

Everything You Need for a Stand-Out Employee Spotlight Series on Social

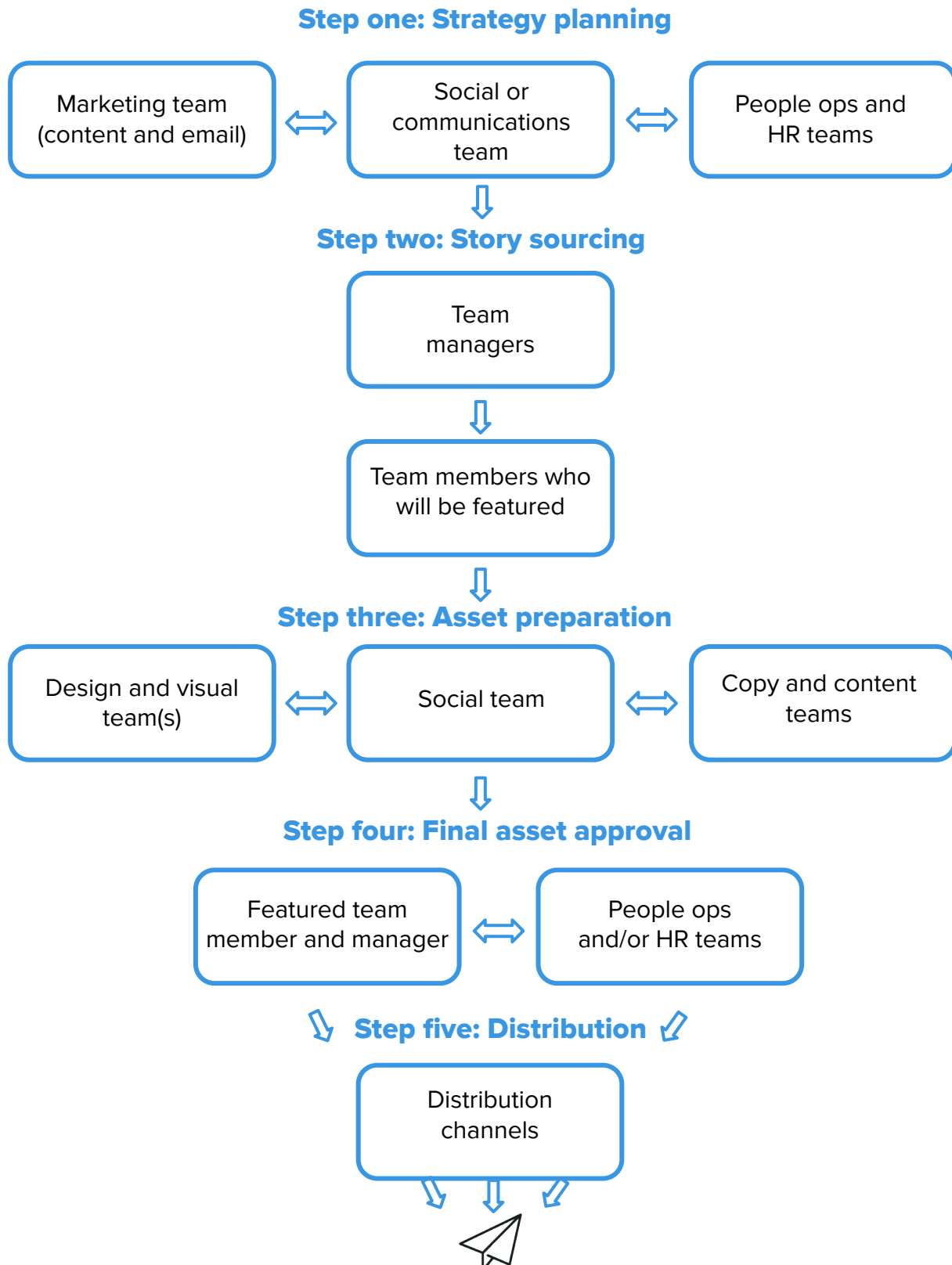
Amid the [Great Resignation](#), it's never been more important to employ an [employer branding strategy](#). Job applicants want to know what it's like to work for your company—who better to illustrate this than your employees?

An employee spotlight or “Meet the Team” social series helps you celebrate your current staff while attracting prospective ones. And with [30% of a company's engagement on LinkedIn](#) coming from employees, a series like this can benefit everyone from your communications teams to your HR and people operations teams.

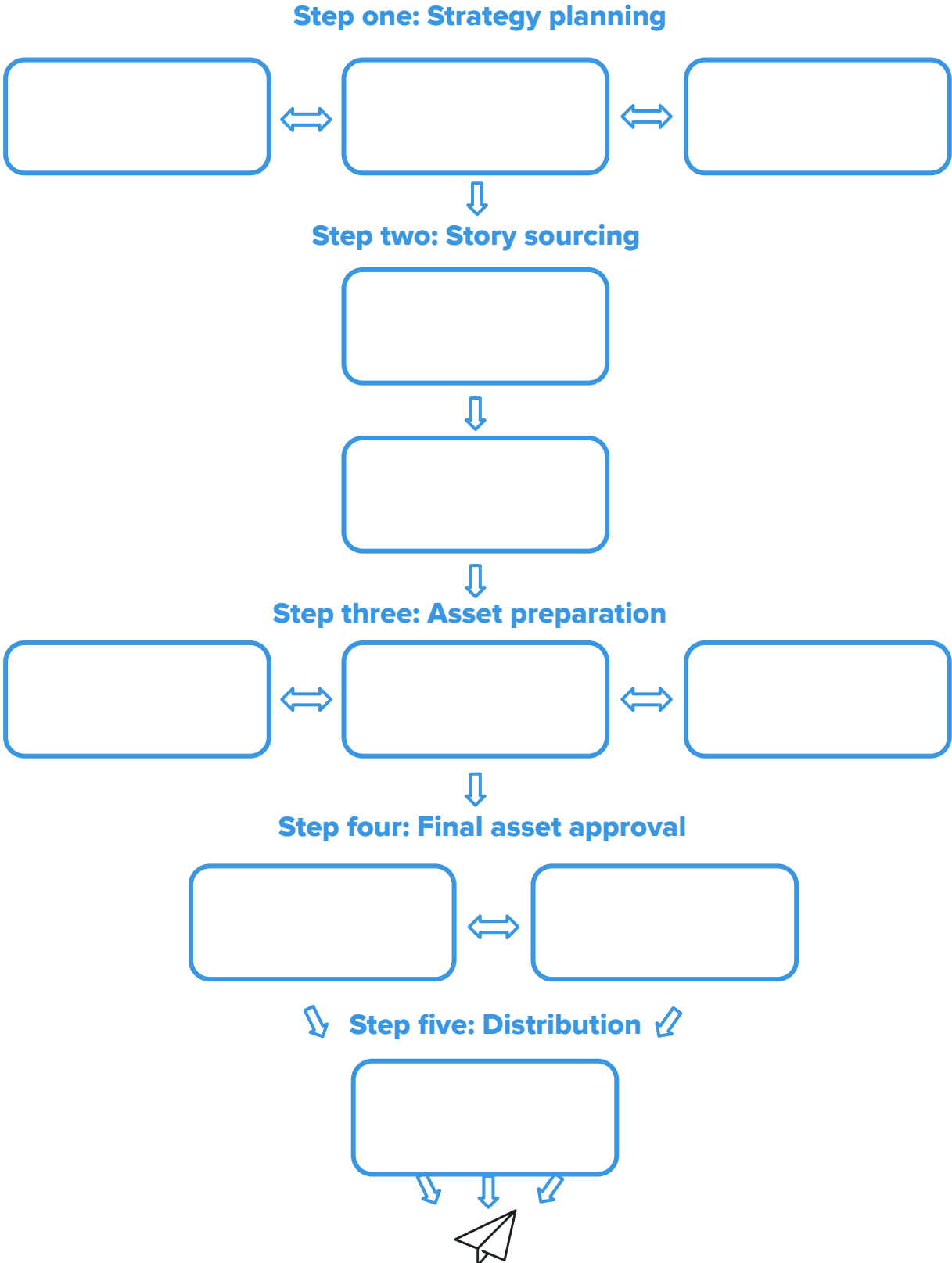
Use these templates to create your series strategy and organize your process.

Relationship Map (sample)

This is just an example—customize your own on the next page. Your relationship map helps you visualize which teams to involve when building a Meet the Team series and how to make it all come together.



Relationship Map



Process checklist

When it comes to building any social media series, consistency is key. Use this process checklist to set yourself—and other teams involved—up for success.



Setting your strategy

□ Create your cadence

Develop a timeline for your Meet the Team posts. Start simple with the **12-month Meet the Team calendar template** in this guide.

□ Set your series and post goals

Who you feature and when you post should all align to your goals. For example, [this post](#) featured a stellar employee who was the lead organizer of an upcoming Sprout Social event.

□ Structure your process

Planning which teams come into play and how to source stories is crucial. **Use the relationship map** we created in this guide and the [DACI framework](#) to streamline your process.

□ Decide on content assets

Will you use video content or photos? Do you need a blog post, or just social posts? Think about this ahead of time for clear visual asset and copy requests.

□ Create your distribution strategy

How will you share this series with the world? Just on social? Or via email newsletters, too? Will you share across all channels, or just a few?

□ Measure your results

Knowing which content works best can help guide your future features. Use our [creative testing template](#) to measure different types of assets side by side.



Be a good collaborator

Don't just spring work on other teams. If you're partnering with a social team, work with them to develop sharing and asset plans. If you're creating a blog series, work with your content team to decide cadence.



Creating your first feature

□ Set your goals

What **goals** do you want this post to achieve?

□ Source your stories

Pro tip: Regularly talk to managers on other teams to find stories that could inspire a future feature.

□ Decide on your first featured team member

□ Get manager approval

This not only helps a manager celebrate their team member—it can also help you source stories and specific details to highlight.

□ Reach out to the team member you want to feature

□ Develop your questions

Check out our **question template** below with some sample questions and guidelines.

□ Finalize asset and distribution channels

Does it make more sense for this to be a blog feature? A video? Photo? Organize your content requests **with the templates we've included in this guide**.

Pro tip: Creating a template that clearly describes what you need from the person you want to feature and what you need from other stakeholders involved, like your design team, will help streamline your requests.

□ Alert other teams involved

If you're working with your design team on assets, or the content team for a blog post, let them know there's a feature coming up and communicate deadlines.

□ Capture your content

The interview: This could be face-to-face, via email or by asking your featured person to send you assets.

The assets: If your subject is providing their own assets, **use the template provided in this guide** to give them details and best practices. Similarly, if you need graphics, a blog post or copy, use the **asset request brief** included.



Pro tip: Templatize what you can

Whether you have a full design team or you're a solo social media manager, **creating social templates** that can be used for your Meet the Team series can save time. Use a free tool like Canva, and learn how to **templatize posts for channels like Instagram** to create a cohesive series and alleviate workload.

□ Run finalized assets by necessary teams for approval

Allow yourself enough time for reviews and edits.

□ Schedule your content

Make sure your social posts and content in any other distribution channels—like email newsletters—are scheduled ahead of time.

Pro tip: If you're working across teams to schedule content, [Sprout's Message Approval Workflows](#) can help you give visibility into and organize who's responsible for each step of the post creation and scheduling process.

Default	Workflow Name	Last Edited	Steps	Actions	Enabled
★	1. Onboarding Workflow	November 11, 2019	2	[Edit] [Duplicate] [Delete]	☑
☆	Adia's Workflow	August 13, 2019	1	[Edit] [Duplicate] [Delete]	☐
☆	Agency	October 17, 2019	2	[Edit] [Duplicate] [Delete]	☑
☆	Agency EMEA	September 18, 2019	3	[Edit] [Duplicate] [Delete]	☑
☆	Agency to Client Creative Approval Test	November 1, 2019	2	[Edit] [Duplicate] [Delete]	☑
☆	AH Workflow	July 16, 2019	1	[Edit] [Duplicate] [Delete]	☑
☆	Alexa Approval	September 27, 2019	1	[Edit] [Duplicate] [Delete]	☑
☆	Alli Shefelbine Approval	June 28, 2019	1	[Edit] [Duplicate] [Delete]	☑

□ Share with your organization

Encourage **employee engagement** by sharing your final posts across your company.

□ Record post data to see which content type performs best

Pro tip: Using Sprout, [create a Tag](#) for your Meet the Team content to make it easily discoverable and measurable for you and other team members.

Deliverables and roles checklist (sample)

Use this checklist to keep the distribution of work organized and to hold team members accountable. Include the person or team responsible for each list item, including yourself. **Customize this checklist on the next page.**

Job and Assignee	Date needed
<input type="checkbox"/> Request person to feature: [PERSON/TEAM RESPONSIBLE]	
<input type="checkbox"/> Finalize social distribution channels: [PERSON/TEAM RESPONSIBLE]	
<input type="checkbox"/> Determine non-social distribution channels with other teams: [PERSON/TEAM RESPONSIBLE]	
<input type="checkbox"/> Develop questions: [PERSON/TEAM RESPONSIBLE]	
<input type="checkbox"/> Interview questions sent and/or interview set up: [PERSON/TEAM RESPONSIBLE]	
<input type="checkbox"/> Brief and request graphics from design: [PERSON/TEAM RESPONSIBLE]	
<input type="checkbox"/> Brief and request blog content: [PERSON/TEAM RESPONSIBLE]	
<input type="checkbox"/> Create final social assets: [PERSON/TEAM RESPONSIBLE]	
<input type="checkbox"/> Send final social assets for approval: [PERSON/TEAM RESPONSIBLE]	
<input type="checkbox"/> Schedule final assets for publishing: [PERSON/TEAM RESPONSIBLE]	
<input type="checkbox"/> Report on performance: [PERSON/TEAM RESPONSIBLE]	

Deliverables and roles checklist (sample)

Job and Assignee	Date needed

12-Month Meet the Team Series Content Planner



Know your goals

Set goals around hashtag holidays, event promotion, job openings, employee milestones, etc.

January	February	March
Goal of feature:	Goal of feature:	Goal of feature:
Potential team members:	Potential team members:	Potential team members:
Assets required:	Assets required:	Assets required:
Notes:	Notes:	Notes:

April	May	June
Goal of feature:	Goal of feature:	Goal of feature:
Potential team members:	Potential team members:	Potential team members:
Assets required:	Assets required:	Assets required:
Notes:	Notes:	Notes:



Prioritize diversity 24/7/365

Make sure you're regularly featuring diverse teams and team members to give viewers a 360-degree view of who your company is. And be sure to **prioritize diversity every month and all year**—not just on specific holidays or months.

July	August	September
Goal of feature:	Goal of feature:	Goal of feature:
Potential team members:	Potential team members:	Potential team members:
Assets required:	Assets required:	Assets required:
Notes:	Notes:	Notes:

October	November	December
Goal of feature:	Goal of feature:	Goal of feature:
Potential team members:	Potential team members:	Potential team members:
Assets required:	Assets required:	Assets required:
Notes:	Notes:	Notes:



Meet the Team Interview Template

These are just sample questions. Customize yours to reflect your series goals and company values. Include questions that inspire your interviewee to tell stories about how your company empowers them—not just about what they do for *you*. Send these questions to your team member to answer in writing, in video responses or use these to interview your interviewee live.

Question 1: Introduce yourself! Who are you, what is your title and how long have you worked with us?

Question 2: What does a typical day look like for you?

Question 3: What made you want to work for us?

Question 4: How has the company helped you grow?

Question 5: Tell us a little bit about your daily routine.

Question 6:

Question 7:

Question 8:

Question 9:

Asset Request Sheet

Channels of Distribution

<input type="checkbox"/> Facebook video (vertical)	<input type="checkbox"/> Instagram Reel	<input type="checkbox"/> Twitter video (square)
<input type="checkbox"/> Facebook video (horiz.)	<input type="checkbox"/> Instagram video (square)	<input type="checkbox"/> Website
<input type="checkbox"/> Facebook photos	<input type="checkbox"/> Instagram pics (square)	<input type="checkbox"/> Blog
<input type="checkbox"/> LinkedIn video (horiz.)	<input type="checkbox"/> YouTube (horiz.)	<input type="checkbox"/> Email
<input type="checkbox"/> LinkedIn photo	<input type="checkbox"/> YouTube Shorts (vertical)	
<input type="checkbox"/> Stories	<input type="checkbox"/> TikTok	
<input type="checkbox"/> Pinterest	<input type="checkbox"/> Twitter (square image)	

Briefly describe the content objective, type and provide link to interview

COPY REQUEST: Briefly describe copy or content needs

DESIGN REQUEST: Briefly describe visual asset needs, including image sizes

Date needed:

Point of contact:



Pro tip: Make at-home asset gathering easy

If you're **requesting assets from an employee working remotely** or you don't have a video production team, it can be hard to communicate your vision. Use this request sheet to provide your featured employee clarity and to empower them to send the best assets.

Asset Request Sheet + Tips

Where will this live?

- Facebook
- Instagram
- Twitter
- Pinterest
- LinkedIn

- YouTube
- TikTok
- Email
- The blog

Assets needed

- Photos
- Videos (vertical)
- Videos (horizontal)

Link to interview questions: [INCLUDE LINK]

Ideal length of video (if videos are requested)

Ideal number of videos and, if needed, a short explanation of each

Ideal number of photos and types of photos preferred

Tips for filming and taking new photos

- Film in a well-lit area
- Make sure your head isn't cut off at the top of the video
- Restate the question in each video you film
- A quiet area without too much background noise is ideal
- Film in natural lighting
- Make sure your background isn't too busy
-

Date needed:

Point of contact:

About Sprout Social

Sprout Social offers deep social media listening and analytics, social management, customer care and advocacy solutions to more than 30,000 brands and agencies worldwide. Sprout's unified platform integrates the power of social throughout every aspect of a business and enables social leaders at every level to extract valuable data and insights that drive their business forward. Headquartered in Chicago, Sprout operates across major social media networks, including Twitter, Facebook, Instagram, Pinterest, YouTube and LinkedIn. Learn more at sproutsocial.com.

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