

# 8x8 Advocates

Social Content for 8x8 Channel Partners



8x8 Advocates offers partners access to valuable brand-building social content. Social media marketing allows you to engage with your customers on the channels they actively tune into for information. Establish yourself as a thought leader by increasing your social engagement using 8x8 Advocates as a helpful tool.

With 8x8 Advocates, partners can:

- Access and share top trending social content
- Easily promote industry news, articles and events
- Leverage pre-created content or upload your own

## Follow these easy steps to sign up and use 8x8 Advocates:

### HOW TO SIGN UP FOR 8X8 ADVOCATES

1. Visit [Advocates.8x8.com](https://Advocates.8x8.com), click “New User? Sign Up”, submit your email address and agree to terms of use and privacy policy
2. You will receive an email to verify your account and link to next steps
3. Create a username and password
4. Authenticate your social media accounts and complete the onboarding process
5. You’re ready to start sharing content

### HOW TO USE 8X8 ADVOCATES

1. Visit [Advocates.8x8.com](https://Advocates.8x8.com) and login
2. View the 8x8 Advocates Training videos for step by step instructions on how to submit a post for review
3. Create your post
4. Once approved, you’ll receive an email that your content has been approved
5. Click on the approved content link (or pre-created content) and begin sharing via your social media accounts

Current 8x8 Advocates content includes recent industry news, articles, trends, blogs and podcasts around unified communications, contact center, customer experience and more.

If you have ideas on additional topics and themes you’d like to see and share, please reach out to your 8x8 Field Marketing Manager to provide your feedback.



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For more information, contact your 8x8 Field Marketing Manager.