



The USA's Most Active Consumer Electronics Professionals on Social - May 2021

Industry at a glance:



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

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)
1	Cricut	https://www.linkedin.com/company/cricut	United States	673	151	22.44%
2	WHOOOP	https://www.linkedin.com/company/whooop	United States	420	93	22.14%
3	Sound United	https://www.linkedin.com/company/sound-united	United States	438	64	14.61%
4	VIZIO	https://www.linkedin.com/company/vizio	United States	637	87	13.66%
5	Formlabs	https://www.linkedin.com/company/formlabs	United States	609	83	13.63%
6	PAX Labs	https://www.linkedin.com/company/pax-labs	United States	215	27	12.56%
7	SnapAV	https://www.linkedin.com/company/snapav	United States	484	59	12.19%
8	Targus	https://www.linkedin.com/company/targus	United States	554	64	11.55%
9	InVue	https://www.linkedin.com/company/invue	United States	248	27	10.89%
10	PNY Technologies	https://www.linkedin.com/company/pny-technologies	United States	394	41	10.41%
11	iRobot	https://www.linkedin.com/company/irobot	United States	1,647	170	10.32%
12	Brinks Home	https://www.linkedin.com/company/brinks-home	United States	1,144	115	10.05%
13	Resideo	https://www.linkedin.com/company/resideo	United States	2,859	271	9.48%
14	Ario Technologies	https://www.linkedin.com/company/ario-technologies	United States	354	33	9.32%
15	Anker Innovations	https://www.linkedin.com/company/anker-innovations	United States	561	51	9.09%
16	Skullcandy	https://www.linkedin.com/company/skullcandy	United States	337	30	8.90%
17	Sonos,	https://www.linkedin.com/company/sonos	United States	1,671	143	8.56%
18	Brother USA	https://www.linkedin.com/company/brother-usa	United States	1,639	138	8.42%
19	Magic Leap	https://www.linkedin.com/company/magic-leap	United States	1,184	99	8.36%
20	Dolby Laboratories	https://www.linkedin.com/company/dolby-laboratories	United States	2,194	183	8.34%
21	SimpliSafe	https://www.linkedin.com/company/simplisafe	United States	629	51	8.11%
22	Logitech	https://www.linkedin.com/company/logitech	United States	6,463	520	8.05%
23	Turtle Beach	https://www.linkedin.com/company/turtle-beach	United States	252	19	7.54%
24	SmartThings	https://www.linkedin.com/company/smartthings	United States	241	18	7.47%

25	Razer	https://www.linke	United States	1,225	90	7.35%
26	Control4	https://www.linke	United States	500	35	7.00%
27	Savant Systems	https://www.linke	United States	201	14	6.97%
28	Xperi	https://www.linke	United States	1195	82	6.86%
29	Ring	https://www.linke	United States	1,588	105	6.61%
30	LG Electronics North America	https://www.linke	United States	377	24	6.37%
31	Oculus VR	https://www.linke	United States	1,233	75	6.08%
32	Amazon Lab126	https://www.linke	United States	5,106	310	6.07%
33	Samsung Electronics America	https://www.linke	United States	9,048	531	5.87%
34	Epson America	https://www.linke	United States	1,178	68	5.77%
35	Belkin International	https://www.linke	United States	1,323	76	5.74%
36	GoPro	https://www.linke	United States	1291	70	5.42%
37	inMusic	https://www.linke	United States	380	20	5.26%
38	GE Lighting	https://www.linke	United States	684	35	5.12%
39	Canon USA	https://www.linke	United States	8,426	425	5.04%
40	Universal Electronics	https://www.linke	United States	1,169	58	4.96%
41	Premium Audio Company	https://www.linke	United States	202	10	4.95%
42	OtterBox	https://www.linke	United States	574	27	4.70%
43	HARMAN	https://www.linke	United States	20,828	949	4.56%
44	ZAGG	https://www.linke	United States	841	38	4.52%
45	Jasco Products	https://www.linke	United States	315	13	4.13%
46	Bose Corporation	https://www.linke	United States	7,135	294	4.12%
47	MTI	https://www.linke	United States	852	35	4.11%
48	Garmin	https://www.linke	United States	6,851	271	3.96%
49	Magnolia Audio Video	https://www.linke	United States	1,024	37	3.61%
50	Condor Electronics	https://www.linke	United States	307	11	3.58%
51	Beats	https://www.linke	United States	341	12	3.52%
52	Vivint	https://www.linke	United States	6,088	182	2.99%
53	Sling Media	https://www.linke	United States	249	7	2.81%
54	Apple	https://www.linke	United States	232,297	6,500	2.80%
55	LifeSafer Ignition Interlock	https://www.linke	United States	217	6	2.76%
56	PCH	https://www.linke	United States	429	11	2.56%
57	Sony Electronics	https://www.linke	United States	9,255	213	2.30%
58	Casio USA	https://www.linke	United States	494	11	2.23%
59	SureFire	https://www.linke	United States	234	5	2.14%
60	uBreakiFix	https://www.linke	United States	1,361	28	2.06%
61	TiVo	https://www.linke	United States	2,014	38	1.89%
62	VTech	https://www.linke	United States	2,437	45	1.85%
63	AMP Smart.	https://www.linke	United States	223	4	1.79%
64	Crutchfield	https://www.linke	United States	345	6	1.74%
65	AMX	https://www.linke	United States	311	5	1.61%
66	JL Audio	https://www.linke	United States	252	4	1.59%
67	Monster	https://www.linke	United States	339	5	1.47%
68	AVAD	https://www.linke	United States	226	3	1.33%
69	VOXX	https://www.linke	United States	377	5	1.33%
70	TTE	https://www.linke	United States	490	6	1.22%
71	Motorola Mobility	https://www.linke	United States	23,334	268	1.15%
72	Creative Technology	https://www.linke	United States	418	4	0.96%
73	Midea	https://www.linke	United States	1,222	10	0.82%
74	JBL Professional	https://www.linke	United States	502	4	0.80%
75	Funai Corporation	https://www.linke	United States	341	2	0.59%
76	Priv	https://www.linke	United States	400	2	0.50%
77	Valutech Outsourcing	https://www.linke	United States	219	1	0.46%
78	Amlogic	https://www.linke	United States	321	1	0.31%

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.

Visit our website our contact us at support@dsmn8.com



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