



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

Industry at a glance:

Average Score:
2.89%

Total Companies:
47

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	Crane Currency	https://www.linke	United States	428	58	13.55%
2	Midland	https://www.linke	United States	531	62	11.68%
3	Millcraft	https://www.linke	United States	214	21	9.81%
4	Pixelle Specialty	https://www.linke	United States	470	29	6.17%
5	ND Paper	https://www.linke	United States	346	21	6.07%
6	Lindenmeyr Munroe	https://www.linke	United States	686	38	5.54%
7	Hoffmaster	https://www.linke	United States	274	13	4.74%
8	PaperWorks	https://www.linke	United States	525	24	4.57%
9	Rayonier Advanced Materials	https://www.linke	United States	862	37	4.29%
10	Mohawk	https://www.linke	United States	416	17	4.09%
11	New-Indy Containerboard	https://www.linke	United States	201	8	3.98%
12	Twin Rivers	https://www.linke	United States	410	16	3.90%
13	Northwest Hardwoods	https://www.linke	United States	334	13	3.89%
14	Tension Corporation	https://www.linke	United States	341	12	3.52%
15	Roseburg	https://www.linke	United States	947	32	3.38%
16	Domtar	https://www.linke	United States	3,854	121	3.14%
17	Georgia-Pacific	https://www.linke	United States	14,853	455	3.06%
18	International Paper	https://www.linke	United States	23,006	703	3.06%
19	Western States Envelope & Label	https://www.linke	United States	236	7	2.97%
20	Expera Specialty Solutions	https://www.linke	United States	216	6	2.78%
21	Spicers Paper	https://www.linke	United States	207	5	2.42%
22	Clearwater Paper	https://www.linke	United States	1,491	36	2.41%
23	Andritz	https://www.linke	United States	463	11	2.38%
24	Weyerhaeuser	https://www.linke	United States	6,020	139	2.31%
25	Hampton Lumber	https://www.linke	United States	483	10	2.07%
26	AsterJohnson	https://www.linke	United States	563	11	1.95%

27	Sodefor	https://www.linke	United States	227	4	1.76%
28	Georgia Pacific	https://www.linke	United States	244	4	1.64%
29	Glatfelter	https://www.linke	United States	1,167	19	1.63%
30	PotlatchDeltic Corporation	https://www.linke	United States	205	3	1.46%
31	Wausau Paper	https://www.linke	United States	279	4	1.43%
32	Timber Products	https://www.linke	United States	339	4	1.18%
33	Sierra Pacific Industries	https://www.linke	United States	686	8	1.17%
34	Columbia Forest Products	https://www.linke	United States	556	6	1.08%
35	Verso Corporation	https://www.linke	United States	1,560	16	1.03%
36	Appvion	https://www.linke	United States	680	6	0.88%
37	Finch Paper	https://www.linke	United States	238	2	0.84%
38	RoyOMartin	https://www.linke	United States	267	2	0.75%
39	Stimson Lumber	https://www.linke	United States	272	2	0.74%
40	Boise Paper	https://www.linke	United States	447	3	0.67%
41	Rayonier	https://www.linke	United States	685	3	0.44%
42	KapStone	https://www.linke	United States	1,294	5	0.39%
43	Potlatch Corporation	https://www.linke	United States	287	1	0.35%
44	Verso Paper	https://www.linke	United States	579	2	0.35%
45	Cenveo Envelope	https://www.linke	United States	457	1	0.22%
46	Plum Creek	https://www.linke	United States	318	0	0.00%
47	Longview Fibre Paper and Packaging, I	https://www.linke	United States	237	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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