

DSMN8

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

Industry at a glance:

Average Score:
3.59%

Total Companies:
142

Global Industry Average:
3.18%

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	McArthurGlen Group	https://www.linkedin.com/company/mcARTHURGLEN	United Kingdom	745	93	12.48%
2	The Very Group	https://www.linkedin.com/company/the-very-group	United Kingdom	1,610	198	12.30%
3	Sainsbury's Digital, Tech and D	https://www.linkedin.com/company/sainsburys-digital-tech-and-d	United Kingdom	515	58	11.26%
4	Studio Retail	https://www.linkedin.com/company/studio-retail	United Kingdom	525	56	10.67%
5	ScS	https://www.linkedin.com/company/scs	United Kingdom	531	54	10.17%
6	Made	https://www.linkedin.com/company/made	United Kingdom	593	57	9.61%
7	Sweaty Betty	https://www.linkedin.com/company/sweaty-betty	United Kingdom	583	55	9.43%
8	N Brown Group	https://www.linkedin.com/company/n-brown-group	United Kingdom	1,437	133	9.26%
9	Joules	https://www.linkedin.com/company/joules	United Kingdom	927	76	8.20%
10	EG Group	https://www.linkedin.com/company/eg-group	United Kingdom	1,560	126	8.08%
11	Tesco Maintenance	https://www.linkedin.com/company/tesco-maintenance	United Kingdom	549	43	7.83%
12	Central England Co-operative	https://www.linkedin.com/company/central-england-co-operative	United Kingdom	1,007	76	7.55%
13	ghd	https://www.linkedin.com/company/ghd	United Kingdom	755	55	7.28%
14	Hotel Chocolat	https://www.linkedin.com/company/hotel-chocolat	United Kingdom	1,039	71	6.83%
15	Oliver Bonas	https://www.linkedin.com/company/oliver-bonas	United Kingdom	613	41	6.69%
16	Bensons for Beds	https://www.linkedin.com/company/bensons-for-beds	United Kingdom	675	44	6.52%
17	Fortnum & Mason	https://www.linkedin.com/company/fortnum-&-mason	United Kingdom	663	43	6.49%
18	Holland & Barrett	https://www.linkedin.com/company/holland-&-barrett	United Kingdom	2,454	143	5.83%
19	Mountain Warehouse	https://www.linkedin.com/company/mountain-warehouse	United Kingdom	1,153	67	5.81%
20	Footasylum	https://www.linkedin.com/company/footasylum	United Kingdom	1,112	64	5.76%
21	Carpentryright	https://www.linkedin.com/company/carpentryright	United Kingdom	1,060	61	5.75%
22	Southern Co-op	https://www.linkedin.com/company/southern-co-op	United Kingdom	641	36	5.62%
23	Moss Bros.	https://www.linkedin.com/company/moss-bros	United Kingdom	523	28	5.35%

24	Hillarys	https://www.linkec	United Kingdom	505	27	5.35%
25	Magnet	https://www.linkec	United Kingdom	855	45	5.26%
26	Screwfix	https://www.linkec	United Kingdom	4,512	237	5.25%
27	Reiss	https://www.linkec	United Kingdom	1,087	55	5.06%
28	Safestyle UK	https://www.linkec	United Kingdom	562	28	4.98%
29	Specsavers	https://www.linkec	United Kingdom	16,081	781	4.86%
30	American Golf	https://www.linkec	United Kingdom	543	26	4.79%
31	Hobbycraft	https://www.linkec	United Kingdom	683	32	4.69%
32	Dunelm	https://www.linkec	United Kingdom	2,870	133	4.63%
33	Co-op	https://www.linkec	United Kingdom	13,906	643	4.62%
34	East of England Co-op	https://www.linkec	United Kingdom	617	28	4.54%
35	Harrods	https://www.linkec	United Kingdom	4,664	211	4.52%
36	The Perfume Shop	https://www.linkec	United Kingdom	870	39	4.48%
37	The Body Shop	https://www.linkec	United Kingdom	7,981	337	4.22%
38	Heron Foods	https://www.linkec	United Kingdom	688	29	4.22%
39	Pets at Home	https://www.linkec	United Kingdom	2,958	123	4.16%
40	FGH	https://www.linkec	United Kingdom	533	22	4.13%
41	Harvey Nichols	https://www.linkec	United Kingdom	1,769	72	4.07%
42	Euro Garages	https://www.linkec	United Kingdom	1,017	41	4.03%
43	The Dune Group	https://www.linkec	United Kingdom	524	21	4.01%
44	The Works Stores	https://www.linkec	United Kingdom	826	33	4.00%
45	The Entertainer	https://www.linkec	United Kingdom	644	25	3.88%
46	Games Workshop	https://www.linkec	United Kingdom	1,575	61	3.87%
47	FatFace	https://www.linkec	United Kingdom	1,053	40	3.80%
48	B&M Retail	https://www.linkec	United Kingdom	4,795	182	3.80%
49	Phase Eight	https://www.linkec	United Kingdom	502	19	3.78%
50	Topps Tiles	https://www.linkec	United Kingdom	805	30	3.73%
51	Lakeland	https://www.linkec	United Kingdom	564	21	3.72%
52	Boots Opticians	https://www.linkec	United Kingdom	2,767	103	3.72%
53	Sofology	https://www.linkec	United Kingdom	629	23	3.66%
54	Wilko	https://www.linkec	United Kingdom	3,804	138	3.63%
55	Kurt Geiger	https://www.linkec	United Kingdom	1,105	40	3.62%
56	Lidl GB	https://www.linkec	United Kingdom	7,221	251	3.48%
57	The White Company	https://www.linkec	United Kingdom	983	34	3.46%
58	Liberty	https://www.linkec	United Kingdom	579	20	3.45%
59	Poundland & Dealz	https://www.linkec	United Kingdom	3,503	119	3.40%
60	Vision Express	https://www.linkec	United Kingdom	2,598	88	3.39%
61	Selfridges Group	https://www.linkec	United Kingdom	9,311	315	3.38%
62	The Original Factory Shop	https://www.linkec	United Kingdom	534	18	3.37%
63	Frasers Group	https://www.linkec	United Kingdom	9,590	322	3.36%
64	Dreams	https://www.linkec	United Kingdom	1,166	39	3.34%
65	Halfords	https://www.linkec	United Kingdom	4,182	138	3.30%
66	DFS	https://www.linkec	United Kingdom	1,708	56	3.28%
67	John Lewis Partnership	https://www.linkec	United Kingdom	27,576	904	3.28%
68	The Midcounties Co-operative	https://www.linkec	United Kingdom	1,039	34	3.27%
69	Wickes	https://www.linkec	United Kingdom	3,870	123	3.18%
70	Morrisons	https://www.linkec	United Kingdom	22,537	716	3.18%
71	schuh	https://www.linkec	United Kingdom	1,489	47	3.16%
72	JD Sports Fashion	https://www.linkec	United Kingdom	9,403	295	3.14%
73	TJX Europe	https://www.linkec	United Kingdom	8,931	280	3.14%
74	John Lewis & Partners	https://www.linkec	United Kingdom	11,305	349	3.09%
75	Paperchase	https://www.linkec	United Kingdom	717	22	3.07%
76	Walgreens Boots Alliance	https://www.linkec	United Kingdom	1,353	41	3.03%
77	McColl's Retail Group	https://www.linkec	United Kingdom	1,818	54	2.97%
78	GO Outdoors	https://www.linkec	United Kingdom	700	20	2.86%
79	Next	https://www.linkec	United Kingdom	13,393	377	2.81%
80	Selfridges	https://www.linkec	United Kingdom	5,325	148	2.78%
81	Ryman	https://www.linkec	United Kingdom	581	16	2.75%
82	Dixons Carphone	https://www.linkec	United Kingdom	11,432	309	2.70%
83	New Look	https://www.linkec	United Kingdom	6,146	164	2.67%
84	HomeSense	https://www.linkec	United Kingdom	1,013	27	2.67%
85	Clarks	https://www.linkec	United Kingdom	5,478	146	2.67%
86	Waitrose & Partners	https://www.linkec	United Kingdom	13,234	351	2.65%
87	Iceland Foods	https://www.linkec	United Kingdom	5,220	138	2.64%
88	Superdrug	https://www.linkec	United Kingdom	4,630	121	2.61%
89	One Stop Stores	https://www.linkec	United Kingdom	1,338	34	2.54%
90	Marks and Spencer	https://www.linkec	United Kingdom	26,849	681	2.54%
91	NET-A-PORTER	https://www.linkec	United Kingdom	951	24	2.52%
92	Office Shoes	https://www.linkec	United Kingdom	841	21	2.50%
93	Costa Coffee	https://www.linkec	United Kingdom	10,248	255	2.49%

94	Fenwick	https://www.linkec	United Kingdom	1,007	25	2.48%
95	River Island	https://www.linkec	United Kingdom	4,802	117	2.44%
96	Sports Direct	https://www.linkec	United Kingdom	3,082	75	2.43%
97	Boots UK	https://www.linkec	United Kingdom	16,724	405	2.42%
98	WHSmith	https://www.linkec	United Kingdom	3,524	85	2.41%
99	Dobbies Garden Centres	https://www.linkec	United Kingdom	846	20	2.36%
100	Ann Summers	https://www.linkec	United Kingdom	1,375	30	2.18%
101	Home Bargains	https://www.linkec	United Kingdom	4,005	86	2.15%
102	Sainsbury's	https://www.linkec	United Kingdom	47,840	1,003	2.10%
103	Currys PC World Business	https://www.linkec	United Kingdom	861	18	2.09%
104	Pret A Manger	https://www.linkec	United Kingdom	4,179	87	2.08%
105	The Range	https://www.linkec	United Kingdom	2,760	57	2.07%
106	Card Factory	https://www.linkec	United Kingdom	2,305	47	2.04%
107	French Connection	https://www.linkec	United Kingdom	1,082	22	2.03%
108	Rowlands Pharmacy	https://www.linkec	United Kingdom	942	19	2.02%
109	CeX Webuy.com	https://www.linkec	United Kingdom	2,287	44	1.92%
110	GAME Digital	https://www.linkec	United Kingdom	1,370	26	1.90%
111	TK MAXX	https://www.linkec	United Kingdom	4,861	90	1.85%
112	Tesco	https://www.linkec	United Kingdom	85,914	1,550	1.80%
113	B&Q	https://www.linkec	United Kingdom	10,821	189	1.75%
114	Asda	https://www.linkec	United Kingdom	34,697	600	1.73%
115	Homebase	https://www.linkec	United Kingdom	2,794	48	1.72%
116	Matalan	https://www.linkec	United Kingdom	3,579	61	1.70%
117	Waterstones	https://www.linkec	United Kingdom	1,314	22	1.67%
118	Monsoon Accessorize	https://www.linkec	United Kingdom	1,553	25	1.61%
119	Clintons	https://www.linkec	United Kingdom	755	12	1.59%
120	Hamleys of London	https://www.linkec	United Kingdom	516	8	1.55%
121	Post Office	https://www.linkec	United Kingdom	11,060	155	1.40%
122	Karen Millen	https://www.linkec	United Kingdom	514	7	1.36%
123	Arcadia	https://www.linkec	United Kingdom	2,052	26	1.27%
124	Savers Health Home & Beauty	https://www.linkec	United Kingdom	1,133	14	1.24%
125	Peacocks	https://www.linkec	United Kingdom	1,417	17	1.20%
126	BrightHouse	https://www.linkec	United Kingdom	835	10	1.20%
127	House of Fraser	https://www.linkec	United Kingdom	2,679	32	1.19%
128	Argos	https://www.linkec	United Kingdom	8,199	87	1.06%
129	Shop Direct	https://www.linkec	United Kingdom	2,279	24	1.05%
130	HMV	https://www.linkec	United Kingdom	1,372	14	1.02%
131	MFI	https://www.linkec	United Kingdom	808	8	0.99%
132	Poundstretcher	https://www.linkec	United Kingdom	1,201	11	0.92%
133	Kingfisher	https://www.linkec	United Kingdom	20,979	189	0.90%
134	Currys	https://www.linkec	United Kingdom	1,077	9	0.84%
135	Habitat	https://www.linkec	United Kingdom	925	7	0.76%
136	Farmfoods	https://www.linkec	United Kingdom	965	7	0.73%
137	Carphone Warehouse	https://www.linkec	United Kingdom	2,778	20	0.72%
138	Debenhams	https://www.linkec	United Kingdom	6,562	37	0.56%
139	Poundworld Retail	https://www.linkec	United Kingdom	554	3	0.54%
140	Wyevale Garden Centres	https://www.linkec	United Kingdom	511	2	0.39%
141	BHS	https://www.linkec	United Kingdom	1,925	7	0.36%
142	Home Retail Group	https://www.linkec	United Kingdom	4,269	12	0.28%

Ready to win at social?

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