

# Professional Services Firm Boosts Employee Engagement & Content Reach with Clearview Social



## Mission

Leverage employee social media shares to increase company content reach, brand awareness, and employee engagement while ensuring consistent brand messaging across offices.



## Challenge

- Social listening tools lacked the comprehensive automation features needed to increase reach and engagement.
- Messaging consistency was difficult with 600+ employees across three offices.
- Employees avoided time-consuming manual posting and sharing without clear guidelines on what and when to post.



## Solution

The Clearview Social platform enabled Schneider Downs employees to become confident digital advocates with automation features that simplify the social media sharing process for increased digital engagement and consistent messaging.



## Benefits

- Increased content reach and engagement with 4,022 shares, 3,852 clicks, and \$17,394 Earned Media Value (EMV)
- Improved employee engagement with Power Users representing 88% of 50 users
- Encouraged employees to become digital advocates with easy-to-use automation features
- Amplified company content with consistent messaging and shares from 600+ employees

Employees make the best digital brand ambassadors, but building an employee advocacy program from the ground up poses several challenges. Low adoption rates, a time-consuming sharing process, and inconsistent messaging are common issues that firms like Schneider Downs face.

Schneider Downs evaluated different social listening and automation tools to address employee adoption and messaging consistency concerns before discovering the Clearview Social employee advocacy platform.

Since implementing the platform in September 2023, Schneider Downs has seen increased social media and employee engagement, more website and social media traffic, stronger messaging consistency, and streamlined sharing processes with Clearview Social's automation tools.



## Boosted Shares, Clicks, and Brand Awareness

Generating more shares, clicks, and traffic to corporate pages while enhancing brand awareness were primary goals for Schneider Downs when adopting Clearview Social's employee advocacy platform.

- 4,022 shares
- 3,852 clicks
- \$17,394 Earned Media Value (EMV)

**“Increasing our brand [presence], getting employees more involved, as well as bringing more users to our main corporate pages were big goals of ours. We wanted to increase our reach and engagement. We wanted more people to be involved.”** — Madeline Adamczyk, Senior Marketing Strategist

Clearview Social has enabled the company to amplify their digital presence with significant gains in website traffic, engagement, and reach, while the analytics dashboard keeps the marketing team informed with metrics like clicks, shares, and [Earned Media Value \(EMV\)](#). Schneider Downs employees are posting more often on LinkedIn with the help of Clearview Social

**“We see a consistently higher number of followers and engagement. When we look at LinkedIn analytics, we see more people engaging year over year. In terms of the website, we’ve had an uptick.”**

## Increased Employee Engagement

Schneider Downs learned that getting employee buy-in is tough when team members have to choose and post company content independently. Many team members avoided posting without clear guidelines on what to share.

**“Not a lot of people were reposting our company content. People were looking for a way to post on social media, and they didn’t feel confident enough in their own skills. So [Clearview Social] was a great way to get more people involved.”** — Julia Roach, Marketing Coordinator



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Today, 50 Schneider Downs employees are using Clearview Social to share company content on social media. Of those users, 44 (88%) are Power Users that consistently share to drive clicks and boost company content reach — and more are planning on joining soon.

**“We’re planning on adding at least 50 more licenses. That’s been a really great success for us.”**

The Schneider Downs marketing team also saw an opportunity to synchronize and elevate the Schneider Downs brand with Clearview Social features and AI capabilities that ensure consistent messaging across platforms, like content queues that provide employees with a weekly list of pre-approved content for one-click sharing and PeakTime™ post scheduling.

**“We’re seeing our employees across offices communicate the same or similar messages. That really adds to consistent messaging across the board.”**

Madeline Adamczyk believes this involvement is having a domino effect, continuing to generate engagement from team members who see the program’s success.

**“People were wondering how they could get involved and what it entailed. It sparked a lot of conversations within the office...Other people at our company saw, ‘Oh, you’ve been posting a lot more lately.’ When they open LinkedIn now, they always see a post from someone at the company, and it’s usually a Clearview Social post. That was never the case before.”**

The company is also working internally to continually drive employee adoption and further increase the measurable impact Clearview Social is having on the firm.

**“Julia Roach [Marketing Coordinator] created this awesome survey to get to know the people who have lower adoption rates -- what they like, what they don’t, and if they want to continue in the program.”**



## Amplified Content with AI-Powered Automation

Schneider Downs is utilizing Clearview Social's robust, AI-powered tools to simplify the social sharing process and make it easier for employees to amplify company content.

Features like automated content queues with pre-approved company content, Social Shuffle AI captions, PeakTime™ scheduling, and automated Virtual Assistant posting help Schneider Downs streamline marketing tasks without disrupting the day-to-day. This is important with 600+ Schneider Downs employees working from three offices nationwide.

**“We’re very satisfied, especially with the new iterations and AI capabilities. It’s really easy to use. It’s a great way to share our stories and amplify our messages.”**

Users who prefer a fully-automated process with little to no hands-on time posting content can choose to opt in with Clearview Social's Virtual Assistant feature, syncing personal profiles to automatically share approved content.

**“Some people love using Virtual Assistant. The main appeal of Clearview Social is that you can be hands-off in your social media presence and sit back and communicate approved messages that resonate with a large audience.”**

Clearview Social's industry-leading employee advocacy platform is helping Schneider Downs continually increase reach and employee engagement, drive traffic, and ensure consistent messaging with easy-to-use tools that make sharing company content simple and intuitive.



## About Schneider Downs

Schneider Downs is a professional services firm founded in 1956. They provide clients with accounting, tax, consulting, and business advisory services from offices in Washington D.C., Columbus, and Pittsburgh.

## About Clearview Social

Clearview Social provides a wide range of features designed to optimize the social sharing process:

- Employee Advocacy
- Social Media AI & Automation
- Social Media Analytics
- Corporate Posting
- Enterprise Functionality
- Content Discovery
- Leaderboards & Gamification

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