**Are Employees the New Content Pool?**

Companies such as Humana, Mastercard and Pitney Bowes have realized the benefits of using employees as brand advocates, Christopher Heine writes. For example, at Mastercard 400 employees post brandcentric social content through the company's intranet.

***Adweek 10/24/16***

[***http://www.adweek.com/news/technology/big-brands-are-enlisting-employees-order-create-army-social-media-mavens-174152***](http://www.adweek.com/news/technology/big-brands-are-enlisting-employees-order-create-army-social-media-mavens-174152)