

The USA's Most Active Sporting Goods Professionals on Social - July 2021

## Industry at a glance:

**Average Score:** 

4.04%

**Total Companies:** 

25

**Global Industry Average:** 

5.01%

## 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	Brooks Running	https://www.linked	United States	1,064	103	9.68%			
2	Cycling Sports Group	https://www.linked	United States	614	50	8.14%			
3	Wilson	https://www.linked	United States	1,096	79	7.21%			
4	Specialized	https://www.linked	United States	1,800	128	7.11%			
5	Under Armour	https://www.linked	United States	9,317	593	6.36%			
6	Trek Bicycle	https://www.linked	United States	2,617	160	6.11%			
7	Remington Arms Company	https://www.linked	United States	928	51	5.50%			
8	Asics America	https://www.linked	United States	902	41	4.55%			
9	Callaway Golf	https://www.linked	United States	2,066	93	4.50%			
10	TaylorMade Golf	https://www.linked	United States	1,437	62	4.31%			
11	Burton Snowboards	https://www.linked	United States	848	34	4.01%			
12	New Balance	https://www.linked	United States	5,422	202	3.73%			
13	North Sails	https://www.linked	United States	785	26	3.31%			
14	Sig Sauer	https://www.linked	United States	940	31	3.30%			
15	BSN Sports	https://www.linked	United States	1,884	61	3.24%			
16	Sram	https://www.linked	United States	1,041	32	3.07%			
17	Smith & Wesson	https://www.linked	United States	856	24	2.80%			
18	Nike	https://www.linked	United States	97,567	2,500	2.56%			
19	Riddell	https://www.linked	United States	518	12	2.32%			
20	Ping	https://www.linked	United States	698	15	2.15%			
21	Pure Fishing	https://www.linked	United States	905	19	2.10%			
22	Johnson Outdoors	https://www.linked	United States	1,131	20	1.77%			
23	Acushnet Company	https://www.linked	United States	1,478	24	1.62%			

24 Road Runner Sports	https://www.linked United States	600	6	1.00%
25 Gander Outdoors	https://www.linked United States	1,627	9	0.55%

## 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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