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## **Why Companies Need Ambassadors on LinkedIn: The Power of Personal Networks**

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**Social media and virtual connections play a central role in the digital world. Especially on platforms like LinkedIn, Corporate Influencers can contribute significantly to a strong corporate image.**

With over 63 million corporate profiles listed on LinkedIn worldwide (June 2023), companies use the platform to showcase their brand and offerings, announce news, and build networks to connect with potential customers, employees, and partners. Despite the vast array of corporate content available, individuals often prefer to interact with other people rather than corporate channels for various reasons:

- A post or comment from an individual often appears more authentic and personal.
- LinkedIn, being a business network, is widely used by users to maintain existing connections, establish new ones, learn, and benefit from these connections.
- Reactions to an individual's post are usually more informal and spontaneous compared to a post from a corporate channel.
- A post from a CEO or other prominent figures in the company gives the company a face and a voice, conveys expertise, and creates approachability through personal stories and background information.

This is where corporate ambassadors, widely known as Corporate Influencers, come into play. They are well-connected employees and leaders who have the potential to significantly increase the visibility and credibility of a company and strengthen relationships with target audiences.

#### **Why Corporate Ambassadors?**

Ambassadors in a company have the ability to multiply the reach of their information. When a post is shared by an ambassador, it not only reaches their direct contacts but can reach a much larger audience through interactions such as comments and shares. Furthermore, they can showcase and substantiate their expertise in their areas of focus and industry knowledge. Ambassadors who are positively perceived, in turn, enhance the reputation and trust in the company.

Ambassadors are also considered valuable sources for generating contacts and leads. Through their active presence and interactions on LinkedIn, they have the opportunity to establish new contacts that can lead to business opportunities, revenue, or the recruitment of new employees.

#### **Qualities of a Good Ambassador**

The role of Corporate Influencers is not to be underestimated. Engagement should be voluntary and supported by the company. It requires much more than occasionally sharing a company post or adding new contacts. The ambassador role leads to success with the following elements:

- **Regular and Persistent Activity:** A good ambassador should regularly publish posts over an extended period to build an active presence and ensure the continuity of their messages.

- **Authenticity and Relevance:** Posts and comments should be valuable and authentic. Ambassadors should bring in their own viewpoints and experiences to establish a personal connection with their network and target audience.
- **Appreciative Interaction:** A good ambassador interacts appreciatively with their audience and involves the communication department or agency when dealing with difficult reactions to respond appropriately.
- **Separation of Personal and Private:** Ambassadors express private opinions with discretion and distinguish between their personal views and those of the company.
- **Showcasing Expertise:** Since LinkedIn is a business network, it is essential to highlight professional expertise and not just use the platform as a sales channel. In fact, using the initial contact to place an offer is frowned upon.
- **Exchange with Colleagues:** Good ambassadors promote internal exchange and encourage their colleagues to also share content and interact.

### **No Success Without a Concept**

Whether it's the selection of ambassadors, integration into corporate communication, or defining the role of involved individuals, a successful Corporate Influencer program requires strategic planning, a clearly defined implementation process, and continuous guidance.

When nominating ambassadors, their expertise and credibility in the relevant field should be assessed, along with their existing online presence and communication skills. They are strategically integrated into corporate communication by defining clear goals aligned with the company's values and communication objectives. The process includes assigning topics based on individual areas of expertise or providing training and support for content creation. Setting rules and guidelines is also necessary to ensure compliance with brand guidelines, ethical standards, and legal requirements.

The concept of ambassadors is not limited to LinkedIn. Ambassadors can also play a significant role on other platforms such as Instagram and TikTok. Here, too, it is crucial that selected employees align with the target audience and that the messages they convey consistently match the values and goals of the company. Careful planning and close supervision by the communication department are essential.

### **Diverse Benefits for Companies**

Appointing ambassadors on LinkedIn can be highly advantageous for a company. They help increase reach, showcase expertise, and generate valuable contacts. However, it is crucial to carefully select ambassadors, establish clear guidelines, and support them in their role. It should not be forgotten that employees post on their personal profiles, and their engagement must be voluntary but well within their contractual working hours. Authentic and engaged ambassadors can build a strong connection with their target audience and sustainably strengthen the online presence of their company.