

DSMN8

The UK's Most Active Machinery Professionals on Social - June 2021

Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
9.47%	16	7.34%

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	Selwood	https://www.linke	United Kingdom	323	54	16.72%
2	Kärcher UK	https://www.linke	United Kingdom	246	40	16.26%
3	Numatic	https://www.linke	United Kingdom	302	44	14.57%
4	CDE	https://www.linke	United Kingdom	308	42	13.64%
5	Nationwide Platforms	https://www.linke	United Kingdom	546	70	12.82%
6	Finning UK & Ireland	https://www.linke	United Kingdom	396	46	11.62%
7	Mazak Europe	https://www.linke	United Kingdom	260	30	11.54%
8	Baker Perkins	https://www.linke	United Kingdom	219	20	9.13%
9	NSK Europe	https://www.linke	United Kingdom	270	20	7.41%
10	Ishida Europe	https://www.linke	United Kingdom	471	34	7.22%
11	Kleemann	https://www.linke	United Kingdom	504	36	7.14%
12	Bundy Refrigeration	https://www.linke	United Kingdom	330	22	6.67%
13	Wheelabrator	https://www.linke	United Kingdom	298	15	5.03%
14	CNH	https://www.linke	United Kingdom	30,895	1,425	4.61%
15	CarnaudMetalbox	https://www.linke	United Kingdom	219	8	3.65%
16	JCB	https://www.linke	United Kingdom	6,423	224	3.49%

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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