



The USA's Most Active Architecture & Planning Professionals on Social - July 2021

Industry at a glance:

Average Score:
6.71%

Total Companies:
22

Global Industry Average:
6.80%

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	Pond & Company	https://www.linkedin.com/company/pond-and-company	United States	576	91	15.80%
2	Corgan	https://www.linkedin.com/company/corgan	United States	667	80	11.99%
3	DLR Group	https://www.linkedin.com/company/dlr-group	United States	1,296	133	10.26%
4	Perkins&Will	https://www.linkedin.com/company/perkinswill	United States	2,336	231	9.89%
5	HKS	https://www.linkedin.com/company/hks	United States	1,857	178	9.59%
6	SmithGroup	https://www.linkedin.com/company/smithgroup	United States	1,361	109	8.01%
7	Perkins Eastman	https://www.linkedin.com/company/perkins-eastman	United States	960	72	7.50%
8	HOK	https://www.linkedin.com/company/hok	United States	2,233	166	7.43%
9	NBBJ Design	https://www.linkedin.com/company/nbbj-design	United States	863	64	7.42%
10	Leo A Daly	https://www.linkedin.com/company/leo-a-daly	United States	668	48	7.19%
11	Gensler	https://www.linkedin.com/company/gensler	United States	6,243	447	7.16%
12	LaBella Associates	https://www.linkedin.com/company/labella-associates	United States	710	49	6.90%
13	HGA	https://www.linkedin.com/company/hga	United States	1,113	76	6.83%
14	SSOE Group	https://www.linkedin.com/company/ssoe-group	United States	1,058	52	4.91%
15	ZGF Architects	https://www.linkedin.com/company/zgf-architects	United States	802	39	4.86%
16	CallisonRTKL	https://www.linkedin.com/company/callisonrtkl	United States	1,787	76	4.25%
17	SOM	https://www.linkedin.com/company/som	United States	1,660	66	3.98%
18	KPF	https://www.linkedin.com/company/kpf	United States	926	35	3.78%
19	STV	https://www.linkedin.com/company/stv	United States	2,438	75	3.08%
20	Page Southerland Page	https://www.linkedin.com/company/page-southerland-page	United States	1,486	44	2.96%
21	CBRE Heery	https://www.linkedin.com/company/cbre-heery	United States	598	12	2.01%
22	Arquitectonica	https://www.linkedin.com/company/arquitectonica	United States	527	10	1.90%

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](#)



DSMN8

[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

