



CASE STUDY

EMPLOYEE ACTION CENTER

Within a highly regulated industry that faces increasing opposition, employees in the energy sector can use their voices to sway public opinion and earn public permits by actively participating in the permitting process.

CHALLENGE

It was difficult for Williams to leverage the collective voice of their workforce of over 6,000 to earn public support for energy policies and permits for infrastructure projects with their employees spread across more than 28 states.

INSIGHTS

Williams was in need of a strategy to empower employees to use their voice to support energy policies and prospective infrastructure projects. They were also in need of a digital hub to raise awareness and provide employees and allies with easy ways to be their advocates.

Outreach Experts recognizing that the best solution was an online Action Center with a stakeholder database, or CRM, on the backend.

The Action Center would be a one stop shop for employees and allies. The CRM on the backend would collect data about advocates to identify key stakeholders and surface employee advocates.

Developing a social ambassador program for employees would create an incentive for them to actively engage with the Action Center.

SERVICES



Action Center
Development



Targeted
Communications



Employee Database
with Social Match



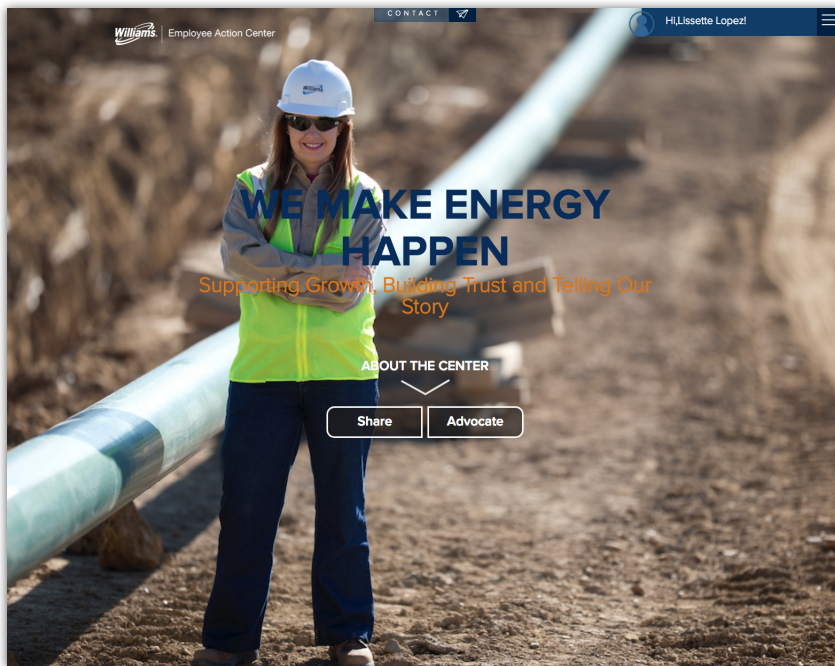
Social Ambassador
Program

STRATEGY

1. Design an interactive online Action Center and develop Stakeholder DNA™ to manage contacts within the CRM on the backend.
2. Create opportunities for allies to TAKE ACTION in the Action Center such as submitting a comment to a federal regulator, signing a petition, RSVPing for a public meeting, or sharing a social media post in support of energy policies and infrastructure projects.
3. Develop a communication plan to invite employees to join the Action Center and engage allies across social media.
4. Use the CRM to identify employees and allies across social media and drive them to the Action Center.
5. Create a Social Ambassador Program to incentivize employees to become powerful advocates.

OUTCOME

More than **45%** of matched employees liked or shared a posts in the Action Center within the first 60 days and joined the Social Ambassador Program.



HOME PAGE

CRM DASHBOARD

Dashboard People Website Communication Finances Settings Live Site			
Search pages...			
Websites >			
Employee Action Center 2.1			
+ New page Pages Top nav Supporter nav Tags Comments Social SEO Theme Site settings Live site			
Whenever people do things on your site, NationBuilder will prompt them to post about it on Facebook and Twitter. The default post for each page is critical and can be adjusted by clicking the <input checked="" type="checkbox"/> button.			
Author	Slug	Default post	
<input checked="" type="checkbox"/> Development Team	/about_the_center	ABOUT THE CENTER	
<input checked="" type="checkbox"/> Development Team	/action_1_suggested_content	Meaningful Relationships	
<input checked="" type="checkbox"/> Development Team	/action_2_suggested_content	SUGGESTED CONTENT	
<input checked="" type="checkbox"/> Development Team	/action_3_suggested_content	Why This Matters	
<input checked="" type="checkbox"/> Development Team	/activity	activity	
<input checked="" type="checkbox"/> Development Team	/addme	Check out Williams Employee action center. I just joined.	
<input checked="" type="checkbox"/> Development Team	/advocacy_guide	Toolkit	
<input checked="" type="checkbox"/> Development Team	/advocacy_suggested_content	Advocacy Suggested Content	
<input checked="" type="checkbox"/> Development Team	/advocate	Advocate	
<input checked="" type="checkbox"/> Development Team	/advocate_hold	Advocate	
<input checked="" type="checkbox"/> Development Team	/afton_hose_co	Constitution Pipeline - Afton Hose Co Grant	
<input checked="" type="checkbox"/> Development Team	/aktion	Activity	

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CASE STUDY

EMPLOYEE POLITICAL ACTION COMMITTEE

Employees can play an influential role in supporting public policy decisions that could impact their lives by joining a Political Action Committee (PAC). That is why Williams established the WILLCO PAC which contributes to bipartisan initiatives and political candidates that supports their industry and organization's interests.



CHALLENGE

Williams was looking for opportunities to increase participation in WILLCO PAC. Outreach Experts was brought on board to develop a strategy to increase employee participation and contributions to WILLCO PAC.

SERVICES



Action Center
Development &



Targeted
Communications



Membership
Database with
Social Match



Community
Engagement
Program

INSIGHTS

WILLCO PAC's original website lacked the capacity to track member activity or connect members to their social IDs. As a result, it was not possible to surface active members or identify which members were social advocates for the PAC.

Developing a new Willco PAC site on a platform that integrates with a comprehensive CRM, that captures information about members and matches them to their social IDs, would allow them to fully harness the power of their members.

Soliciting active WILLCO PAC members to become Key Organizers who recruit new members would empower Williams' employees and drive authentic engagement.

STRATEGY

1. Redevelop the PAC website on a platform with a CRM that tracks member active on the site and their engagement with the PAC across social media.
2. Develop Stakeholder DNA™ to track and identity active members.
3. Recruit active members to become Key Organizers who solicit other members to join the PAC.
4. Create a toolbox of resources for Key Organizers to aid in recruitment.
5. Target members who utilized the PAC match program in the past.



OUTCOME



17%

increase in membership dues from targeting members who had utilized the PAC Match program in the past.



HOME PAGE



RESOURCE PAGE

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