**Active employee communication roles in the future – Voluntary or part of the job?**

Social media has made employees more visible both inside and outside the organization, and employees are increasingly perceived as key communicators in corporate communication (Heide and Simonsson, 2011; Snyder and Honig, 2016; Pekkala and Luoma-aho, 2017). Employees are asked to share knowledge and develop new ideas on internal social media (Vuori and Okkonen, 2012) and to act as brand ambassadors on external social media, since they can promote the brand in a trustworthy and reliable way (Snyder and Honig, 2016; Pekkala and Luoma-aho, 2017). The enactment of active communication roles springs out of organizational identification and organizational citizen behavior (Morrison, 1994). However, as the importance of employees as communicators increases, organizations encourage employees to enact these active communication roles. In this respect, employees are not only required to perform their job in a satisfactory manner, they also have to play a number of communication roles. These elevated role expectations complicate organizational communication for employees. They can experience stress since they have to act out so many different roles or they can experience role conflict or ambiguity. No comprehensive framework has so far defined or described the many communication roles employees are expected to play. An extensive literature review was conducted to identify and understand the many employee communication role in organizational, strategic and corporate communication. Based on the review a typology of eight employee communication roles was developed to clarify the roles and discuss the consequences for employees and organizational communication.

Heide, M. and Simonsson, C. (2011). Putting Coworkers in the Limelight: new Challenges for Communication Professionals, *Internal Journal of Strategic Communication,* *5*(4), 201–220.

Morrison, E. W. (1994). Role definitions and organizational citizenship behavior: The importance of the employee's perspective. *Academy of management journal*, *37*(6), 1543-1567.

Pekkala, K., and Luoma-aho, V. (2017, March). Looking back, looking forward: From spokespersons to employee advocates. In *20TH INTERNATIONAL PUBLIC RELATIONS RESEARCH CONFERENCE.*

Snyder, T., and Honig, D. (2016). Unleashing your silent majority: How employee advocacy and engagement build your brand and trust via digital strategies. *Journal of Digital & Social Media Marketing*, *4*(3), 217-231.

Vuori, V., and Okkonen, J. (2012). Knowledge sharing motivational factors of using an intra-organizational social media platform. *Journal of knowledge management*, *16*(4), 592-603.