



The World's Most Active Professional Training & Coaching 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

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	APM	https://www.linkedin.com/company/apm	France	784	321	40.94%
2	Sandler Training	https://www.linkedin.com/company/sandler-training	United States	502	141	28.09%
3	Aftral	https://www.linkedin.com/company/aftral	France	2,158	457	21.18%
4	ID Formation	https://www.linkedin.com/company/id-formation	France	642	127	19.78%
5	FranklinCovey	https://www.linkedin.com/company/franklincovey	United States	1,329	260	19.56%
6	Opco des Entreprises de Proxir	https://www.linkedin.com/company/opco-des-entreprises-de-proxir	France	507	95	18.74%
7	ActionCOACH Global	https://www.linkedin.com/company/actioncoach-global	United States	796	149	18.72%
8	Insights	https://www.linkedin.com/company/insights	United Kingdom	863	155	17.96%
9	Pigier	https://www.linkedin.com/company/pigier	France	745	116	15.57%
10	Infopro Learning	https://www.linkedin.com/company/infopro-learning	United States	521	74	14.20%
11	AKTO	https://www.linkedin.com/company/akto	France	678	91	13.42%
12	Cegos	https://www.linkedin.com/company/cegos	France	932	115	12.34%
13	Learning Tree International	https://www.linkedin.com/company/learning-tree-international	United States	607	74	12.19%
14	Center for Creative Leadership	https://www.linkedin.com/company/center-for-creative-leadership	United States	2,193	264	12.04%
15	Fachhochschule Technikum Wi	https://www.linkedin.com/company/fachhochschule-technikum-wi	Austria	592	71	11.99%
16	Lifetime Training	https://www.linkedin.com/company/lifetime-training	United Kingdom	963	112	11.63%
17	Software Development Academ	https://www.linkedin.com/company/software-development-academ	Poland	716	79	11.03%
18	Dale Carnegie Training	https://www.linkedin.com/company/dale-carnegie-training	United States	2,077	213	10.26%
19	EDSI	https://www.linkedin.com/company/eds-i	United States	733	73	9.96%
20	Loughborough College	https://www.linkedin.com/company/loughborough-college	United Kingdom	546	54	9.89%
21	AFPA	https://www.linkedin.com/company/afpa	France	13,544	1,238	9.14%
22	Club School Migros	https://www.linkedin.com/company/club-school-migros	Switzerland	1,048	93	8.87%
23	Global Knowledge	https://www.linkedin.com/company/global-knowledge	United States	1,497	127	8.48%

24	ZBC - Zealand Business Colleg	https://www.linkedin.com/company/zbc-zealand-business-college/	Denmark	976	82	8.40%
25	GP Strategies Corporation	https://www.linkedin.com/company/gp-strategies-corporation/	United States	3,619	298	8.23%
26	Miller Heiman Group	https://www.linkedin.com/company/miller-heiman-group/	United States	500	38	7.60%
27	MEDAC	https://www.linkedin.com/company/medac/	Spain	624	43	6.89%
28	HIT Training	https://www.linkedin.com/company/hit-training/	United Kingdom	519	35	6.74%
29	Laurier Women Entrepreneurs	https://www.linkedin.com/company/laurier-women-entrepreneurs/	Canada	3,057	178	5.82%
30	Universidad de Zaragoza	https://www.linkedin.com/company/universidad-de-zaragoza/	Spain	3,739	216	5.78%
31	Leeds City College	https://www.linkedin.com/company/leeds-city-college/	United Kingdom	1,198	68	5.68%
32	BPP	https://www.linkedin.com/company/bpp/	United Kingdom	1,489	82	5.51%
33	Bruxelles Formation	https://www.linkedin.com/company/bruxelles-formation/	Belgium	741	40	5.40%
34	AthenaStudies	https://www.linkedin.com/company/athenastudies/	Netherlands	585	30	5.13%
35	Chichester College	https://www.linkedin.com/company/chichester-college/	United Kingdom	565	18	3.19%
36	Aarhus Tech	https://www.linkedin.com/company/aarhus-tech/	Denmark	513	15	2.92%
37	Kingston College	https://www.linkedin.com/company/kingston-college/	United Kingdom	520	14	2.69%
38	Università di Siena - Career Se	https://www.linkedin.com/company/universita-di-siena-career-se/	Italy	753	17	2.26%
39	Retraité	https://www.linkedin.com/company/retraite/	Canada	7,740	167	2.16%
40	Working Links	https://www.linkedin.com/company/working-links/	United Kingdom	586	8	1.37%
41	Consejería de Educación - Cas	https://www.linkedin.com/company/consejeria-de-educacion-cas/	Spain	960	11	1.15%
42	Southwestern Advantage	https://www.linkedin.com/company/southwestern-advantage/	United States	702	8	1.14%
43	Asi 1 Sassari	https://www.linkedin.com/company/asi-1-sassari/	Italy	667	2	0.30%

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](https://www.dsmn8.com) [our contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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