




The culture and communications platform

WHAT IS VISIBLY?

Visibly is a unique employee advocacy platform, in that it was built for both nurturing culture and improving brand communications. We believe that employee advocacy comes from within, that's why we help organisations to better understand their culture first, so that they can then leverage it for employee advocacy later. Visibly measures culture by contextualising value-centric behaviours through every day employee generated content. Visibly helps employees generate and optimise content through mobile applications and content editors. Content can then be shared in real time with colleagues, customers and talent for the benefit of the brand.

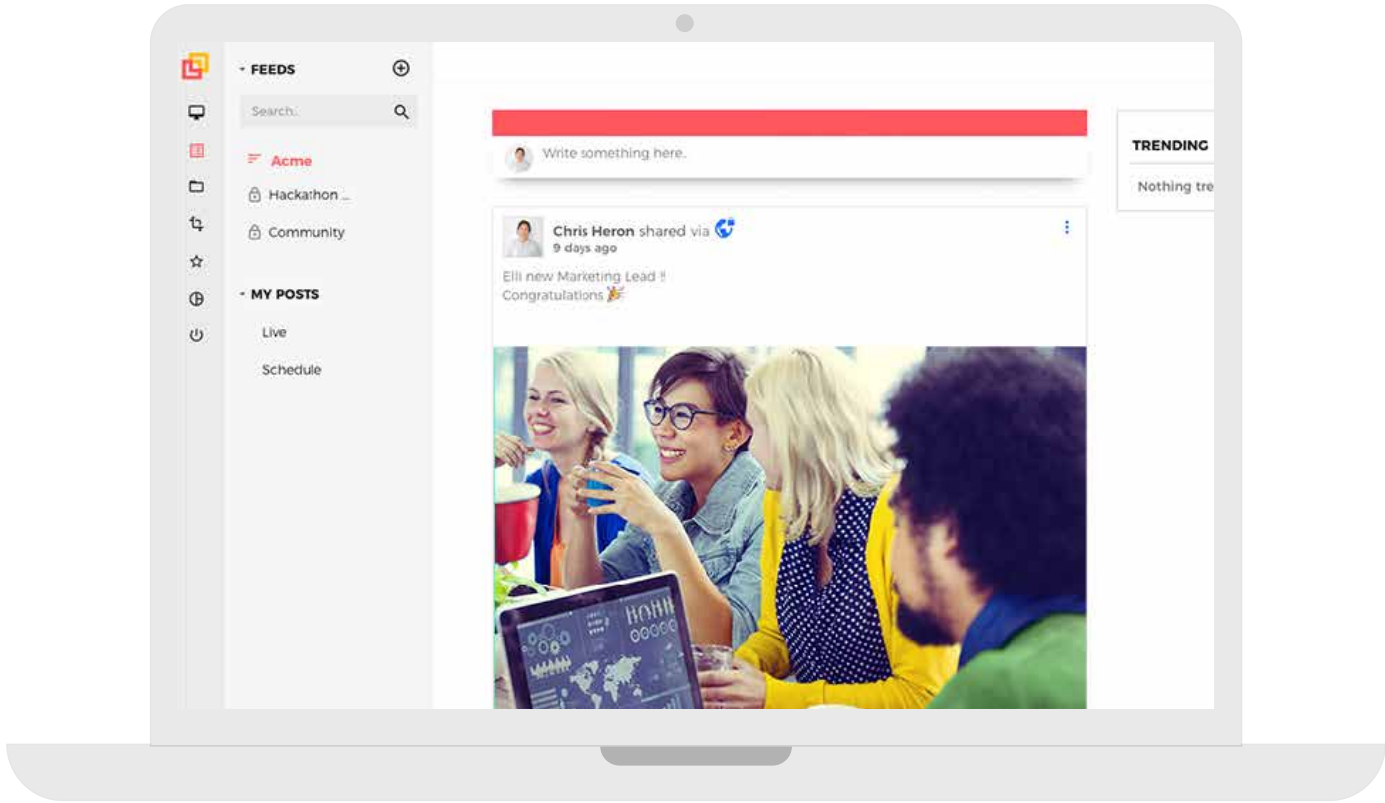
Write something here..



Does your day to day experience of working here feel aligned to this value?

♥ Hardwork	0	1	2	3	4	5	6	7	8	9	10	👤 30
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★ Staying late and working together as a team to get the job done.



WHO BENEFITS FROM EMPLOYEE MARKETING?

In short, everyone benefits from employee social media advocacy. The very strategy itself encourages interdepartmental collaboration.

MARKETERS & SALES

Brand compliance, improved content for humanising the brand, more secure content storage, increased reach, improved analytics, better social marketing ROI, warmer customer prospects.

RECRUITERS

Better collaboration between marketing, HR, talent acquisition and employee. Improved top funnel passive candidate attraction, improved employer brand, better social ROI.

HR

Improved employee engagement, better platform to build the psychological contract, more personal way to communicate on mass, realtime employee feedback.

EMPLOYEES

Rewards linked to EVP, internal and external recognition, improved personal brand, fun, autonomous and creative. Feeling of being trusted.

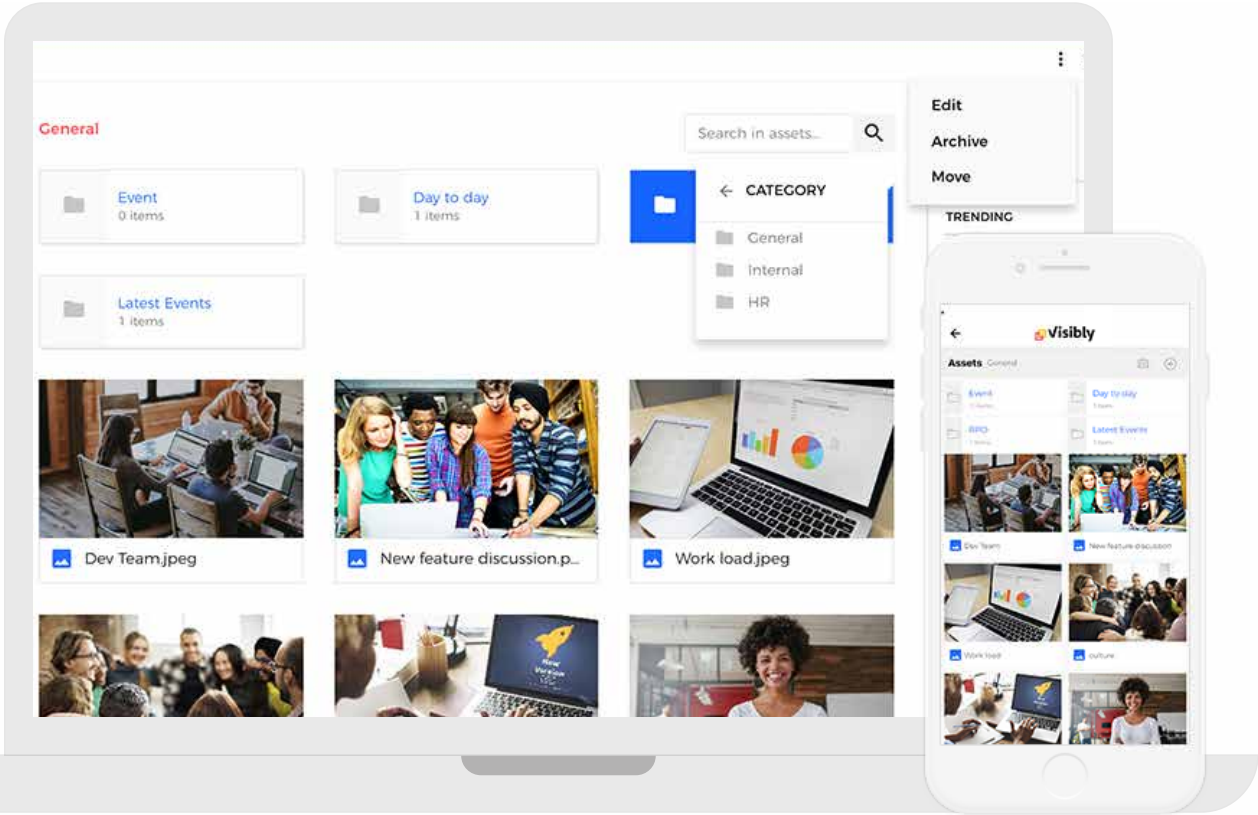
C-SUITE

Improved brand recognition, better recruitment, reduced churn, aligned workforce, platform to distil company vision and mission, improved employee feedback, more engaged workforce.



ALL OF YOUR EMPLOYEE GENERATED CONTENT IN ONE PLACE

Save, search, view, edit and organise all of your employee generated content (photos, videos, PDF's, Word, Powerpoint, audio, JPG's and PNG's). Send content to and from productivity APPs such as Slack, Google Drive, Dropbox and CRM's such as Hubspot.





KEEP YOUR BRAND AND EMPLOYEES SAFE

In today's socially connected world, it is vital to protect your brand and employees from social media 'mishaps.' Visibly helps you do just that. Before any employee content or posts makes their way into the public domain or into the shared asset library, they have to successfully pass through Admin moderation.




PENDING

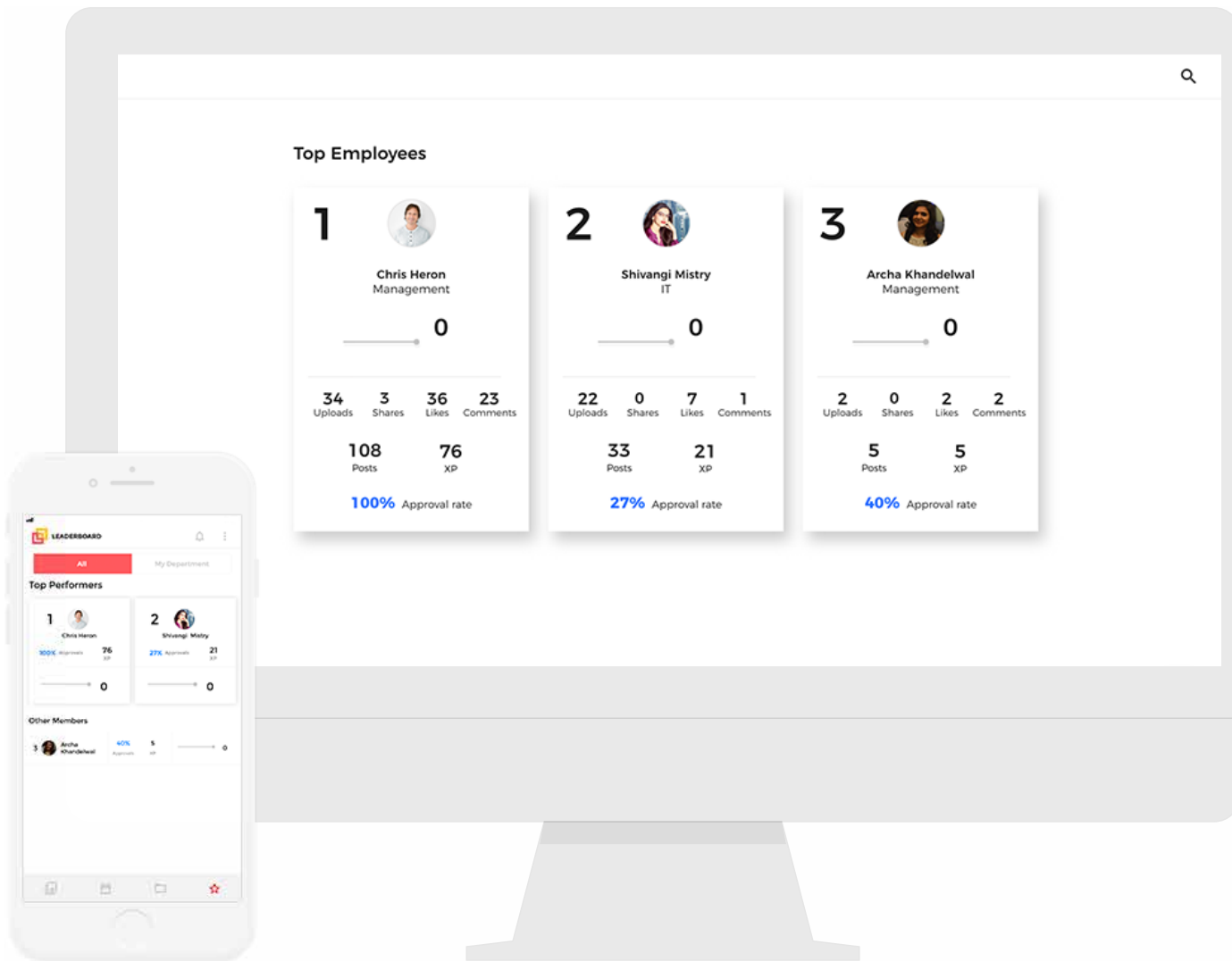
UNAPPROVED

Posts


Assets

Send

-  Shivangi Mistry uploaded image
24 days ago
Deadlines
 APPROVE UNAPPROVE
-  Shivangi Mistry uploaded image
24 days ago
#Marketing
 APPROVE UNAPPROVE
-  Shivangi Mistry uploaded image
25 days ago
 APPROVE UNAPPROVE



Top Employees


1 
Chris Heron
Management

0

34 Uploads 3 Shares 36 Likes 23 Comments

108 Posts 76 XP

100% Approval rate


2 
Shivangi Mistry
IT

0

22 Uploads 0 Shares 7 Likes 1 Comments

33 Posts 21 XP

27% Approval rate

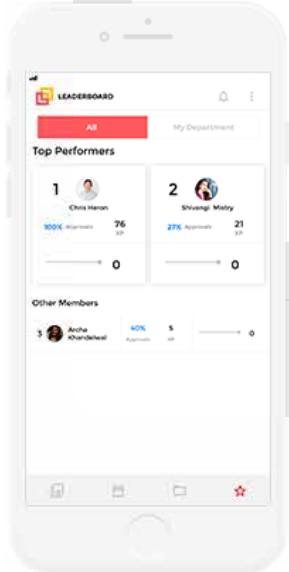
3 
Archa Khandelwal
Management

0

2 Uploads 0 Shares 2 Likes 2 Comments

5 Posts 5 XP

40% Approval rate



ENSURE YOUR CULTURE IS READY FOR EMPLOYEE ADVOCACY

Culture is an abstract concept, so the goal is to find tangible and direct manifestations of culture that can be observed and measured. Making this connection from an abstract notion to a measurable quantity represents the core objective of Visibly's internal analytics.


CULTURE


CULTURE INDEX 

27



 **Most promoted value**
Trust and teamwork...

 **Most voted behaviour**
Eating together...

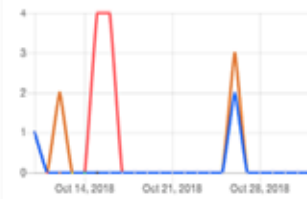
 26%
Detractors

 58%
Passives

 6%
Promoters

[Expand >](#)

SCORE OVER TIME [Expand >](#)



PARTICIPATION  [Expand >](#)

220 out of 535 users promoted a **value**

440 out of 535 active users voted a **behaviour**

Participation rate
55% **Low**

“

Building a positive brand is about reputation, and it can't be built or strengthened superficially. Real branding is about empowering your employees to build the brand from the inside out. It is about authenticity, shared responsibility and breaking down department silos so that the organisation speaks with one unified voice, and one clearly defined brand.

Chris Heron
CEO Visibly

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SOCIAL ENGAGEMENT

REACH ⓘ

2459



+20

Change since Nov 6

VIEWS ⓘ

2900



-19

Change since Nov 6

LIKES ⓘ

277



-7

Change since Nov 6

COMMENTS ⓘ

456



-9

Change since Nov 6

SHARES ⓘ

376



Change since Nov 6

INTERNAL ENGAGEMENT

COMMENTS

635



+80

MENTIONS ⓘ

89



0

LIKES

[Expand >](#)

900



-263

ASSETS

PHOTO

57



-23

VIDEO

86





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