

CASE STUDY**@WeAreCisco**

Keeping employees happy is key to reducing churn, creating healthy work environments, and increasing brand affinity. Social media is often used to encourage employee engagement, but what happens when you're a small team responsible for engaging employees during an unprecedented global pandemic?

Problems

- Capture the pulse of 70,000+ employees, using their individual social accounts around the world.
- Maintain the rich company culture through a pandemic, as employees were working from home.
- Fend off tough competition from not only tech, but also CPG giants to recruit the next generation of star Cisionians.
- Collect social data across hundreds of social accounts.
- And, finally, wrangle all this in with the small but mighty @WeAreCisco team.

The @WeAreCisco team certainly had its work cut out for them. They partnered with Conviva Social Insights to further their social reach and better connect with Cisionians past, present, and future.

“From Day 1, we found a trusted partner in Conviva to transform our social strategies and build our brand globally.”

Carmen Collins,

Cisco Employee/r Brand & Social Media Lead

Solution

Metric Mastery

Surprisingly, the @WeAreCisco team's small size gave them the ability to be nimbler and more resourceful in their social media strategies. The team is very data-driven, not relying on more vanity metrics like impressions, but instead using the marketing funnel to drive goals at every level, from awareness to action. Their tactic? Employee advocacy and employee-generated content.

The @WeAreCisco team was able to be more efficient in their social investments and made a strategic decision to focus their efforts more on Instagram, Twitter, and LinkedIn. In particular, they sought to bolster their Instagram Stories presence and broaden their reach on the platform.

In working with Conviva, they reevaluated the metrics they tracked across Instagram Stories. For example, since completion rate and reach are almost contradictory (as social media users often have short attention spans), they considered the statistic separately, depending on the goal of the Story. The team found a happy medium of creating Instagram Stories that truly tell a story and that are generally longer than six slides. As a result, @WeAreCisco's Instagram Stories reach climbed in contrast to the average decline among the rest of the industry.

Enriched Content Machine

@WeAreCisco first teamed with Conviva to benchmark what "normal" looked like across their social campaigns. The team built out baselines to determine which initiatives would work on which social channels. With this foundation in place, @WeAreCisco could:

- Select content based on robust historical social data to clearly view what would resonate and what would not.
- Monitor newly launched campaigns in Conviva Social Insights' intuitive dashboards and make ad hoc adjustments on the fly.
- Seamlessly share key findings in monthly reports across the company to align on social strategies and pinpoint the value to their brand.

“Conviva is our #1 go-to tool and embedded in our business. It’s so much easier to understand and track the social metrics than with other tools. We’re able to build a finely-tuned content machine because of the metrics that we see through Conviva.”

Jen Burns

Social Media Manager at Cisco



Results

The COVID-19 global pandemic and house-bound employees should have shuttered @WeAreCisco's blossoming social growth. But thanks to their agile team and metric-driven social philosophy, @WeAreCisco was made for the moment.

"When employees stayed at home, their content shifted, and we shifted with them. We meet Cisconians where they are," Burns said. @WeAreCisco spotlighted employees' 'Cisco Disco' virtual dance meetings to #OOTD posts, and even Cisco pets and kids with matching work from home attire.



We Are Cisco ✓
@WeAreCisco



[#ThatFeelingWhen](#) every day is
[#TakeYourDogToWorkDay](#). 🙌🐶 Mitja is a systems
[#engineer](#) in Italy and his pup works by his side. Reply to
this thread and show us your [#CiscoPets](#)!



To mark one year into working from home in March 2021, @WeAreCisco encouraged followers to share how their home desk evolved over the past year, including a UK employee improvising with an ironing board.

And so, while many brands' social footprints slipped through the pandemic, @WeAreCisco continued to race ahead:

- Views on their Instagram stories more than tripled from early 2019 to April 2021.
- Over the 90-day period from February through May 2021, Total Replies more than doubled (210.8%) compared to the same period in 2020. And @WeAreCisco's Average Reach jumped 26.6%.
- The team received social awards for their COVID-related content, among over twenty other social distinctions in 2020, and Burns earned Social Media Marketer of the Year.
- And, probably not so coincidentally, Cisco was newly crowned as #1 on the Fortune 100 Best Companies to Work for in 2021.

“ People are so encouraged to be themselves when they are allowed to be themselves, and that's how we win with employees at Cisco. It really hits home: 'Be You, With Us.' ”

Carmen Collins

Cisco Employee/r Brand & Social
Media Lead