



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

### Industry at a glance:



### 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](http://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	Humanscale	<a href="https://www.linkedin.com/company/humanscale">https://www.linkedin.com/company/humanscale</a>	United States	889	128	14.40%
2	Global Furniture	<a href="https://www.linkedin.com/company/global-furniture">https://www.linkedin.com/company/global-furniture</a>	United States	655	85	12.98%
3	Herman Miller	<a href="https://www.linkedin.com/company/herman-miller">https://www.linkedin.com/company/herman-miller</a>	United States	3,977	388	9.76%
4	Allsteel	<a href="https://www.linkedin.com/company/allsteel">https://www.linkedin.com/company/allsteel</a>	United States	572	54	9.44%
5	HON	<a href="https://www.linkedin.com/company/hon">https://www.linkedin.com/company/hon</a>	United States	648	52	8.02%
6	Haworth	<a href="https://www.linkedin.com/company/haworth">https://www.linkedin.com/company/haworth</a>	United States	3,526	273	7.74%
7	Knoll	<a href="https://www.linkedin.com/company/knoll">https://www.linkedin.com/company/knoll</a>	United States	1,643	122	7.43%
8	OFS	<a href="https://www.linkedin.com/company/o-f-s">https://www.linkedin.com/company/o-f-s</a>	United States	666	45	6.76%
9	One Workplace	<a href="https://www.linkedin.com/company/one-workplace">https://www.linkedin.com/company/one-workplace</a>	United States	530	34	6.42%
10	HNI	<a href="https://www.linkedin.com/company/hni">https://www.linkedin.com/company/hni</a>	United States	2,143	134	6.25%
11	Kimball International	<a href="https://www.linkedin.com/company/kimball-international">https://www.linkedin.com/company/kimball-international</a>	United States	1,692	105	6.21%
12	Bob's Discount Furniture	<a href="https://www.linkedin.com/company/bobs-discount-furniture">https://www.linkedin.com/company/bobs-discount-furniture</a>	United States	3,149	178	5.65%
13	Steelcase	<a href="https://www.linkedin.com/company/steelcase">https://www.linkedin.com/company/steelcase</a>	United States	7,431	414	5.57%
14	KI	<a href="https://www.linkedin.com/company/kimball-industrial">https://www.linkedin.com/company/kimball-industrial</a>	United States	1,283	68	5.30%
15	CORT	<a href="https://www.linkedin.com/company/cort">https://www.linkedin.com/company/cort</a>	United States	1,769	86	4.86%
16	Flexsteel	<a href="https://www.linkedin.com/company/flexsteel">https://www.linkedin.com/company/flexsteel</a>	United States	505	22	4.36%
17	La-Z-Boy	<a href="https://www.linkedin.com/company/la-z-boy">https://www.linkedin.com/company/la-z-boy</a>	United States	2,383	100	4.20%
18	Design Within Reach	<a href="https://www.linkedin.com/company/design-within-reach">https://www.linkedin.com/company/design-within-reach</a>	United States	810	28	3.46%
19	Havertys	<a href="https://www.linkedin.com/company/havertys">https://www.linkedin.com/company/havertys</a>	United States	1,720	54	3.14%
20	Kimball	<a href="https://www.linkedin.com/company/kimball">https://www.linkedin.com/company/kimball</a>	United States	574	17	2.96%
21	Rooms To Go	<a href="https://www.linkedin.com/company/rooms-to-go">https://www.linkedin.com/company/rooms-to-go</a>	United States	3,264	87	2.67%
22	American Furniture Warehouse	<a href="https://www.linkedin.com/company/american-furniture-warehouse">https://www.linkedin.com/company/american-furniture-warehouse</a>	United States	1,201	32	2.66%
23	Ashley Industries	<a href="https://www.linkedin.com/company/ashley-industries">https://www.linkedin.com/company/ashley-industries</a>	United States	6,412	147	2.29%
24	Leggett & Platt	<a href="https://www.linkedin.com/company/leggett-platt">https://www.linkedin.com/company/leggett-platt</a>	United States	3,534	81	2.29%

25	Ashley Homestores	<a href="https://www.linke">https://www.linke</a>	United States	4,184	95	2.27%
26	HSM	<a href="https://www.linke">https://www.linke</a>	United States	850	17	2.00%
27	Sauder Woodworking	<a href="https://www.linke">https://www.linke</a>	United States	598	9	1.51%
28	American Freight	<a href="https://www.linke">https://www.linke</a>	United States	715	10	1.40%
29	MBF	<a href="https://www.linke">https://www.linke</a>	United States	615	8	1.30%
30	AIS	<a href="https://www.linke">https://www.linke</a>	United States	1,324	17	1.28%
31	Jordan's Furniture	<a href="https://www.linke">https://www.linke</a>	United States	575	7	1.22%
32	Slumberland Furniture	<a href="https://www.linke">https://www.linke</a>	United States	603	5	0.83%
33	Sealy	<a href="https://www.linke">https://www.linke</a>	United States	880	7	0.80%
34	Heritage Home	<a href="https://www.linke">https://www.linke</a>	United States	675	5	0.74%
35	HOM	<a href="https://www.linke">https://www.linke</a>	United States	1,228	7	0.57%
36	Art Van Furniture	<a href="https://www.linke">https://www.linke</a>	United States	1,306	7	0.54%

## 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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