

Increasing awareness and amplifying authentic voices

Because communication is the foundation of every business objective, mission statement, or core value, providing a way for employees to share approved company information on external social media platforms benefits not only the company but the staff, as well.

THE CHALLENGE: EMPOWERING EMPLOYEE BRAND ADVOCATES

Based in the U.K. with 13,000 employees spread across 23 countries, Sage needed a robust, flexible platform that would be the central place for employees to learn about everything that's happening throughout the worldwide company.

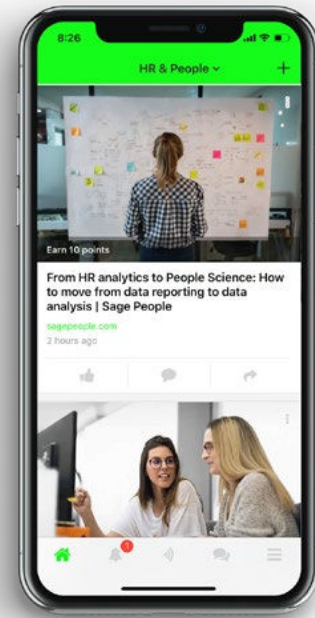
To grow brand awareness, Sage wanted to enable employees to develop positive word-of-mouth about the company, create awareness on products, and discuss how it's a great place to work, by sharing content on social media in authentic voices.

The company achieved its goals with Sage Voices, powered by Firstup. The platform delivers the latest news and stories that support the company mission and values. The information—a combination of content produced by Sage and curated from external sources—is targeted to the role, division, location of each employee, so it's always relevant for each individual.

And because all content is moderated, employees feel comfortable they're sharing only company-approved content, which also helps employees build their personal brands and set them up as thought leaders in their field.



Sage is the market leader for integrated accounting, payroll and payment systems, supporting the ambition of the world's entrepreneurs.



"People are really passionate about what they do, and they really want to talk about it. So, why not help them in a way that both suits the company and the employees?"



Sonia Rosua-Clyne
Sr. Marketing Manager
[Sage](#)

60%

employee adoption
across 23 countries