



The World's Most Active Furniture Professionals on Social - August 2021

Industry at a glance:

Average Score: 5.04% Total Companies: 61 Average Number of Employees: 1,489

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?

Table with 7 columns: Position, Company Name, LinkedIn URL, Location, Employees on LinkedIn, No. Employees Shared (Last 30 Days), % Shared (Last 30 Days). Lists 24 furniture companies and their social media performance metrics.

25	Schmidt	https://www.linke	France	1,320	81	6.14%
26	poltronesofà	https://www.linke	Italy	707	42	5.94%
27	Bob's Discount Furniture	https://www.linke	United States	3,149	178	5.65%
28	Steelcase	https://www.linke	United States	7,431	414	5.57%
29	Teknion	https://www.linke	Canada	1,230	67	5.45%
30	Roche Bobois	https://www.linke	France	1,070	58	5.42%
31	KI	https://www.linke	United States	1,283	68	5.30%
32	Natuzzi	https://www.linke	Italy	1,227	63	5.13%
33	CORT	https://www.linke	United States	1,769	86	4.86%
34	Neptune	https://www.linke	United Kingdom	539	26	4.82%
35	Oak Furnitureland	https://www.linke	United Kingdom	621	29	4.67%
36	Flexsteel	https://www.linke	United States	505	22	4.36%
37	La-Z-Boy	https://www.linke	United States	2,383	100	4.20%
38	Blum	https://www.linke	Austria	1,444	50	3.46%
39	Design Within Reach	https://www.linke	United States	810	28	3.46%
40	Furniture Village	https://www.linke	United Kingdom	749	25	3.34%
41	Havertys	https://www.linke	United States	1,720	54	3.14%
42	Kimball	https://www.linke	United States	574	17	2.96%
43	ILVA	https://www.linke	Denmark	659	18	2.73%
44	Rooms To Go	https://www.linke	United States	3,264	87	2.67%
45	American Furniture Warehouse	https://www.linke	United States	1,201	32	2.66%
46	Ashley Industries	https://www.linke	United States	6,412	147	2.29%
47	Leggett & Platt	https://www.linke	United States	3,534	81	2.29%
48	Ashley Homestores	https://www.linke	United States	4,184	95	2.27%
49	HSM	https://www.linke	United States	850	17	2.00%
50	Leon's Furniture	https://www.linke	Canada	1,237	19	1.54%
51	Sauder Woodworking	https://www.linke	United States	598	9	1.51%
52	American Freight	https://www.linke	United States	715	10	1.40%
53	MBF	https://www.linke	United States	615	8	1.30%
54	AIS	https://www.linke	United States	1,324	17	1.28%
55	Jordan's Furniture	https://www.linke	United States	575	7	1.22%
56	Slumberland Furniture	https://www.linke	United States	603	5	0.83%
57	Sealy	https://www.linke	United States	880	7	0.80%
58	Heritage Home	https://www.linke	United States	675	5	0.74%
59	HOM	https://www.linke	United States	1,228	7	0.57%
60	Art Van Furniture	https://www.linke	United States	1,306	7	0.54%
61	Samas	https://www.linke	Netherlands	562	2	0.36%

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.

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