



## The UK's Most Active Accounting Professionals on Social - March 2021

### Industry at a glance:

Average Score:  
**13.89%**

Total Companies:  
**49**

Global Industry Average  
**12.23%**

### Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact is often greater than that of its company pages?

Your employees are seen as a trusted source of information by the audiences most important to your organization - your customers, prospects, partners and future employees. **Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, conversions, and prove ROI.**

Plus, there's no better way to showcase your company culture and employer brand at scale than through the people closest to your business - your employees!

But, how active are your employees currently on social? And how does this compare to the rest of your industry?

Well, we've done the number crunching and listed the results below.

While you're looking, consider that DSMN8 customers typically see **30-40%** of employees regularly sharing company-approved content, with little effort required.

We've got everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects used by senior leadership, marketing, communications, sales, and HR teams.

Isn't it time you added amplified social sharing to your activity? Learn more at [www.dsmn8.com](http://www.dsmn8.com)

### So, where does your company rank?

Position	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)	Rank Change
1	AIMS	<a href="https://www.linke">https://www.linke</a>	United King	257	126	49.03%	▲ 0
2	Bishop Fleming	<a href="https://www.linke">https://www.linke</a>	United King	334	105	31.44%	▲ 2
3	Anderson Anderson & Brown	<a href="https://www.linke">https://www.linke</a>	United King	260	62	23.85%	▲ 4
4	Armstrong Watson	<a href="https://www.linke">https://www.linke</a>	United King	316	72	22.78%	▲ 6
5	Begbies Traynor Group	<a href="https://www.linke">https://www.linke</a>	United King	448	86	19.20%	▲ 6
6	ICAEW	<a href="https://www.linke">https://www.linke</a>	United King	1,186	223	18.80%	▲ 0
7	Johnston Carmichael	<a href="https://www.linke">https://www.linke</a>	United King	624	111	17.79%	▲ 48
8	Old Mill	<a href="https://www.linke">https://www.linke</a>	United King	231	40	17.32%	▲ 23
9	PwC UK	<a href="https://www.linke">https://www.linke</a>	United King	6,440	1,100	17.08%	▼ -7
10	MHA Moore and Smalley	<a href="https://www.linke">https://www.linke</a>	United King	230	39	16.96%	▲ 3
11	Haines Watts	<a href="https://www.linke">https://www.linke</a>	United King	817	138	16.89%	▲ 17
12	Saffery Champness	<a href="https://www.linke">https://www.linke</a>	United King	741	123	16.60%	▲ 26
13	MHA Larking Gowen	<a href="https://www.linke">https://www.linke</a>	United King	273	43	15.75%	▼ -10
14	Buzzacott	<a href="https://www.linke">https://www.linke</a>	United King	397	61	15.37%	▲ 18
15	Mazars UK	<a href="https://www.linke">https://www.linke</a>	United King	1,446	216	14.94%	▼ -1
16	Financial Reporting Council	<a href="https://www.linke">https://www.linke</a>	United King	362	54	14.92%	▲ 5
17	Baker Tilly International	<a href="https://www.linke">https://www.linke</a>	United King	466	68	14.59%	▲ 13
18	Crowe UK	<a href="https://www.linke">https://www.linke</a>	United King	804	116	14.43%	▼ -9
19	BHP	<a href="https://www.linke">https://www.linke</a>	United King	300	43	14.33%	▼ -3
20	Moore Kingston Smith	<a href="https://www.linke">https://www.linke</a>	United King	563	80	14.21%	▼ -2
21	BDO UK	<a href="https://www.linke">https://www.linke</a>	United King	5,240	740	14.12%	▼ -1
22	Grant Thornton UK	<a href="https://www.linke">https://www.linke</a>	United King	4,284	592	13.82%	▲ 7
23	haysmacintyre	<a href="https://www.linke">https://www.linke</a>	United King	338	46	13.61%	▼ -11
24	Hazlewoods	<a href="https://www.linke">https://www.linke</a>	United King	289	39	13.49%	▲ 19
25	Menzies	<a href="https://www.linke">https://www.linke</a>	United King	404	54	13.37%	▲ 25
26	Azets	<a href="https://www.linke">https://www.linke</a>	United King	4,378	585	13.36%	▼ -4
27	ACCA	<a href="https://www.linke">https://www.linke</a>	United King	3,239	415	12.81%	▼ -2
28	Blick Rothenberg	<a href="https://www.linke">https://www.linke</a>	United King	463	59	12.74%	▼ -1
29	PKF Francis Clark	<a href="https://www.linke">https://www.linke</a>	United King	508	61	12.01%	▲ 32
30	Kreston Reeves	<a href="https://www.linke">https://www.linke</a>	United King	477	57	11.95%	▼ -13
31	HW Fisher	<a href="https://www.linke">https://www.linke</a>	United King	275	31	11.27%	▲ 5
32	Price Bailey	<a href="https://www.linke">https://www.linke</a>	United King	293	32	10.92%	▲ 10

33	RSM UK	<a href="https://www.linke">https://www.linke</a>	United King	4,086	434	10.62%	▼ -14
34	MHA MacIntyre Hudson	<a href="https://www.linke">https://www.linke</a>	United King	739	78	10.55%	▲ 10
35	CIMA	<a href="https://www.linke">https://www.linke</a>	United King	865	87	10.06%	▲ 6
36	UHY Hacker Young	<a href="https://www.linke">https://www.linke</a>	United King	511	51	9.98%	▲ 22
37	KPMG UK	<a href="https://www.linke">https://www.linke</a>	United King	13,132	1,304	9.93%	▲ 23
38	Kreston International	<a href="https://www.linke">https://www.linke</a>	United King	597	59	9.88%	▲ 10
39	Audit Wales	<a href="https://www.linke">https://www.linke</a>	United King	232	22	9.48%	▲ 24
40	Moore Global	<a href="https://www.linke">https://www.linke</a>	United King	3,179	297	9.34%	▲ 11
41	EY	<a href="https://www.linke">https://www.linke</a>	United King	304,924	27,000	8.85%	▲ 15
42	TaxAssist Accountants	<a href="https://www.linke">https://www.linke</a>	United King	690	61	8.84%	▲ 12
43	PwC	<a href="https://www.linke">https://www.linke</a>	United King	252,512	22,000	8.71%	▲ 16
44	HLB International	<a href="https://www.linke">https://www.linke</a>	United King	267	22	8.24%	▼ -9
45	Russell Bedford International	<a href="https://www.linke">https://www.linke</a>	United King	258	21	8.14%	▲ 0
46	PKF International	<a href="https://www.linke">https://www.linke</a>	United King	701	51	7.28%	▼ -22
47	Rawlinson & Hunter	<a href="https://www.linke">https://www.linke</a>	United King	376	23	6.12%	▲ 19
48	Paperchase Accountancy	<a href="https://www.linke">https://www.linke</a>	United King	209	10	4.78%	▲ 22
49	RSM Tenon now RSM UK	<a href="https://www.linke">https://www.linke</a>	United King	463	1	0.22%	▲ 25

## Ready to win at social?

Set up takes just 6 minutes and you can try free for 30-days, no credit card needed and you cancel at any time.

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