



The UK's Most Active Building Materials Professionals on Social - September 2021

Industry at a glance:

Average Score:
7.37%

Total Companies:
24

Global Industry Average:
5.83%

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)	Rank Change
1	Marshalls	https://www.link€	United Kingdom	1,238	149	12.04%	▲ 4
2	Travis Perkins	https://www.link€	United Kingdom	899	108	12.01%	▲ 0
3	British Gypsum	https://www.link€	United Kingdom	584	69	11.82%	▲ 5
4	Breedon	https://www.link€	United Kingdom	713	79	11.08%	▲ 0
5	MKM	https://www.link€	United Kingdom	734	79	10.76%	▼ -4
6	Buildbase	https://www.link€	United Kingdom	974	103	10.57%	▲ 0
7	Eurocell	https://www.link€	United Kingdom	663	70	10.56%	▲ 0
8	Saint-Gobain UK	https://www.link€	United Kingdom	4,447	401	9.02%	▲ 15
9	Hanson UK	https://www.link€	United Kingdom	792	71	8.96%	▼ -6
10	SIG	https://www.link€	United Kingdom	1,219	107	8.78%	▼ -1
11	Toolstation	https://www.link€	United Kingdom	1,672	123	7.36%	▲ 3
12	Jewson	https://www.link€	United Kingdom	2,884	209	7.25%	▼ -1
13	Wolseley UK	https://www.link€	United Kingdom	4,865	318	6.54%	▲ 5
14	CCF	https://www.link€	United Kingdom	751	48	6.39%	▼ -1
15	Travis Perkins	https://www.link€	United Kingdom	13,862	812	5.86%	▲ 4
16	Benchmark Kitchens & Joinery	https://www.link€	United Kingdom	738	42	5.69%	▼ -4
17	Kingspan Insulated Panels	https://www.link€	United Kingdom	620	34	5.48%	▼ -2
18	City Plumbing	https://www.link€	United Kingdom	1,405	73	5.20%	▲ 2
19	Howdens	https://www.link€	United Kingdom	4,025	205	5.09%	▼ -3
20	BSS	https://www.link€	United Kingdom	1,774	87	4.90%	▼ -3
21	BMI Group	https://www.link€	United Kingdom	2,890	121	4.19%	▼ -11
22	Selco Builders Warehouse	https://www.link€	United Kingdom	909	37	4.07%	▼ -1
23	GAP	https://www.link€	United Kingdom	778	24	3.08%	▼ -1
24	McDonald	https://www.link€	United Kingdom	1,981	2	0.10%	▲ 0

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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