



The USA's Most Active Cosmetics Professionals on Social - August 2021

Industry at a glance:

Average Score:
2.13%

Total Companies:
18

Global Industry Average:
4.23%

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	Voyant Beauty	https://www.linkedin.com/company/voyant-beauty	United States	640	30	4.69%
2	The Estée Lauder	https://www.linkedin.com/company/the-estee-lauder	United States	25,784	1,115	4.32%
3	JPMS	https://www.linkedin.com/company/jpms	United States	631	23	3.65%
4	Farmasi	https://www.linkedin.com/company/farmasi	United States	4,409	157	3.56%
5	bareMinerals	https://www.linkedin.com/company/bareminerals	United States	1,460	45	3.08%
6	Benefit Cosmetics	https://www.linkedin.com/company/benefit-cosmetics	United States	3,849	100	2.60%
7	Revlon	https://www.linkedin.com/company/revlon	United States	5,944	136	2.29%
8	Jafrá	https://www.linkedin.com/company/jafrá	United States	3,031	58	1.91%
9	Mary Kay	https://www.linkedin.com/company/mary-kay	United States	55,175	1,001	1.81%
10	Aveda	https://www.linkedin.com/company/aveda	United States	3,201	58	1.81%
11	Elizabeth Arden	https://www.linkedin.com/company/elizabeth-arden	United States	1,874	31	1.65%
12	Bobbi Brown Cosmetics	https://www.linkedin.com/company/bobbi-brown-cosmetics	United States	1,637	27	1.65%
13	Wella	https://www.linkedin.com/company/wella	United States	1,098	17	1.55%
14	MAC	https://www.linkedin.com/company/mac	United States	11,927	135	1.13%
15	Merle Norman Cosmetics	https://www.linkedin.com/company/merle-norman-cosmetics	United States	1,069	11	1.03%
16	Clinique	https://www.linkedin.com/company/clinique	United States	6,822	65	0.95%
17	Boots Retail USA	https://www.linkedin.com/company/boots-retail-usa	United States	1,266	6	0.47%
18	Beauty Systems	https://www.linkedin.com/company/beauty-systems	United States	792	1	0.13%

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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