

# Course : Employee Advocacy: The essentials for turning employees into ambassadors

optional DiGiTT® remote certification

*Practical course - 1d - 7h00 - Ref. DVE*

*Price : 760 € E.T.*

★★★★★ 4,7 / 5

E-reputation issues are forcing brands to develop their presence on the web and social networks. This practical training course will help you define and implement the essential steps for creating an ambassador program.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Identify internal risks and precautions to take when setting up an ambassador program
- ✓ Define the essential steps for setting up your Ambassador program
- ✓ Creating a community of Ambassadors
- ✓ Maintaining the commitment of our Ambassadors
- ✓ Define your success indicators

## Intended audience

Directors and managers in marketing, digital marketing, communications, social media, human resources and training.

## Prerequisites

No special knowledge required.

## Practical details

### Exercise

Numerous reflection exercises, role-playing and tool practice.

### Teaching methods

Theoretical input, exercises and case studies, brainstorming, practice and tool demonstrations.

## Course schedule

### PARTICIPANTS

Directors and managers in marketing, digital marketing, communications, social media, human resources and training.

### PREREQUISITES

No special knowledge required.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 The objectives of an ambassador program

- Reminder of the impact of e-reputation on corporate objectives.
- Definition and challenges of an ambassador program.
- The objectives of an ambassador program.

### Group discussion

Reflection on the objectives of an ambassador program and potential applications.

## 2 Useful precautions for an effective ambassador program

- Ethics and transparency: volunteering, freedom of speech, avoiding greenwashing...
- Legal and reputational risks: preventing risky behavior (private/professional life, image rights, etc.).
- Set up a Social Media Charter.

### Exercise

À partir d'exemples de chartes, recenser différents points spécifiques à une charte similaire pour sa propre activité (conflits d'intérêt, sujets à éviter, précautions à recommander...)

## 3 Setting up an ambassador program

- Expectations and roles: ambassador, influencer, sponsor, management, HR, communications department...
- Criteria for selecting and identifying Ambassadors.
- Involve employees.

### Exercise

Set up the pilot group and list the stages, actions, stakeholders and responsibilities for setting up the pilot group or launching the program.

## 4 Managing ambassadors and measuring performance

- Removing obstacles to employee involvement.
- Best practices in animation.
- Free and paid content solutions for Ambassadors.
- The importance of KPIs.
- Key indicators.

### Exercise

Lister les initiatives d'acculturation et d'animation applicables pour son entreprise. Identification des indicateurs pour les objectifs de son programme d'ambassadeurs.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

## Options

### Certification : 190€ HT

Learning is assessed throughout the session through a series of exercises (50-70% of the time).

The certification option comes in the form of a voucher or invitation that will allow you to take the exam at the end of the training course.

## Dates and locations

**REMOTE CLASS**  
2026 : 22 May, 2 Oct.

**PARIS LA DÉFENSE**  
2026 : 22 May, 2 Oct.