

DSMN8

The USA's Most Active Luxury Goods & Jewelry Professionals on Social - August 2021

Industry at a glance:

Average Score:
4.83%

Total Companies:
16

Global Industry Average:
5.22%

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	Tom James Company	https://www.linkedin.com/company/tom-james-company	United States	998	238	23.85%
2	Kendra Scott	https://www.linkedin.com/company/kendra-scott	United States	1,327	166	12.51%
3	Tiffany & Co.	https://www.linkedin.com/company/tiffany-co	United States	8,581	520	6.06%
4	Stuller	https://www.linkedin.com/company/stuller	United States	794	37	4.66%
5	Park Lane Jewelry	https://www.linkedin.com/company/park-lane-jewelry	United States	578	25	4.33%
6	David Yurman	https://www.linkedin.com/company/david-yurman	United States	1,050	42	4.00%
7	Jared the Galleria of Jewelry	https://www.linkedin.com/company/jared-the-galleria-of-jewelry	United States	1,950	77	3.95%
8	Movado Group	https://www.linkedin.com/company/movado-group	United States	1,312	51	3.89%
9	Harry Winston	https://www.linkedin.com/company/harry-winston	United States	700	24	3.43%
10	Heritage Auctions	https://www.linkedin.com/company/heritage-auctions	United States	518	17	3.28%
11	GIA	https://www.linkedin.com/company/gia	United States	2,023	59	2.92%
12	Diamonds International	https://www.linkedin.com/company/diamonds-international	United States	944	19	2.01%
13	St. John Knits	https://www.linkedin.com/company/st-john-knits	United States	516	9	1.74%
14	Fred Meyer Jewelers	https://www.linkedin.com/company/fred-meyer-jewelers	United States	534	3	0.56%
15	lia sophia	https://www.linkedin.com/company/lia-sophia	United States	1,779	2	0.11%
16	Jewels by Park Lane	https://www.linkedin.com/company/jewels-by-park-lane	United States	534	0	0.00%

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](http://support@dsmn8.com)

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