

DSMN8

The UK's Most Active Mining & Metals Professionals on Social - July 2021

Industry at a glance:

Average Score:
5.91%

Total Companies:
23

Global Industry Average:
4.98%

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	CRU	https://www.linkedin.com/company/cru	United Kingdom	540	83	15.37%
2	Kloeckner Metals UK	https://www.linkedin.com/company/kloeckner-metals-uk	United Kingdom	241	37	15.35%
3	Avesoro Holdings	https://www.linkedin.com/company/avesoro-holdings	United Kingdom	231	30	12.99%
4	Minova	https://www.linkedin.com/company/minova	United Kingdom	397	40	10.08%
5	Endeavour Mining	https://www.linkedin.com/company/endeavour-mining	United Kingdom	1,953	186	9.52%
6	Ferroglobe	https://www.linkedin.com/company/ferroglobe	United Kingdom	244	17	6.97%
7	Tata Steel in Europe	https://www.linkedin.com/company/tata-steel-in-europe	United Kingdom	4,261	283	6.64%
8	Anglo American	https://www.linkedin.com/company/anglo-american	United Kingdom	18,348	1,068	5.82%
9	Vesuvius	https://www.linkedin.com/company/vesuvius	United Kingdom	2,344	136	5.80%
10	Welding Alloys Group	https://www.linkedin.com/company/welding-alloys-group	United Kingdom	600	34	5.67%
11	Tata Steel UK	https://www.linkedin.com/company/tata-steel-uk	United Kingdom	360	20	5.56%
12	Nordgold	https://www.linkedin.com/company/nordgold	United Kingdom	851	46	5.41%
13	Vedanta Resources	https://www.linkedin.com/company/vedanta-resources	United Kingdom	4,129	217	5.26%
14	Foseco	https://www.linkedin.com/company/foseco	United Kingdom	778	40	5.14%
15	Rio Tinto	https://www.linkedin.com/company/rio-tinto	United Kingdom	25,278	1,253	4.96%
16	British Steel	https://www.linkedin.com/company/british-steel	United Kingdom	1,368	54	3.95%
17	KAZ Minerals	https://www.linkedin.com/company/kaz-minerals	United Kingdom	1,464	53	3.62%
18	The De Beers Group	https://www.linkedin.com/company/the-de-beers-group	United Kingdom	2,217	62	2.80%
19	Randgold Resources	https://www.linkedin.com/company/randgold-resources	United Kingdom	748	13	1.74%
20	Acacia Mining	https://www.linkedin.com/company/acacia-mining	United Kingdom	552	8	1.45%
21	Kazakhmys Corporation	https://www.linkedin.com/company/kazakhmys-corporation	United Kingdom	536	7	1.31%
22	DTC	https://www.linkedin.com/company/dtc	United Kingdom	621	3	0.48%
23	Corus	https://www.linkedin.com/company/corus	United Kingdom	894	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.

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



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