



Europe's Most Active Paper & Forest Products Professionals on Social - June 2021

Industry at a glance:

Average Score:
6.87%

Total Companies:
54

Global Industry Average:
4.84%

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	RDM	https://www.linkedin.com/company/rdm	Italy	223	35	15.70%
2	Sonae Arauco	https://www.linkedin.com/company/sonae-arauco	Portugal	543	77	14.18%
3	Lucart	https://www.linkedin.com/company/lucart	Italy	429	60	13.99%
4	Amorim Cork Composites	https://www.linkedin.com/company/amorim-cork-composites	Portugal	255	33	12.94%
5	Hamelinbrands	https://www.linkedin.com/company/hamelinbrands	France	289	34	11.76%
6	BTG	https://www.linkedin.com/company/btg	Switzerland	243	28	11.52%
7	Ahlstrom-Munksjö	https://www.linkedin.com/company/ahlstrom-munksjo	Finland	1,679	193	11.49%
8	Holmen Skog	https://www.linkedin.com/company/holmen-skog	Sweden	249	28	11.24%
9	delfort	https://www.linkedin.com/company/delfort	Austria	321	35	10.90%
10	Herma	https://www.linkedin.com/company/herma	Germany	200	21	10.50%
11	Garnica	https://www.linkedin.com/company/garnica	Spain	213	22	10.33%
12	Saica	https://www.linkedin.com/company/saica	Spain	1,916	174	9.08%
13	Sofidel	https://www.linkedin.com/company/sofidel	Italy	1,080	98	9.07%
14	Lecta	https://www.linkedin.com/company/lecta	Spain	231	20	8.66%
15	Progroup	https://www.linkedin.com/company/progroup	Germany	253	21	8.30%
16	Fedrigoni	https://www.linkedin.com/company/fedrigoni	Italy	953	76	7.97%
17	VPK	https://www.linkedin.com/company/vpk	Belgium	483	38	7.87%
18	BillerudKorsnäs	https://www.linkedin.com/company/billerudkorsnas	Sweden	2,069	159	7.68%
19	UPM Raflatac	https://www.linkedin.com/company/upm-raflatac	Finland	1,385	105	7.58%
20	Ence	https://www.linkedin.com/company/ence	Spain	682	51	7.48%
21	Setra	https://www.linkedin.com/company/setra	Sweden	241	18	7.47%
22	Egger	https://www.linkedin.com/company/egger	Austria	1,889	129	6.83%
23	Arctic Paper	https://www.linkedin.com/company/arctic-paper	Sweden	264	18	6.82%
24	The Navigator	https://www.linkedin.com/company/the-navigator	Portugal	1,380	93	6.74%
25	Corticeira Amorim	https://www.linkedin.com/company/corticeira-amorim	Portugal	788	53	6.73%
26	CPH	https://www.linkedin.com/company/cph	Switzerland	342	23	6.73%
27	UPM	https://www.linkedin.com/company/upm	Finland	6,139	396	6.45%

28	Sveaskog	https://www.linke	Sweden	339	21	6.19%
29	Södra	https://www.linke	Sweden	1,675	102	6.09%
30	Lecta	https://www.linke	Spain	499	29	5.81%
31	Alsapan	https://www.linke	France	225	13	5.78%
32	Metsä	https://www.linke	Finland	2,376	130	5.47%
33	Eska	https://www.linke	Netherlands	293	16	5.46%
34	ICT	https://www.linke	Italy	239	13	5.44%
35	Mayr-Melnhof	https://www.linke	Austria	1,010	54	5.35%
36	Holmen Iggesund	https://www.linke	Sweden	574	29	5.05%
37	Voith Paper	https://www.linke	Germany	1,794	88	4.91%
38	Felix Schoeller	https://www.linke	Germany	250	12	4.80%
39	Metsä Tissue	https://www.linke	Finland	635	30	4.72%
40	Metsä Board	https://www.linke	Finland	1,470	67	4.56%
41	Stora Enso	https://www.linke	Finland	7,224	322	4.46%
42	Holmen	https://www.linke	Sweden	248	11	4.44%
43	Holmen Paper	https://www.linke	Sweden	453	19	4.19%
44	Norra Skog	https://www.linke	Sweden	264	11	4.17%
45	Sonae Industria	https://www.linke	Portugal	275	11	4.00%
46	Metsä Fibre	https://www.linke	Finland	379	15	3.96%
47	LVM	https://www.linke	Latvia	221	8	3.62%
48	SCA	https://www.linke	Sweden	2,450	68	2.78%
49	Mayr-Melnhof Karton	https://www.linke	Austria	372	10	2.69%
50	Ahlstrom	https://www.linke	Finland	745	20	2.68%
51	CFP	https://www.linke	France	455	12	2.64%
52	Norske Skog	https://www.linke	Norway	889	22	2.47%
53	Burgo Group	https://www.linke	Italy	663	16	2.41%
54	Hrvatske Šume	https://www.linke	Croatia	270	2	0.74%

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](https://www.linke) [our contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

