



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

Industry at a glance:

Average Score:
4.47%

Total Companies:
264

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	SXSW	https://www.linkedin.com/company/sxsw	United States	602	143	23.75%
2	Tubi	https://www.linkedin.com/company/tubi	United States	316	63	19.94%
3	Meow Wolf	https://www.linkedin.com/company/meow-wolf	United States	308	58	18.83%
4	FuboTV	https://www.linkedin.com/company/fubotv	United States	281	43	15.30%
5	Roku	https://www.linkedin.com/company/roku	United States	2,448	350	14.30%
6	Jam City	https://www.linkedin.com/company/jam-city	United States	854	122	14.29%
7	Endeavor	https://www.linkedin.com/company/endeavor	United States	948	133	14.03%
8	Peacock TV	https://www.linkedin.com/company/peacock-tv	United States	429	59	13.75%
9	Vevo	https://www.linkedin.com/company/vevo	United States	568	75	13.20%
10	Netflix	https://www.linkedin.com/company/netflix	United States	12,869	1,550	12.04%
11	WWE	https://www.linkedin.com/company/wwe	United States	1,193	143	11.99%
12	IMDb.com	https://www.linkedin.com/company/imdb-com	United States	872	104	11.93%
13	Universal Creative	https://www.linkedin.com/company/universal-creative	United States	598	70	11.71%
14	Universal Parks & Resorts	https://www.linkedin.com/company/universal-parks-resorts	United States	388	44	11.34%
15	AXS	https://www.linkedin.com/company/axs	United States	398	44	11.06%
16	The Pokémon Company	https://www.linkedin.com/company/the-pokemon-company	United States	998	109	10.92%
17	Activision Blizzard	https://www.linkedin.com/company/activision-blizzard	United States	1,454	158	10.87%
18	United Talent Agency	https://www.linkedin.com/company/united-talent-agency	United States	1,043	110	10.55%
19	Scopely	https://www.linkedin.com/company/scopely	United States	1,250	131	10.48%
20	Official ASM Global	https://www.linkedin.com/company/official-asm-global	United States	883	91	10.31%
21	Crunchyroll	https://www.linkedin.com/company/crunchyroll	United States	567	57	10.05%
22	Sling TV	https://www.linkedin.com/company/sling-tv	United States	397	39	9.82%
23	Disney Streaming Services	https://www.linkedin.com/company/disney-streaming-services	United States	1,867	181	9.69%

24	MSG Entertainment	https://www.linkec	United States	1,524	145	9.51%
25	Discovery	https://www.linkec	United States	9,997	946	9.46%
26	TAIT	https://www.linkec	United States	423	40	9.46%
27	Funimation	https://www.linkec	United States	506	47	9.29%
28	Skydance	https://www.linkec	United States	273	25	9.16%
29	The Orchard	https://www.linkec	United States	732	67	9.15%
30	Wizards of the Coast	https://www.linkec	United States	1,113	100	8.98%
31	Actor / Writer / Producer	https://www.linkec	United States	385	34	8.83%
32	Legendary Entertainment	https://www.linkec	United States	354	31	8.76%
33	Digital Domain	https://www.linkec	United States	1,205	104	8.63%
34	HBO Latin America	https://www.linkec	United States	704	55	7.81%
35	Andretti	https://www.linkec	United States	295	23	7.80%
36	Combs Enterprises	https://www.linkec	United States	52	4	7.69%
37	The Hollywood Reporter	https://www.linkec	United States	286	22	7.69%
38	VUBIQUITY	https://www.linkec	United States	397	30	7.56%
39	Townsquare Media	https://www.linkec	United States	1,945	146	7.51%
40	DIRECTV Latin America	https://www.linkec	United States	4,678	346	7.40%
41	GSN Games	https://www.linkec	United States	669	49	7.32%
42	Portland Trail Blazers	https://www.linkec	United States	405	29	7.16%
43	SAG-AFTRA	https://www.linkec	United States	9,494	672	7.08%
44	American Dream	https://www.linkec	United States	410	29	7.07%
45	The CW Network	https://www.linkec	United States	269	19	7.06%
46	Take-Two	https://www.linkec	United States	695	49	7.05%
47	AEG Presents	https://www.linkec	United States	971	68	7.00%
48	WME IMG	https://www.linkec	United States	172	12	6.98%
49	AMC Networks	https://www.linkec	United States	2,168	150	6.92%
50	Cedar Point Amusement Park	https://www.linkec	United States	566	39	6.89%
51	Main Event	https://www.linkec	United States	1,647	113	6.86%
52	Bowlero Corporation	https://www.linkec	United States	1,060	71	6.70%
53	MRC	https://www.linkec	United States	276	18	6.52%
54	Pinstripes	https://www.linkec	United States	338	22	6.51%
55	Ryman Hospitality Properties	https://www.linkec	United States	309	20	6.47%
56	Incredible Technologies	https://www.linkec	United States	248	16	6.45%
57	Bento Box Entertainment	https://www.linkec	United States	559	36	6.44%
58	Industrial Light & Magic	https://www.linkec	United States	2,140	137	6.40%
59	Iyuno Media Group	https://www.linkec	United States	1,768	113	6.39%
60	Cartoon Network	https://www.linkec	United States	471	30	6.37%
61	Comedy Central	https://www.linkec	United States	679	43	6.33%
62	Gracenote	https://www.linkec	United States	1,526	95	6.23%
63	Ticketmaster	https://www.linkec	United States	3,820	236	6.18%
64	viagogo	https://www.linkec	United States	211	13	6.16%
65	The Walt Disney Studios	https://www.linkec	United States	2,079	128	6.16%
66	Scen Actors	https://www.linkec	United States	440	27	6.14%
67	The Second City	https://www.linkec	United States	543	33	6.08%
68	Los Angeles Film School	https://www.linkec	United States	764	46	6.02%
69	Reel FX	https://www.linkec	United States	535	32	5.98%
70	IMG	https://www.linkec	United States	4,056	240	5.92%
71	SiriusXM	https://www.linkec	United States	5,838	343	5.88%
72	Production Resource Group	https://www.linkec	United States	2,064	119	5.77%
73	Redbox Automated Retail	https://www.linkec	United States	1,000	57	5.70%
74	A+E Networks	https://www.linkec	United States	2,378	135	5.68%
75	Marvel Entertainment	https://www.linkec	United States	1,522	86	5.65%
76	Lionsgate	https://www.linkec	United States	1,718	97	5.65%
77	Geeks Who Drink	https://www.linkec	United States	215	12	5.58%
78	Blizzard Entertainment	https://www.linkec	United States	5,249	288	5.49%
79	Palace Entertainment	https://www.linkec	United States	406	22	5.42%
80	APA Agency	https://www.linkec	United States	280	15	5.36%
81	Complete Weddings + Events	https://www.linkec	United States	413	22	5.33%
82	ViacomCBS	https://www.linkec	United States	19,831	1,050	5.29%
83	The New York Racing Associati	https://www.linkec	United States	361	19	5.26%
84	DC Comics	https://www.linkec	United States	1,276	67	5.25%
85	4Wall Entertainment	https://www.linkec	United States	324	17	5.25%
86	Churchill Downs Incorporated	https://www.linkec	United States	653	34	5.21%
87	Walt Disney Imagineering	https://www.linkec	United States	2,076	108	5.20%
88	Wapa TV	https://www.linkec	United States	232	12	5.17%
89	The Gersh Agency	https://www.linkec	United States	275	14	5.09%
90	Lucasfilm	https://www.linkec	United States	1,300	66	5.08%
91	Bungie	https://www.linkec	United States	979	49	5.01%
92	PlayStation	https://www.linkec	United States	8,522	426	5.00%
93	City Winery	https://www.linkec	United States	321	16	4.98%

94	Stars and Strikes	https://www.linkec	United States	241	12	4.98%
95	FX Networks	https://www.linkec	United States	609	30	4.93%
96	Starz	https://www.linkec	United States	1,164	57	4.90%
97	WME	https://www.linkec	United States	1,004	49	4.88%
98	Showtime Networks	https://www.linkec	United States	1,370	66	4.82%
99	Fox Networks Group	https://www.linkec	United States	1,080	52	4.81%
100	Creative Artists Agency	https://www.linkec	United States	2,346	111	4.73%
101	John Wick	https://www.linkec	United States	236	11	4.66%
102	WB Games	https://www.linkec	United States	279	13	4.66%
103	Emagine Entertainment	https://www.linkec	United States	215	10	4.65%
104	Urban Air Adventure Parks	https://www.linkec	United States	907	42	4.63%
105	Clair Global	https://www.linkec	United States	368	17	4.62%
106	IPIC Theaters	https://www.linkec	United States	522	24	4.60%
107	Carnival Cruise Line	https://www.linkec	United States	285	13	4.56%
108	Xfinity Communities	https://www.linkec	United States	286	13	4.55%
109	Kings Dominion	https://www.linkec	United States	355	16	4.51%
110	Concord	https://www.linkec	United States	1,110	50	4.50%
111	Worlds of Fun	https://www.linkec	United States	311	14	4.50%
112	Activision	https://www.linkec	United States	2,354	105	4.46%
113	Resorts World Catskills	https://www.linkec	United States	297	13	4.38%
114	Topgolf	https://www.linkec	United States	6,170	269	4.36%
115	Rivers Casino Des Plaines	https://www.linkec	United States	350	15	4.29%
116	Sony Pictures Entertainment	https://www.linkec	United States	7,882	337	4.28%
117	Prudential Center	https://www.linkec	United States	281	12	4.27%
118	RadicalMedia	https://www.linkec	United States	307	13	4.23%
119	Dorney Park	https://www.linkec	United States	309	13	4.21%
120	HBO	https://www.linkec	United States	5,272	220	4.17%
121	Disney Media & Entertainment	https://www.linkec	United States	3,950	164	4.15%
122	California's Great America	https://www.linkec	United States	348	14	4.02%
123	Twentieth Century Fox	https://www.linkec	United States	622	25	4.02%
124	Deluxe	https://www.linkec	United States	4,654	186	4.00%
125	Santa Monica Studio	https://www.linkec	United States	376	15	3.99%
126	Olympia Entertainment	https://www.linkec	United States	427	17	3.98%
127	The Dollywood Company	https://www.linkec	United States	201	8	3.98%
128	Feld Entertainment	https://www.linkec	United States	1,198	47	3.92%
129	Tyler Perry Studios	https://www.linkec	United States	255	10	3.92%
130	Disney Parks Experiences	https://www.linkec	United States	10,982	424	3.86%
131	BYU Broadcasting	https://www.linkec	United States	367	14	3.81%
132	Live Nation Entertainment	https://www.linkec	United States	13,434	512	3.81%
133	NBCUniversal Media, LLC	https://www.linkec	United States	30,371	1,151	3.79%
134	Knighted	https://www.linkec	United States	239	9	3.77%
135	Warner Bros. Entertainment	https://www.linkec	United States	11,162	412	3.69%
136	Entertainment Tonight	https://www.linkec	United States	272	10	3.68%
137	Paradigm Talent Agency	https://www.linkec	United States	354	13	3.67%
138	WarnerMedia	https://www.linkec	United States	29,696	1,075	3.62%
139	Red Light Management	https://www.linkec	United States	310	11	3.55%
140	Cedar Fair	https://www.linkec	United States	1,416	49	3.46%
141	Blue Man Group	https://www.linkec	United States	292	10	3.42%
142	Legend	https://www.linkec	United States	499	17	3.41%
143	Sony Interactive Entertainment	https://www.linkec	United States	868	29	3.34%
144	MTV Networks	https://www.linkec	United States	211	7	3.32%
145	Painting with a Twist	https://www.linkec	United States	975	32	3.28%
146	United Center	https://www.linkec	United States	246	8	3.25%
147	CBS Studios	https://www.linkec	United States	1,195	38	3.18%
148	AEG	https://www.linkec	United States	3,128	98	3.13%
149	Cast & Crew	https://www.linkec	United States	865	27	3.12%
150	Entertainment Partners	https://www.linkec	United States	1,528	47	3.08%
151	IATSE Local One	https://www.linkec	United States	326	10	3.07%
152	FIC	https://www.linkec	United States	627	19	3.03%
153	Landmark	https://www.linkec	United States	466	14	3.00%
154	Universal Studios Hollywood	https://www.linkec	United States	2,499	75	3.00%
155	Paramount Pictures	https://www.linkec	United States	3,894	114	2.93%
156	Herschend	https://www.linkec	United States	411	12	2.92%
157	K1 Speed	https://www.linkec	United States	309	9	2.91%
158	Christie Lites	https://www.linkec	United States	241	7	2.90%
159	Sight & Sound Theatres	https://www.linkec	United States	283	8	2.83%
160	Walt Disney Parks & Resorts	https://www.linkec	United States	956	27	2.82%
161	VER	https://www.linkec	United States	965	27	2.80%
162	Kings Island	https://www.linkec	United States	583	16	2.74%
163	Universal Pictures	https://www.linkec	United States	2,187	59	2.70%

164	CBS Radio	https://www.linkec	United States	1,631	44	2.70%
165	Schlitterbahn	https://www.linkec	United States	412	11	2.67%
166	BET	https://www.linkec	United States	1,924	51	2.65%
167	Six Flags	https://www.linkec	United States	6,160	162	2.63%
168	American Airlines Center	https://www.linkec	United States	305	8	2.62%
169	Flix Entertainment	https://www.linkec	United States	202	5	2.48%
170	Megaplex Theatres	https://www.linkec	United States	293	7	2.39%
171	John Casablancas	https://www.linkec	United States	587	14	2.39%
172	Rhino Staging	https://www.linkec	United States	1,389	33	2.38%
173	Media Services	https://www.linkec	United States	253	6	2.37%
174	National Amusements	https://www.linkec	United States	423	10	2.36%
175	QubicaAMF Worldwide	https://www.linkec	United States	343	8	2.33%
176	Syufy Enterprises	https://www.linkec	United States	89	2	2.25%
177	Telepictures	https://www.linkec	United States	268	6	2.24%
178	Medieval Times	https://www.linkec	United States	587	13	2.21%
179	Bunim Murray Productions	https://www.linkec	United States	409	9	2.20%
180	SeaWorld Parks	https://www.linkec	United States	5,064	111	2.19%
181	UCB	https://www.linkec	United States	231	5	2.16%
182	Walt Disney World	https://www.linkec	United States	22,020	475	2.16%
183	CBS Television Distribution	https://www.linkec	United States	565	12	2.12%
184	Disney Channel	https://www.linkec	United States	623	13	2.09%
185	SMG	https://www.linkec	United States	685	14	2.04%
186	House of Blues	https://www.linkec	United States	1,891	38	2.01%
187	AFTRA	https://www.linkec	United States	200	4	2.00%
188	Westin Hotel	https://www.linkec	United States	200	4	2.00%
189	Brunswick Bowling Products	https://www.linkec	United States	203	4	1.97%
190	Carowinds	https://www.linkec	United States	465	9	1.94%
191	Disc Jockey	https://www.linkec	United States	468	9	1.92%
192	CMT	https://www.linkec	United States	681	13	1.91%
193	Altitude Trampoline Parks	https://www.linkec	United States	372	7	1.88%
194	Argus Event Staffing	https://www.linkec	United States	490	9	1.84%
195	Disneyland Resort	https://www.linkec	United States	6,711	121	1.80%
196	Alamo Drafthouse Cinema	https://www.linkec	United States	1,182	21	1.78%
197	Knott's Berry Farm	https://www.linkec	United States	1,189	21	1.77%
198	Sesame Place	https://www.linkec	United States	290	5	1.72%
199	Breakout Games	https://www.linkec	United States	232	4	1.72%
200	Warner Home Video	https://www.linkec	United States	293	5	1.71%
201	SeaWorld Parks & Resorts	https://www.linkec	United States	588	10	1.70%
202	Marcus Theatres	https://www.linkec	United States	772	13	1.68%
203	E! Networks	https://www.linkec	United States	654	11	1.68%
204	The Walt Disney Company	https://www.linkec	United States	138,330	2,325	1.68%
205	Landmark Theatres	https://www.linkec	United States	298	5	1.68%
206	Harkins Theatres	https://www.linkec	United States	895	15	1.68%
207	Panavision	https://www.linkec	United States	598	10	1.67%
208	Elite Model Management	https://www.linkec	United States	1,686	28	1.66%
209	SeaWorld San Diego	https://www.linkec	United States	551	9	1.63%
210	Lucky Strike Entertainment	https://www.linkec	United States	432	7	1.62%
211	Osage Casino	https://www.linkec	United States	310	5	1.61%
212	Studio Movie Grill	https://www.linkec	United States	994	16	1.61%
213	Four Winds Casinos	https://www.linkec	United States	749	12	1.60%
214	Santikos Entertainment	https://www.linkec	United States	265	4	1.51%
215	Cinemark	https://www.linkec	United States	6,785	98	1.44%
216	MGM	https://www.linkec	United States	3,785	53	1.40%
217	DGE	https://www.linkec	United States	13,110	175	1.33%
218	SeaWorld	https://www.linkec	United States	922	12	1.30%
219	Canterbury Park	https://www.linkec	United States	312	4	1.28%
220	Warner Bros. Studios	https://www.linkec	United States	1,048	13	1.24%
221	Pilgrim Media Group	https://www.linkec	United States	244	3	1.23%
222	Get Air Management	https://www.linkec	United States	245	3	1.22%
223	Prairie Meadows	https://www.linkec	United States	327	4	1.22%
224	Audubon Nature Institute	https://www.linkec	United States	332	4	1.20%
225	ICM Partners	https://www.linkec	United States	501	6	1.20%
226	AMC Theatres	https://www.linkec	United States	5,351	64	1.20%
227	Bowlmor AMF	https://www.linkec	United States	502	6	1.20%
228	Presque Isle Downs and Casino	https://www.linkec	United States	253	3	1.19%
229	Warner Bros. Pictures	https://www.linkec	United States	769	9	1.17%
230	Stone Mountain Park	https://www.linkec	United States	269	3	1.12%
231	The Shubert Organization	https://www.linkec	United States	366	4	1.09%
232	Universal Studios	https://www.linkec	United States	3,899	41	1.05%
233	Lagoon Amusement Park	https://www.linkec	United States	289	3	1.04%

234	Malco Theatres	https://www.linkedin.com/company/malco-theatres	United States	202	2	0.99%
235	Hollywood Casino Columbus	https://www.linkedin.com/company/hollywood-casino-columbus	United States	208	2	0.96%
236	Upstage Center	https://www.linkedin.com/company/upstage-center	United States	210	2	0.95%
237	Cartoon Network	https://www.linkedin.com/company/cartoon-network	United States	528	5	0.95%
238	Boomtown Bossier City	https://www.linkedin.com/company/boomtown-bossier-city	United States	219	2	0.91%
239	Harrah's New Orleans	https://www.linkedin.com/company/harrah-s-new-orleans	United States	455	4	0.88%
240	Round One Entertainment	https://www.linkedin.com/company/round-one-entertainment	United States	232	2	0.86%
241	Big Al's	https://www.linkedin.com/company/big-als	United States	239	2	0.84%
242	Chuck E. Cheese	https://www.linkedin.com/company/chuck-e-cheese	United States	1,198	10	0.83%
243	Paramount	https://www.linkedin.com/company/paramount	United States	241	2	0.83%
244	Universal Orlando	https://www.linkedin.com/company/universal-orlando	United States	362	3	0.83%
245	Indiana Grand Racing & Casino	https://www.linkedin.com/company/indiana-grand-racing-casino	United States	248	2	0.81%
246	Awesomeness	https://www.linkedin.com/company/awesomeness	United States	252	2	0.79%
247	Ingram Entertainment	https://www.linkedin.com/company/ingram-entertainment	United States	274	2	0.73%
248	E Entertainment	https://www.linkedin.com/company/e-entertainment	United States	413	3	0.73%
249	VH1	https://www.linkedin.com/company/vh1	United States	285	2	0.70%
250	Regal	https://www.linkedin.com/company/regal	United States	6,141	43	0.70%
251	Barbizon	https://www.linkedin.com/company/barbizon	United States	308	2	0.65%
252	Regal Cinemas	https://www.linkedin.com/company/regal-cinemas	United States	471	3	0.64%
253	LFP	https://www.linkedin.com/company/lfp	United States	205	1	0.49%
254	Loterias	https://www.linkedin.com/company/loterias	United States	205	1	0.49%
255	Coast Guard	https://www.linkedin.com/company/coast-guard	United States	640	3	0.47%
256	Warner Bros. Television	https://www.linkedin.com/company/warner-bros-television	United States	641	3	0.47%
257	Wildhorse Resort & Casino	https://www.linkedin.com/company/wildhorse-resort-casino	United States	223	1	0.45%
258	Fox Cable Networks	https://www.linkedin.com/company/fox-cable-networks	United States	241	1	0.41%
259	Five Guys	https://www.linkedin.com/company/five-guys	United States	491	2	0.41%
260	Ripley Entertainment	https://www.linkedin.com/company/ripley-entertainment	United States	257	1	0.39%
261	H. Betti Industries	https://www.linkedin.com/company/h-betti-industries	United States	288	1	0.35%
262	Movie Tavern	https://www.linkedin.com/company/movie-tavern	United States	658	2	0.30%
263	Source Interlink Companies	https://www.linkedin.com/company/source-interlink-companies	United States	488	1	0.20%
264	Auto Zone	https://www.linkedin.com/company/auto-zone	United States	1,800	2	0.11%

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