

# Employees: The Missing Piece of Your Public Affairs Campaign

**Employees are one of your greatest assets. Why aren't you leveraging them to their fullest extent?**

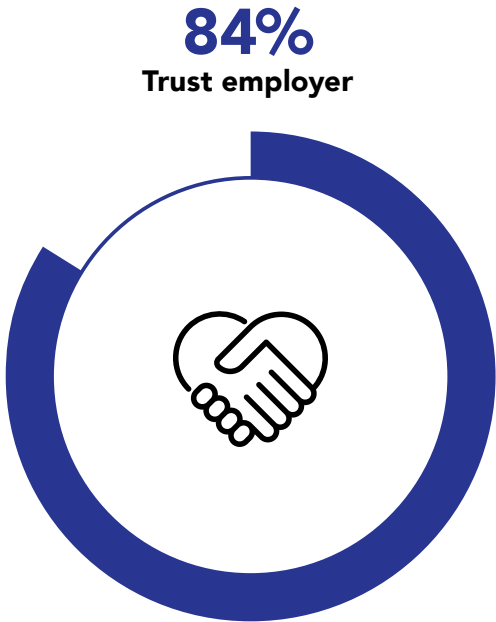
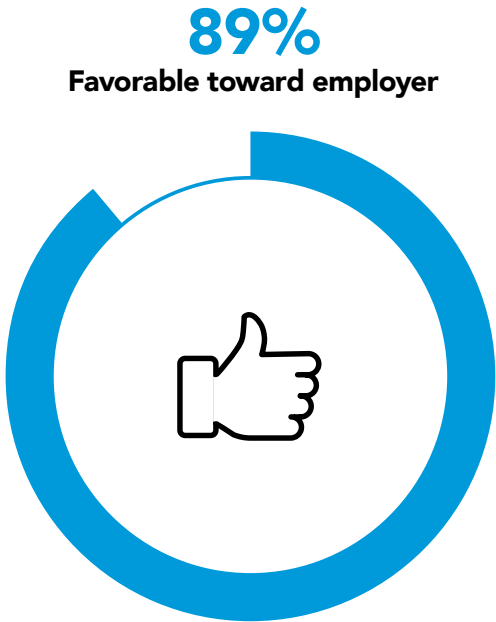
Companies and organizations today have more visibility—and face more scrutiny—than ever before. Whether you are looking to lead on an issue, or are confronting a business challenge, the rules of traditional public affairs campaigns recognize that policymakers, regulators, and the media are critical to your success.

But what about your employees? Comprehensive new employee communications research from GSG finds that there is significant untapped potential for organizations to educate and engage their employees and other internal stakeholders as advocates and allies. If you aren't involving your employees, you are missing a critical audience.



# Your employees are your biggest supporters

Employees admire and trust the organizations they work for – they are primed for engagement.



**90%** trust their employer more than their member of Congress



**76%** trust their employer more than their Local TV News Reporter

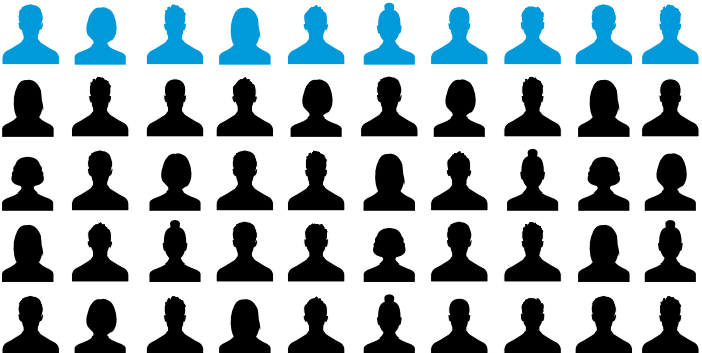




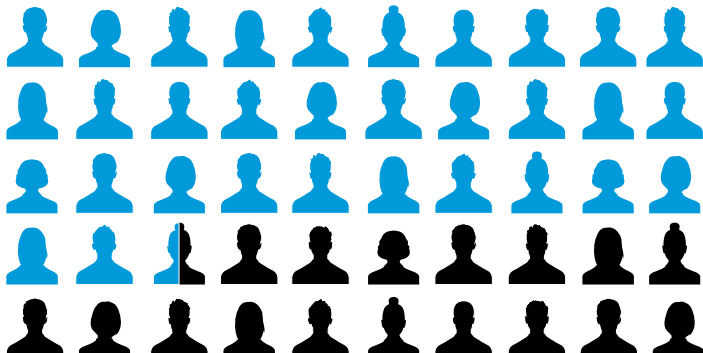
**Your employees want to advocate for you. You probably haven't asked them, yet.**

**That hesitation is costing you valuable support.**

**Only 1 in 5 employees (21%) has ever been asked to share news with others outside the organization.**



**But 2 of 3 employees (64%) say they would be willing to share something positive, if asked.**



# Don't just make the ask, lay the groundwork.


Communicate where the business is going and how you're making a difference.

Employees think it's important that their employer communicate with them about:



## Social issues are not a third rail.

When employers communicate about social impact to employees, the response has been very favorable.



EQUAL  
PAY

85%+

think their employer has done a good job communicating about social issues.

How would you rate the job your employer has done communicating about the following topics?

% good job among those who have heard from employer on issue



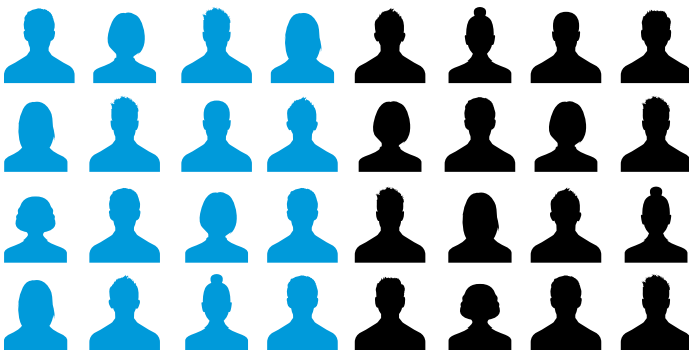


# The key to unlocking this untapped potential? Leadership.

While hearing from direct managers is still important, leadership must take an active role.

Hearing from leadership regularly is a key driver of overall satisfaction, engagement, and willingness to advocate.

Half of employees say that leadership rarely communicates with them about what is happening, and they want to hear more.



Those who hear from leadership **regularly** are:

**2x**  
more likely to be very favorable toward their employer.

**2x**  
more likely to trust their employer a great deal.

Those who **rarely** hear from leadership are:

**3x**  
more likely to believe leadership is flying by the seat of their pants.



# The bottom line? Employees are an untapped resource that can help advance your public affairs goals.

Every organization should have a plan for how to engage employees:

- ✓ Make regular communication about your organization's priorities, strategy, and direction a priority.
- ✓ Increase communication from leadership.
- ✓ Communicate about your stances on social issues.
- ✓ Ask employees to participate and share information.



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GSG Employee Communications is managed by a multidisciplinary team of reputation experts, employee engagement specialists, and research analysts, all of whom bring deep experience leading data-driven communications strategies for Fortune 50 companies, national political leaders, major foundations, and trade associations.

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