



The USA's Most Active Broadcast Media Professionals on Social - June 2021

Industry at a glance:

Average Score: 6.47%

Total Companies: 106

Global Industry Average: 7.12%

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?

Table with 7 columns: Position, Company Name, LinkedIn URL, Location, Employees on LinkedIn, No. Employees Shared (Last 30 Days), % Shared (Last 30 Days). Lists 23 companies including Audacy, TVU Networks, LiveU, Amagi, iMedia Brands, VICE News, TEGNA, Fox Business Network, KQED, New York Public Radio, NBC Sports Group, Chyron, CNBC, BNC, Nexstar, Beasley, Fox Corporation, Gray Television, Spanish Broadcasting System, Stephens Media Group, MBN, K-LOVE & Air1, and TPT.

24	Bonneville International	https://www.linkec	United States	470	39	8.30%
25	WETA	https://www.linkec	United States	333	27	8.11%
26	NEP Group	https://www.linkec	United States	3,202	258	8.06%
27	FOX Sports	https://www.linkec	United States	3,216	259	8.05%
28	Westwood One	https://www.linkec	United States	538	43	7.99%
29	NPR	https://www.linkec	United States	2,002	160	7.99%
30	Turner Sports	https://www.linkec	United States	489	39	7.98%
31	GFR Media	https://www.linkec	United States	362	28	7.73%
32	Hubbard Broadcasting	https://www.linkec	United States	713	55	7.71%
33	The WNET Group	https://www.linkec	United States	365	28	7.67%
34	NBCUniversal	https://www.linkec	United States	2,218	170	7.66%
35	Cox Media Group	https://www.linkec	United States	1,625	121	7.45%
36	APMG	https://www.linkec	United States	807	60	7.43%
37	iHeartMedia	https://www.linkec	United States	11,556	858	7.42%
38	NFL Films	https://www.linkec	United States	608	45	7.40%
39	Hearst Television	https://www.linkec	United States	1,157	85	7.35%
40	Crown Media	https://www.linkec	United States	444	32	7.21%
41	Univision Communications	https://www.linkec	United States	6,023	433	7.19%
42	GBH	https://www.linkec	United States	1,246	88	7.06%
43	Program Productions	https://www.linkec	United States	202	14	6.93%
44	Sinclair Broadcast Group	https://www.linkec	United States	4,264	293	6.87%
45	Comcast Technology Solutions	https://www.linkec	United States	483	32	6.63%
46	Encompass	https://www.linkec	United States	967	64	6.62%
47	WRAL	https://www.linkec	United States	242	16	6.61%
48	ESPN	https://www.linkec	United States	10,796	713	6.60%
49	Fox Television Stations	https://www.linkec	United States	1,208	78	6.46%
50	Minnesota Public Radio	https://www.linkec	United States	297	19	6.40%
51	News-Press & Gazette Compar	https://www.linkec	United States	706	45	6.37%
52	Emmis Communications	https://www.linkec	United States	600	38	6.33%
53	KDKA-TV	https://www.linkec	United States	208	13	6.25%
54	Voice of America	https://www.linkec	United States	1,841	112	6.08%
55	Fox News Media	https://www.linkec	United States	2,571	151	5.87%
56	Raycom Media	https://www.linkec	United States	2,053	120	5.85%
57	KHOU 11	https://www.linkec	United States	223	13	5.83%
58	Visual Data Media Services	https://www.linkec	United States	464	27	5.82%
59	Imagine Communications	https://www.linkec	United States	691	40	5.79%
60	Saga Communications	https://www.linkec	United States	399	23	5.76%
61	The Weather Channel	https://www.linkec	United States	820	47	5.73%
62	Cumulus Media	https://www.linkec	United States	3,183	181	5.69%
63	MSNBC	https://www.linkec	United States	842	47	5.58%
64	EWTN	https://www.linkec	United States	395	21	5.32%
65	NRG Media	https://www.linkec	United States	271	14	5.17%
66	Salem Media Group	https://www.linkec	United States	1,449	74	5.11%
67	CBS News	https://www.linkec	United States	2,445	115	4.70%
68	Golf Channel	https://www.linkec	United States	707	33	4.67%
69	Entercom	https://www.linkec	United States	3,338	153	4.58%
70	ESPN Radio	https://www.linkec	United States	247	11	4.45%
71	GPB	https://www.linkec	United States	272	12	4.41%
72	WGN-TV	https://www.linkec	United States	348	15	4.31%
73	Discovery Channel	https://www.linkec	United States	737	31	4.21%
74	NBC News	https://www.linkec	United States	4,029	168	4.17%
75	Weigel	https://www.linkec	United States	290	12	4.14%
76	Radio Free Asia	https://www.linkec	United States	272	11	4.04%
77	NTD Television	https://www.linkec	United States	250	10	4.00%
78	Tribune Media	https://www.linkec	United States	4,106	159	3.87%
79	INSP	https://www.linkec	United States	560	21	3.75%
80	NBC Sports	https://www.linkec	United States	758	28	3.69%
81	WSB-TV	https://www.linkec	United States	274	10	3.65%
82	Point.360	https://www.linkec	United States	223	8	3.59%
83	Digital Nirvana	https://www.linkec	United States	466	16	3.43%
84	Fox Entertainment	https://www.linkec	United States	1,217	41	3.37%
85	KTLA	https://www.linkec	United States	416	14	3.37%
86	Greater Media	https://www.linkec	United States	271	9	3.32%
87	Trinity Broadcasting Network	https://www.linkec	United States	373	12	3.22%
88	VITAC	https://www.linkec	United States	357	11	3.08%
89	C-SPAN	https://www.linkec	United States	461	14	3.04%
90	TWR	https://www.linkec	United States	459	13	2.83%
91	CBN	https://www.linkec	United States	1,078	30	2.78%
92	ION Media	https://www.linkec	United States	406	11	2.71%
93	Turner	https://www.linkec	United States	4,174	112	2.68%

94	NFL Network	https://www.linkedin.com/company/nfl-network	United States	728	18	2.47%
95	Daystar	https://www.linkedin.com/company/daystar	United States	240	5	2.08%
96	National Broadcasting	https://www.linkedin.com/company/national-broadcasting	United States	200	4	2.00%
97	ABC News	https://www.linkedin.com/company/abc-news	United States	6,851	126	1.84%
98	NOB	https://www.linkedin.com/company/nob	United States	226	4	1.77%
99	Cox Radio	https://www.linkedin.com/company/cox-radio	United States	533	8	1.50%
100	CoxReps	https://www.linkedin.com/company/coxreps	United States	213	3	1.41%
101	BBG	https://www.linkedin.com/company/bbg	United States	231	3	1.30%
102	Tribune Broadcasting	https://www.linkedin.com/company/tribune-broadcasting	United States	337	4	1.19%
103	Media General	https://www.linkedin.com/company/media-general	United States	1,765	18	1.02%
104	TBN	https://www.linkedin.com/company/tbn	United States	314	3	0.96%
105	Venevision	https://www.linkedin.com/company/venevison	United States	1,050	8	0.76%
106	Journal	https://www.linkedin.com/company/journal	United States	442	1	0.23%

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