIAL MEDIA IGNITES EMPLOYEE ACTIVISM

Of employees in our study...



have shared praise or positive comments online about employer

50%

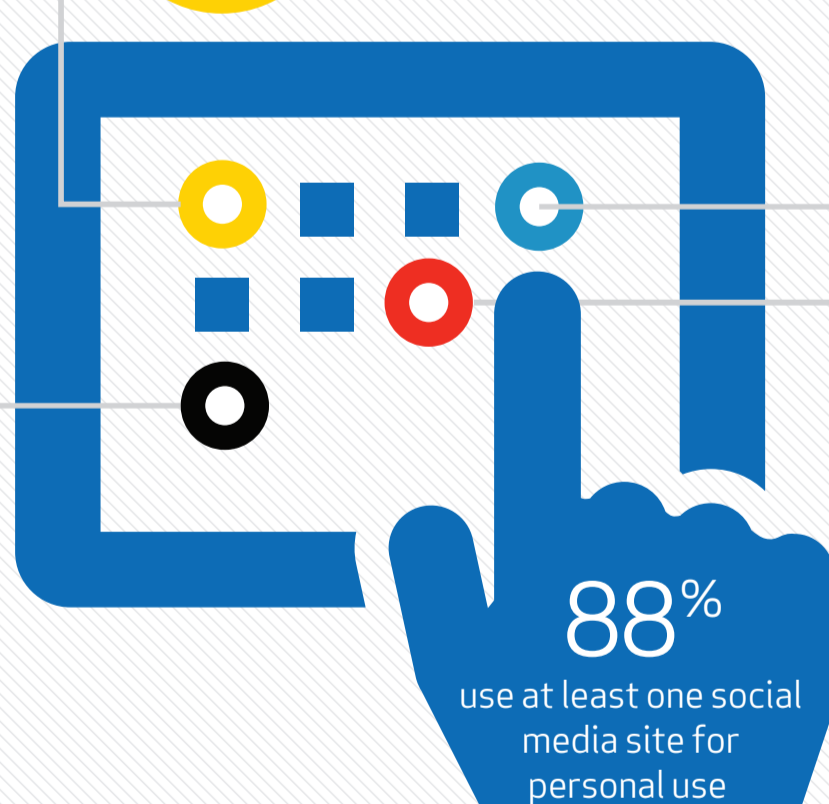
post messages, pictures or videos in social media about employer

16%

have shared criticism or negative comments online about employer

14%

have posted something about their employer in social media that they wish they hadn't



use at least one social media site for personal use

SOME EMPLOYERS HAVE JOINED THE MOVEMENT



33%

of employers encourage their employees to use social media to share news and information about their work or employer



+50%

increase in employees recommending company's products or services when employer encourages social sharing

THE EMPLOYEE ACTIVISM TIP SHEET

ProActivists
Leverage and empower their activism

HyperActives
Handle with care: Upgrade to ProActivists

Detractors
Brace for and defuse

PreActivists
Upgrade to ProActivists

ReActivists
Attend to internal matters

InActives
Focus on engagement, not activism

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KRC RESEARCH

