

'Empowered Employees Create Engaged Audiences'

Enhancing Social Media Presence Through Employee participation - 21021216



INTRODUCTION

Anything 4 Home Ltd, established in 2012, operates as an online department store located in Stoke-on-Trent. With a workforce of 30 and an annual revenue of £13 million (Anything 4 Home, 2025), it provides budget-friendly home necessities through various platforms such as Amazon, TikTok Shop and eBay.

AIM.

To enhance social media engagement and increase brand recognition through strategic approaches and active participation from employees.

OBJECTIVES.

- To evaluate existing social media approaches and indicate opportunities for enhancement.
- To propose strategies for content and promotions to enhance audience interaction.
- To recommend strategies led by employees to improve engagement and increase brand awareness.

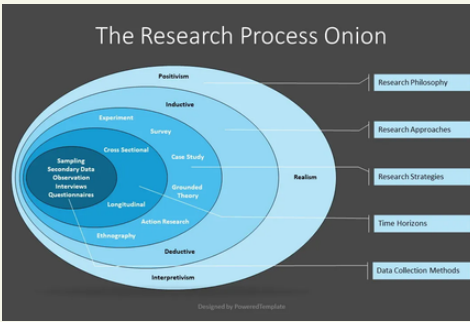


EXTERNAL FACTORS

- Social;**
 - Growth of online buying culture creates necessity for a strong social media presence (Kowalewicz, 2022; Liu et al., 2023)
 - Users trust peer and employee-generated content more than traditional advertisements (Everyonesocial, 2024).
- Technological;**
 - TikTok, Amazon, and Instagram algorithms require frequent and compelling content for prominence (Narayanan, 2023).
 - Omnichannel strategies ensure consistent branding across all platforms, promoting trust and conversion (Smartling, 2025).

- This research employs the Research Onion Model (Saunders et al., 2019) to arrange data collection and analysis with the goal of improving social media engagement at Anything 4 Home Ltd.
- The technique is based on an interpretivist philosophy with pragmatic features. Interpretivism advocates for investigating workers' and consumers' subjective perspectives on social media participation, whereas pragmatism emphasises practical, evidence-based solutions (Saunders et al., 2019).
- An inductive technique allows ideas to develop from actual observations, making it perfect for studying how employee advocacy affects brand impression (Tshitadi, 2024). This flexible, data-driven approach is consistent with the study's goal of proposing concrete changes.

METHODOLOGY



- The study adopts a survey technique to collect structured quantitative data on involvement and advocacy via SurveyMonkey and Google Forms. Surveys use closed and open-ended questions to discover trends and get personal insights (Oberoi, 2024).
- A mixed-methods approach improves findings by using qualitative data from semi-structured interviews with workers to gain a better understanding (Tengli, 2020). This combination increases the credibility and breadth of the findings.
- A cross-sectional time horizon is employed, with data collected between March 3rd and May 19th, 2025. Primary data consists of surveys and interviews, whereas secondary data consists of historical social media analytics. Data will be examined qualitatively using theme analysis and quantitatively using descriptive statistics.



ANALYSIS OF FINDINGS

- The analysis is based on data from surveys and interviews with workers at Anything 4 Home Ltd. With a survey response rate of 70% and complete involvement from the social media team in interviews, the findings provide a comprehensive picture of internal engagement with the company's digital presence.
- As an online store, the company depends significantly on social media for brand visibility, thus staff participation is critical to building meaningful engagement and trust.
- Figure 5.0 depicts a striking finding: 71.43% of employees reported readiness to feature in promotional videos. This high degree of transparency offers a solid basis for creating employee-led advocacy initiatives. Video material is highly recognised for increasing exposure and emotional engagement, and staff support might considerably improve brand authenticity and reach. However, 19.05% are still doubtful, and 9.52% are reluctant, emphasising the significance of encouragement and support.

employee advocacy

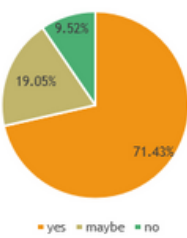


Figure 5.0: Would you be okay with taking part in a promotional video for the company

This potential is further reinforced by interview insights. A worker said: "If staff engagement is voluntary and well-supported, it increases authenticity and brand trust." This phrase encapsulates the heart of effective advocacy: involvement should be both optional and encouraged in a friendly setting. These findings are consistent with Forbes' (2024) study, which emphasises that clear communication and recognition create confident employee participation in brand marketing.

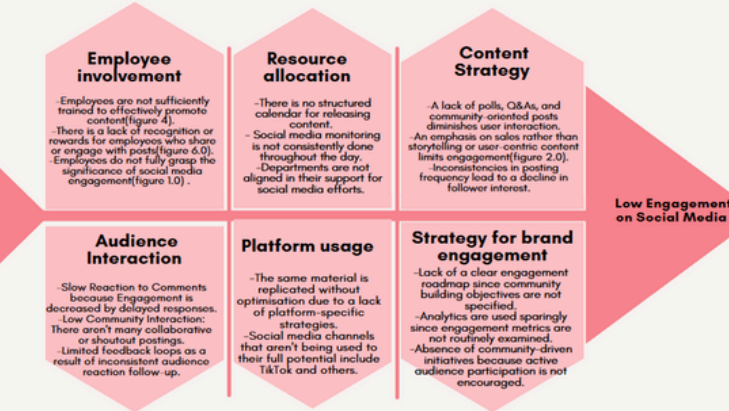
To make the most of this internal excitement, strategic efforts should focus on developing a collaborative and appreciating culture around content production. This involves being flexible, acknowledging contributions, and clearly articulating the goal and value of lobbying activities. When employees feel empowered and respected, they become great brand ambassadors, helping Anything 4 Home Ltd develop deeper online relationships and increase its digital impact.

3. What are your thoughts on staff members participating in internet business promotion?
- Interviewee 1: it should be voluntary as not everyone may be open to being in the public eye open to scrutiny. But it may be advantageous to company. Gives it a personal touch.
 - Interviewee 2: It could be excellent for authenticity as long as it aligns with the company's vision and goals and every participant is comfortable doing it.
 - Interviewee 3: It seems like a fantastic concept in principle but without the right help or direction some employees could feel uneasy.
 - Interviewee 4: It would be helpful, but only if staff members had the right training and clear instructions.
 - Interviewee 5: It's a terrific idea, but it has to be well-supported and optional.

RECOMMENDATIONS

- To improve social media engagement, audience connection, and staff advocacy at Anything 4 Home Ltd, recommendations are organised around de Bono's Six Thinking Hats (1999; mentioned in Hancock and Jackson, 2025), the Fishbone Diagram, and the 5 Whys. An action plan facilitates execution by setting short-, medium-, and long-term goals (Rosser, 2024).
- To increase engagement, the existing product-focused plan should be transformed into an Interactive material Development Plan that includes weekly live sessions, Q&As, Instagram Stories, and behind-the-scenes material. These features humanise the brand and foster real-time connections (Launch Marketing Co., 2024). Implementing a defined content calendar and designating responsibilities for real-time engagement will improve brand consistency and responsiveness.

HOW CAN ANYTHING 4 HOME LTD. IMPROVE INTERACTION ON SOCIAL MEDIA?



- Fishbone research identifies flaws with content and promotion, such as a lack of diversity and platform-specific optimisation. To reach a larger, particularly younger audience, the firm should emphasise dynamic forms such as User-Generated Content, live demos, and TikTok short-form films. Themed series and micro-influencer partnerships can help to increase awareness and trust (Camilleri and Neelim, 2024).
- To boost employee-led brand awareness, a systematic Employee Advocacy Program is required. Current shortcomings include ineffective recognition, training, and internal communication. Monthly shoutouts, internal newsletters, and ambassador positions may all improve morale and involvement. Collaborative social media initiatives would also promote teamwork and innovation.
- In the long run, incorporating advocacy into business culture through tools such as an Employee Advocacy Portal, online groups, and yearly award ceremonies will result in sustained involvement and a strong, community-driven brand identity (HR Cloud, 2025).

REFLECTION

- Using Gibbs' Reflective Cycle (Gibbs, 1988; quoted in McLeod, 2025) and Kolb's Experiential Learning Model (Kolb, 1984; cited in Practera, 2021), the researcher developed important employability skills such as analytical thinking, digital literacy, communication, and flexibility (Indeed, 2024; Adams, 2022).
- Practical experience with client-facing work increased consultant confidence. However, time management and participant communication required improvement (Qureshi, 2024; COR, 2025).
- Future initiatives would incorporate better information sheets and direct client input to gain deeper insights (Kidd and McLatchie, 2020). Benchmarking tactics against similar organisations may improve contextual relevance and practical alignment with real-world consultancy standards.



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