



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

Industry at a glance:

| | | |
|--------------------------------|--------------------------------|--|
| Average Score: 4.84% | Total Companies: 128 | Average Number of Employees: 1,120 |
|--------------------------------|--------------------------------|--|

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 | Crane Currency | https://www.linkedin.com/company/crane-currency | United States | 428 | 58 | 13.55% |
| 5 | Amorim Cork Composites | https://www.linkedin.com/company/amorim-cork-composites | Portugal | 255 | 33 | 12.94% |
| 6 | Hamelinbrands | https://www.linkedin.com/company/hamelinbrands | France | 289 | 34 | 11.76% |
| 7 | Midland | https://www.linkedin.com/company/midland | United States | 531 | 62 | 11.68% |
| 8 | BTG | https://www.linkedin.com/company/btg | Switzerland | 243 | 28 | 11.52% |
| 9 | Ahlstrom-Munksjö | https://www.linkedin.com/company/ahlstrom-munksjo | Finland | 1,679 | 193 | 11.49% |
| 10 | Holmen Skog | https://www.linkedin.com/company/holmen-skog | Sweden | 249 | 28 | 11.24% |
| 11 | delfort | https://www.linkedin.com/company/delfort | Austria | 321 | 35 | 10.90% |
| 12 | Herma | https://www.linkedin.com/company/herma | Germany | 200 | 21 | 10.50% |
| 13 | Uniboard | https://www.linkedin.com/company/uniboard | Canada | 242 | 25 | 10.33% |
| 14 | Garnica | https://www.linkedin.com/company/garnica | Spain | 213 | 22 | 10.33% |
| 15 | Millcraft | https://www.linkedin.com/company/millcraft | United States | 214 | 21 | 9.81% |
| 16 | Saica | https://www.linkedin.com/company/saica | Spain | 1,916 | 174 | 9.08% |
| 17 | Sofidel | https://www.linkedin.com/company/sofidel | Italy | 1,080 | 98 | 9.07% |
| 18 | Arjowiggins | https://www.linkedin.com/company/arjowiggins | United Kingdom | 207 | 18 | 8.70% |
| 19 | Lecta | https://www.linkedin.com/company/lecta | Spain | 231 | 20 | 8.66% |
| 20 | Progroup | https://www.linkedin.com/company/progroup | Germany | 253 | 21 | 8.30% |
| 21 | J.D. Irving | https://www.linkedin.com/company/jd-irving | Canada | 1,619 | 133 | 8.21% |
| 22 | Fedrigoni | https://www.linkedin.com/company/fedrigoni | Italy | 953 | 76 | 7.97% |
| 23 | VPK | https://www.linkedin.com/company/vpk | Belgium | 483 | 38 | 7.87% |
| 24 | BillerudKorsnäs | https://www.linkedin.com/company/billerudkorsnas | Sweden | 2,069 | 159 | 7.68% |
| 25 | UPM Raflatac | https://www.linkedin.com/company/upm-raflatac | Finland | 1,385 | 105 | 7.58% |

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| 26 | Ence | https://www.linkec | Spain | 682 | 51 | 7.48% |
| 27 | Setra | https://www.linkec | Sweden | 241 | 18 | 7.47% |
| 28 | EACOM | https://www.linkec | Canada | 303 | 22 | 7.26% |
| 29 | SupremeX | https://www.linkec | Canada | 278 | 20 | 7.19% |
| 30 | Kruger | https://www.linkec | Canada | 925 | 65 | 7.03% |
| 31 | Egger | https://www.linkec | Austria | 1,889 | 129 | 6.83% |
| 32 | Arctic Paper | https://www.linkec | Sweden | 264 | 18 | 6.82% |
| 33 | The Navigator | https://www.linkec | Portugal | 1,380 | 93 | 6.74% |
| 34 | Corticeira Amorim | https://www.linkec | Portugal | 788 | 53 | 6.73% |
| 35 | CPH | https://www.linkec | Switzerland | 342 | 23 | 6.73% |
| 36 | BID | https://www.linkec | Canada | 600 | 40 | 6.67% |
| 37 | UPM | https://www.linkec | Finland | 6,139 | 396 | 6.45% |
| 38 | Sveaskog | https://www.linkec | Sweden | 339 | 21 | 6.19% |
| 39 | Paper Excellence | https://www.linkec | Canada | 372 | 23 | 6.18% |
| 40 | Pixelle Specialty | https://www.linkec | United States | 470 | 29 | 6.17% |
| 41 | Södra | https://www.linkec | Sweden | 1,675 | 102 | 6.09% |
| 42 | ND Paper | https://www.linkec | United States | 346 | 21 | 6.07% |
| 43 | Lecta | https://www.linkec | Spain | 499 | 29 | 5.81% |
| 44 | Alsapan | https://www.linkec | France | 225 | 13 | 5.78% |
| 45 | Lindenmeyr Munroe | https://www.linkec | United States | 686 | 38 | 5.54% |
| 46 | Metsä | https://www.linkec | Finland | 2,376 | 130 | 5.47% |
| 47 | Eska | https://www.linkec | Netherlands | 293 | 16 | 5.46% |
| 48 | ICT | https://www.linkec | Italy | 239 | 13 | 5.44% |
| 49 | Hyne Timber | https://www.linkec | Australia | 222 | 12 | 5.41% |
| 50 | Mayr-Melnhof | https://www.linkec | Austria | 1,010 | 54 | 5.35% |
| 51 | Oji Fibre Solutions | https://www.linkec | New Zealand | 554 | 29 | 5.23% |
| 52 | Holmen Iggesund | https://www.linkec | Sweden | 574 | 29 | 5.05% |
| 53 | Voith Paper | https://www.linkec | Germany | 1,794 | 88 | 4.91% |
| 54 | Kronospan | https://www.linkec | United Kingdom | 1,770 | 86 | 4.86% |
| 55 | Felix Schoeller | https://www.linkec | Germany | 250 | 12 | 4.80% |
| 56 | Hoffmaster | https://www.linkec | United States | 274 | 13 | 4.74% |
| 57 | Metsä Tissue | https://www.linkec | Finland | 635 | 30 | 4.72% |
| 58 | PaperWorks | https://www.linkec | United States | 525 | 24 | 4.57% |
| 59 | Metsä Board | https://www.linkec | Finland | 1,470 | 67 | 4.56% |
| 60 | Stora Enso | https://www.linkec | Finland | 7,224 | 322 | 4.46% |
| 61 | Holmen | https://www.linkec | Sweden | 248 | 11 | 4.44% |
| 62 | Forestry Corporation of NSW | https://www.linkec | Australia | 205 | 9 | 4.39% |
| 63 | Rayonier Advanced Materials | https://www.linkec | United States | 862 | 37 | 4.29% |
| 64 | Holmen Paper | https://www.linkec | Sweden | 453 | 19 | 4.19% |
| 65 | Norra Skog | https://www.linkec | Sweden | 264 | 11 | 4.17% |
| 66 | Mohawk | https://www.linkec | United States | 416 | 17 | 4.09% |
| 67 | Sonae Industria | https://www.linkec | Portugal | 275 | 11 | 4.00% |
| 68 | New-Indy Containerboard | https://www.linkec | United States | 201 | 8 | 3.98% |
| 69 | Metsä Fibre | https://www.linkec | Finland | 379 | 15 | 3.96% |
| 70 | Resolute Forest Products | https://www.linkec | Canada | 2,970 | 117 | 3.94% |
| 71 | Twin Rivers | https://www.linkec | United States | 410 | 16 | 3.90% |
| 72 | Northwest Hardwoods | https://www.linkec | United States | 334 | 13 | 3.89% |
| 73 | Interfor | https://www.linkec | Canada | 1,078 | 40 | 3.71% |
| 74 | LVM | https://www.linkec | Latvia | 221 | 8 | 3.62% |
| 75 | Tension Corporation | https://www.linkec | United States | 341 | 12 | 3.52% |
| 76 | Roseburg | https://www.linkec | United States | 947 | 32 | 3.38% |
| 77 | Millar Western | https://www.linkec | Canada | 215 | 7 | 3.26% |
| 78 | Domtar | https://www.linkec | United States | 3,854 | 121 | 3.14% |
| 79 | Georgia-Pacific | https://www.linkec | United States | 14,853 | 455 | 3.06% |
| 80 | International Paper | https://www.linkec | United States | 23,006 | 703 | 3.06% |
| 81 | Western States Envelope & Label | https://www.linkec | United States | 236 | 7 | 2.97% |
| 82 | West Fraser | https://www.linkec | Canada | 2,157 | 61 | 2.83% |
| 83 | Expera Specialty Solutions | https://www.linkec | United States | 216 | 6 | 2.78% |
| 84 | SCA | https://www.linkec | Sweden | 2,450 | 68 | 2.78% |
| 85 | Mayr-Melnhof Karton | https://www.linkec | Austria | 372 | 10 | 2.69% |
| 86 | Ahlstrom | https://www.linkec | Finland | 745 | 20 | 2.68% |
| 87 | CFP | https://www.linkec | France | 455 | 12 | 2.64% |
| 88 | Al-Pac | https://www.linkec | Canada | 273 | 7 | 2.56% |
| 89 | Norske Skog | https://www.linkec | Norway | 889 | 22 | 2.47% |
| 90 | Tolko Industries | https://www.linkec | Canada | 1,188 | 29 | 2.44% |
| 91 | Canfor | https://www.linkec | Canada | 2,133 | 52 | 2.44% |
| 92 | Spicers Paper | https://www.linkec | United States | 207 | 5 | 2.42% |
| 93 | Clearwater Paper | https://www.linkec | United States | 1,491 | 36 | 2.41% |
| 94 | Burgo Group | https://www.linkec | Italy | 663 | 16 | 2.41% |
| 95 | Andritz | https://www.linkec | United States | 463 | 11 | 2.38% |
| 96 | Irving Tissue | https://www.linkec | Canada | 472 | 11 | 2.33% |
| 97 | Weyerhaeuser | https://www.linkec | United States | 6,020 | 139 | 2.31% |
| 98 | Western Forest Products | https://www.linkec | Canada | 751 | 16 | 2.13% |

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|-----|-----------------------------------|---|---------------|-------|----|-------|
| 99 | Hampton Lumber | https://www.linkedin.com/company/hampton-lumber | United States | 483 | 10 | 2.07% |
| 100 | AstenJohnson | https://www.linkedin.com/company/astjohnson | United States | 563 | 11 | 1.95% |
| 101 | Irving Pulp and Paper | https://www.linkedin.com/company/irving-pulp-and-paper | Canada | 211 | 4 | 1.90% |
| 102 | Sodefor | https://www.linkedin.com/company/sodefor | United States | 227 | 4 | 1.76% |
| 103 | Georgia Pacific | https://www.linkedin.com/company/georgia-pacific | United States | 244 | 4 | 1.64% |
| 104 | Glatfelter | https://www.linkedin.com/company/glatfelter | United States | 1,167 | 19 | 1.63% |
| 105 | PottlatchDeltic Corporation | https://www.linkedin.com/company/pottlatch-deltic | United States | 205 | 3 | 1.46% |
| 106 | Wausau Paper | https://www.linkedin.com/company/wausau-paper | United States | 279 | 4 | 1.43% |
| 107 | Timber Products | https://www.linkedin.com/company/timber-products | United States | 339 | 4 | 1.18% |
| 108 | Sierra Pacific Industries | https://www.linkedin.com/company/sierra-pacific | United States | 686 | 8 | 1.17% |
| 109 | Tembec | https://www.linkedin.com/company/tembec | Canada | 624 | 7 | 1.12% |
| 110 | Columbia Forest Products | https://www.linkedin.com/company/columbia-forest | United States | 556 | 6 | 1.08% |
| 111 | Verso Corporation | https://www.linkedin.com/company/verso | United States | 1,560 | 16 | 1.03% |
| 112 | Stella-Jones | https://www.linkedin.com/company/stella-jones | Canada | 512 | 5 | 0.98% |
| 113 | Catalyst Paper | https://www.linkedin.com/company/catalyst-paper | Canada | 787 | 7 | 0.89% |
| 114 | Appvion | https://www.linkedin.com/company/appvion | United States | 680 | 6 | 0.88% |
| 115 | Finch Paper | https://www.linkedin.com/company/finch-paper | United States | 238 | 2 | 0.84% |
| 116 | TAFE | https://www.linkedin.com/company/tafe | Australia | 2,048 | 17 | 0.83% |
| 117 | RoyOMartin | https://www.linkedin.com/company/royomartin | United States | 267 | 2 | 0.75% |
| 118 | Hrvatske Šume | https://www.linkedin.com/company/hrvatske-sume | Croatia | 270 | 2 | 0.74% |
| 119 | Stimson Lumber | https://www.linkedin.com/company/stimson-lumber | United States | 272 | 2 | 0.74% |
| 120 | Boise Paper | https://www.linkedin.com/company/boise-paper | United States | 447 | 3 | 0.67% |
| 121 | Rayonier | https://www.linkedin.com/company/rayonier | United States | 685 | 3 | 0.44% |
| 122 | KapStone | https://www.linkedin.com/company/kapstone | United States | 1,294 | 5 | 0.39% |
| 123 | Pottlatch Corporation | https://www.linkedin.com/company/pottlatch | United States | 287 | 1 | 0.35% |
| 124 | Verso Paper | https://www.linkedin.com/company/verso-paper | United States | 579 | 2 | 0.35% |
| 125 | Cenveo Envelope | https://www.linkedin.com/company/cenveo-envelope | United States | 457 | 1 | 0.22% |
| 126 | Plum Creek | https://www.linkedin.com/company/plum-creek | United States | 318 | 0 | 0.00% |
| 127 | Longview Fibre Paper and Packagii | https://www.linkedin.com/company/longview-fibre | United States | 237 | 0 | 0.00% |
| 128 | HSPP | https://www.linkedin.com/company/hspp | Canada | 217 | 0 | 0.00% |

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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