



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

Industry at a glance:

Average Score:
7.82%

Total Companies:
20

Global Industry Average:
5.51%

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	Guinness World Records	https://www.linkedin.com/company/guinness-world-records	United Kingdom	318	49	15.41%
2	The Story Lab	https://www.linkedin.com/company/the-story-lab	United Kingdom	222	34	15.32%
3	Entain	https://www.linkedin.com/company/entain	United Kingdom	2,200	311	14.14%
4	NOW	https://www.linkedin.com/company/now	United Kingdom	373	42	11.26%
5	YMU	https://www.linkedin.com/company/ymu	United Kingdom	255	27	10.59%
6	Picturehouse	https://www.linkedin.com/company/picturehouse	United Kingdom	221	23	10.41%
7	Spafax	https://www.linkedin.com/company/spafax	United Kingdom	219	20	9.13%
8	Antenna International	https://www.linkedin.com/company/antenna-international	United Kingdom	234	21	8.97%
9	Merlin Entertainments	https://www.linkedin.com/company/merlin-entertainments	United Kingdom	2,995	261	8.71%
10	Ambassador Theatre Group	https://www.linkedin.com/company/ambassador-theatre-group	United Kingdom	1,118	89	7.96%
11	King	https://www.linkedin.com/company/king	United Kingdom	2,670	182	6.82%
12	Tenpin	https://www.linkedin.com/company/tenpin	United Kingdom	322	19	5.90%
13	ODEON Cinemas Group	https://www.linkedin.com/company/odeon-cinemas-group	United Kingdom	1,653	95	5.75%
14	Eros International	https://www.linkedin.com/company/eros-international	United Kingdom	246	14	5.69%
15	Vue Entertainment	https://www.linkedin.com/company/vue-entertainment	United Kingdom	929	51	5.49%
16	Fashion Industry	https://www.linkedin.com/company/fashion-industry	United Kingdom	508	26	5.12%
17	All Bar One	https://www.linkedin.com/company/all-bar-one	United Kingdom	307	13	4.23%
18	TT Games	https://www.linkedin.com/company/tt-games	United Kingdom	273	7	2.56%
19	Genting Casinos UK	https://www.linkedin.com/company/genting-casinos-uk	United Kingdom	1,081	20	1.85%
20	Picsolve International	https://www.linkedin.com/company/picsolve-international	United Kingdom	357	4	1.12%

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](#) [our contact us at support@dsmn8.com](#)



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