**Why Employees Are Your Most Important Brand Messengers**

The rise of social media means that marketers are no longer fully in control of brand messaging or reputation, which can be derailed at any time by consumers capturing and sharing a moment that has negative connotations, writes RPA's J Barbush. Marketers must therefore ensure that all employees are trained in brand values, understand that they are daily representatives of the company and are invested in acting as brand advocates, he writes.

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<http://smartbrief.com/original/2018/08/how-control-your-brand-message-ground?utm_source=brief>

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