

DSMN8

The UK's Most Active Apparel & Fashion Professionals on Social - September 2021

Industry at a glance:

Average Score:
4.12%

Total Companies:
21

Global Industry Average:
3.80%

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	Boohoo	https://www.linkedin.com/company/boohoo	United Kingdom	1,686	183	10.85%
2	Dr. Martens	https://www.linkedin.com/company/dr-martens	United Kingdom	1,564	126	8.06%
3	Barbour	https://www.linkedin.com/company/barbour	United Kingdom	559	45	8.05%
4	Pentland Brands	https://www.linkedin.com/company/pentland-brands	United Kingdom	1,794	120	6.69%
5	Stella McCartney	https://www.linkedin.com/company/stella-mccartney	United Kingdom	665	40	6.02%
6	AllSaints	https://www.linkedin.com/company/all-saints	United Kingdom	1,708	90	5.27%
7	Superdry	https://www.linkedin.com/company/superdry	United Kingdom	3,353	174	5.19%
8	George	https://www.linkedin.com/company/george	United Kingdom	1,045	54	5.17%
9	Charles Tyrwhitt	https://www.linkedin.com/company/charles-tyrwhitt	United Kingdom	550	28	5.09%
10	COS	https://www.linkedin.com/company/cos	United Kingdom	2,873	114	3.97%
11	Ted Baker	https://www.linkedin.com/company/ted-baker	United Kingdom	2,116	82	3.88%
12	Boden	https://www.linkedin.com/company/boden	United Kingdom	827	31	3.75%
13	White Stuff	https://www.linkedin.com/company/white-stuff	United Kingdom	657	23	3.50%
14	M&Co	https://www.linkedin.com/company/m-co	United Kingdom	505	13	2.57%
15	F&F Clothing	https://www.linkedin.com/company/f-f-clothing	United Kingdom	546	12	2.20%
16	Jack Wills	https://www.linkedin.com/company/jack-wills	United Kingdom	606	11	1.82%
17	MandM Direct	https://www.linkedin.com/company/mandm-direct	United Kingdom	1,295	21	1.62%
18	JD Sports	https://www.linkedin.com/company/jd-sports	United Kingdom	1,516	17	1.12%
19	TOPSHOP TOPMAN	https://www.linkedin.com/company/topshop-topman	United Kingdom	3,628	28	0.77%
20	Dorothy Perkins	https://www.linkedin.com/company/dorothy-perkins	United Kingdom	661	4	0.61%
21	Warehouse Fashions	https://www.linkedin.com/company/warehouse-fashions	United Kingdom	1,118	4	0.36%

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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