



The UK's Most Active Computer Software Professionals on Social - September 2021

Industry at a glance:

Average Score: **9.28%** **Total Companies:** **30** **Global Industry Average:** **12.13%**

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	VTEX	https://www.link	United Kingdom	1,571	634	40.36%	New Entry
2	Blue Prism	https://www.link	United Kingdom	1,068	266	24.91%	▼ -1
3	The Access Group	https://www.link	United Kingdom	2,457	474	19.29%	▲ 3
4	Sophos	https://www.link	United Kingdom	3,870	611	15.79%	▲ 10
5	Zoopla	https://www.link	United Kingdom	538	79	14.68%	▲ 10
6	MHR	https://www.link	United Kingdom	882	112	12.70%	New Entry
7	Kerridge	https://www.link	United Kingdom	646	80	12.38%	▲ 12
8	VeriPark	https://www.link	United Kingdom	716	81	11.31%	▲ 22
9	Canonical	https://www.link	United Kingdom	905	102	11.27%	▲ 55
10	Zellis	https://www.link	United Kingdom	891	98	11.00%	▲ 29
11	IRIS Software Group	https://www.link	United Kingdom	1,509	155	10.27%	▲ 20
12	AVEVA	https://www.link	United Kingdom	5,485	526	9.59%	▲ 20
13	Sage	https://www.link	United Kingdom	15,365	1,412	9.19%	▲ 22
14	Advanced	https://www.link	United Kingdom	2,140	190	8.88%	▲ 23
15	Liberty IT	https://www.link	United Kingdom	605	50	8.26%	New Entry
16	Micro Focus	https://www.link	United Kingdom	1,158	93	8.03%	▲ 25
17	EMIS Health	https://www.link	United Kingdom	1,205	91	7.55%	▲ 32
18	Godel Technologies Europe	https://www.link	United Kingdom	1,340	99	7.39%	▲ 36
19	Fidessa	https://www.link	United Kingdom	802	54	6.73%	▲ 49
20	EMBL-EBI	https://www.link	United Kingdom	831	54	6.50%	▲ 28
21	Mobica	https://www.link	United Kingdom	711	35	4.92%	▲ 39
22	ION	https://www.link	United Kingdom	3,747	184	4.91%	New Entry
23	Playtech	https://www.link	United Kingdom	2,449	107	4.37%	▼ -23
24	Darwin	https://www.link	United Kingdom	909	39	4.29%	New Entry

25	IGT	https://www.linkedin.com/company/igt/	United Kingdom	9,847	303	3.08%	▲ 40
26	iSOFT	https://www.linkedin.com/company/isoft/	United Kingdom	1,176	8	0.68%	▲ 46
27	SMA	https://www.linkedin.com/company/sma/	United Kingdom	2,980	3	0.10%	▲ 47
28	J.D. Edwards	https://www.linkedin.com/company/jd-edwards/	United Kingdom	2,175	1	0.05%	New Entry
29	Borland Software	https://www.linkedin.com/company/borland-software/	United Kingdom	507	0	0.00%	▲ 41
30	HP Autonomy	https://www.linkedin.com/company/autonomy/	United Kingdom	1,241	0	0.00%	▲ 39

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) or [contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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