



The UK's Most Active Hospitality Professionals on Social - August 2021

Industry at a glance:

Average Score:
4.97%

Total Companies:
43

Global Industry Average:
4.34%

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	Selina	https://www.linkedin.com/company/selina	United Kingdom	1,208	128	10.60%
2	The Gleneagles Hotel	https://www.linkedin.com/company/the-gleneagles-hotel	United Kingdom	511	50	9.78%
3	Unite Students	https://www.linkedin.com/company/unite-students	United Kingdom	921	88	9.55%
4	IHG Hotels & Resorts	https://www.linkedin.com/company/ihg-hotels-resorts	United Kingdom	18,075	1,700	9.41%
5	Revolution Bars Group	https://www.linkedin.com/company/revolution-bars-group	United Kingdom	910	81	8.90%
6	Rocco Forte Hotels	https://www.linkedin.com/company/rocco-forte-hotels	United Kingdom	899	76	8.45%
7	The Red Carnation	https://www.linkedin.com/company/the-red-carnation	United Kingdom	848	71	8.37%
8	Ikos Resorts	https://www.linkedin.com/company/ikos-resorts	United Kingdom	578	48	8.30%
9	D&D London	https://www.linkedin.com/company/d-d-london	United Kingdom	684	50	7.31%
10	Millennium Hotels and Resorts	https://www.linkedin.com/company/millennium-hotels-and-resorts	United Kingdom	2,800	182	6.50%
11	Center Parcs	https://www.linkedin.com/company/center-parcs	United Kingdom	1,451	91	6.27%
12	Sani Resort	https://www.linkedin.com/company/sani-resort	United Kingdom	542	34	6.27%
13	Village Hotels	https://www.linkedin.com/company/village-hotels	United Kingdom	1,228	75	6.11%
14	Dorchester Collection	https://www.linkedin.com/company/dorchester-collection	United Kingdom	2,482	141	5.68%
15	De Vere	https://www.linkedin.com/company/de-vere	United Kingdom	557	31	5.57%
16	Soho House & Co	https://www.linkedin.com/company/soho-house-co	United Kingdom	3,271	180	5.50%
17	AMAN	https://www.linkedin.com/company/aman	United Kingdom	2,216	120	5.42%
18	Stonegate Group	https://www.linkedin.com/company/stonegate-group	United Kingdom	3,550	190	5.35%
19	The Ivy Collection	https://www.linkedin.com/company/the-ivy-collection	United Kingdom	1,107	59	5.33%
20	Firmdale Hotels	https://www.linkedin.com/company/firmdale-hotels	United Kingdom	565	30	5.31%
21	CH&CO	https://www.linkedin.com/company/ch-co	United Kingdom	891	46	5.16%
22	Malmaison	https://www.linkedin.com/company/malmaison	United Kingdom	504	25	4.96%
23	Young & Co Brewery	https://www.linkedin.com/company/young-co-brewery	United Kingdom	577	27	4.68%

24	glh Hotels	https://www.linkedin.com/company/glh-hotels	United Kingdom	1,001	45	4.50%
25	Macdonald Hotels & Resorts	https://www.linkedin.com/company/macdonald-hotels-resorts	United Kingdom	1,140	47	4.12%
26	Moto Hospitality	https://www.linkedin.com/company/moto-hospitality	United Kingdom	810	32	3.95%
27	Marston's	https://www.linkedin.com/company/marstons	United Kingdom	3,786	142	3.75%
28	Loungers	https://www.linkedin.com/company/loungers	United Kingdom	706	25	3.54%
29	Gordon Ramsay Restaurants	https://www.linkedin.com/company/gordon-ramsay-restaurants	United Kingdom	602	20	3.32%
30	Bill's Restaurants	https://www.linkedin.com/company/bills-restaurants	United Kingdom	850	28	3.29%
31	Welcome Break	https://www.linkedin.com/company/welcome-break	United Kingdom	1,026	31	3.02%
32	Whitbread	https://www.linkedin.com/company/whitbread	United Kingdom	8,557	256	2.99%
33	Travelodge Hotels	https://www.linkedin.com/company/travelodge-hotels	United Kingdom	2,485	70	2.82%
34	Park Plaza	https://www.linkedin.com/company/park-plaza	United Kingdom	503	14	2.78%
35	Mitchells & Butlers	https://www.linkedin.com/company/mitchells-butlers	United Kingdom	6,227	161	2.59%
36	Premier Inn	https://www.linkedin.com/company/premier-inn	United Kingdom	3,922	96	2.45%
37	The Restaurant Group	https://www.linkedin.com/company/the-restaurant-group	United Kingdom	2,509	61	2.43%
38	Roadchef	https://www.linkedin.com/company/roadchef	United Kingdom	539	12	2.23%
39	Caffè Nero	https://www.linkedin.com/company/caffe-nero	United Kingdom	1,973	43	2.18%
40	Azzurri Group	https://www.linkedin.com/company/azzurri-group	United Kingdom	1,562	33	2.11%
41	Bella Italia	https://www.linkedin.com/company/bella-italia	United Kingdom	526	6	1.14%
42	HCL	https://www.linkedin.com/company/hcl	United Kingdom	1,426	14	0.98%
43	Carluccio's	https://www.linkedin.com/company/carluccios	United Kingdom	846	8	0.95%

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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