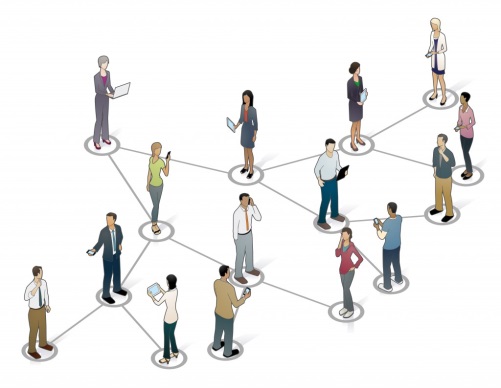
**Why Managers Shouldn't Overlook their Staff's Role as Influencers**

Social media is rapidly becoming a traditional marketing strategy, and brands cannot afford to overlook the power of their employees, writes LinkedIn's Roger Pua. Empower your staff to start conversations and share stories, and arm them with a variety of content to share with their networks.

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