

DSMN8

Europe's Most Active Insurance Professionals on Social - September 2021

Industry at a glance:

Average Score:
8.57%

Total Companies:
239

Global Industry Average:
6.43%

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	Swiss Life France	https://www.linkedin.com/company/swiss-life-france	France	2,106	548	26.02%	▲ 7
2	Groupama Centre-Atlantique	https://www.linkedin.com/company/groupama-centre-atlantique	France	588	116	19.73%	▲ 47
3	Fidelidade	https://www.linkedin.com/company/fidelidade	Portugal	2,475	471	19.03%	▲ 145
4	Harmonie Mutuelle	https://www.linkedin.com/company/harmonie-mutuelle	France	3,166	583	18.41%	▲ 62
5	Groupama Centre Manche	https://www.linkedin.com/company/groupama-centre-manche	France	589	108	18.34%	▲ 8
6	Groupama Nord-Est	https://www.linkedin.com/company/groupama-nord-est	France	521	95	18.23%	▲ 69
7	Aréas Assurances	https://www.linkedin.com/company/areas-assurances	France	769	132	17.17%	▲ 48
8	Apicil	https://www.linkedin.com/company/apicil	France	696	118	16.95%	▲ 64
9	AÉSIO mutuelle	https://www.linkedin.com/company/aesio-mutuelle	France	1,812	304	16.78%	▼ -9
10	Zurich Santander Insurance	https://www.linkedin.com/company/zurich-santander-insurance	Spain	625	104	16.64%	▲ 70
11	Groupama Rhone-Alpes Auvergne	https://www.linkedin.com/company/groupama-rhone-alpes-auvergne	France	1,216	201	16.53%	▲ 45
12	Ageas Seguros	https://www.linkedin.com/company/ageas-seguros	Portugal	585	93	15.90%	▲ 71
13	Allianz France	https://www.linkedin.com/company/allianz-france	France	6,486	999	15.40%	▲ 20
14	Partenamut	https://www.linkedin.com/company/partenamut	Belgium	631	97	15.37%	▼ -14
15	Verspieren	https://www.linkedin.com/company/verspieren	France	844	129	15.28%	▲ 78
16	Gan Prévoyance	https://www.linkedin.com/company/gan-prevoyance	France	622	95	15.27%	▲ 42
17	Allianz España	https://www.linkedin.com/company/allianz-espana	Spain	1,356	207	15.27%	▲ 129
18	Groupama Paris Val de Loire	https://www.linkedin.com/company/groupama-paris-val-de-loire	France	815	124	15.21%	▲ 43
19	Relyens	https://www.linkedin.com/company/relyens	France	882	132	14.97%	▲ 199
20	Groupama Loire Bretagne	https://www.linkedin.com/company/groupama-loire-bretagne	France	1,095	163	14.89%	▲ 62
21	Agirc-Arrco	https://www.linkedin.com/company/agirc-arrco	France	815	121	14.85%	▲ 164
22	Groupe Burrus	https://www.linkedin.com/company/groupe-burrus	Switzerland	1,243	180	14.48%	▲ 248
23	Monuta	https://www.linkedin.com/company/monuta	Netherlands	542	78	14.39%	▲ 3
24	Adelaide Group	https://www.linkedin.com/company/adelaide-group	France	1,014	145	14.30%	▼ -24

25	Groupama d'Oc	https://www.link	France	814	116	14.25%	▲ 132
26	Alleanza Assicurazioni	https://www.link	Italy	7,007	981	14.00%	▲ 63
27	Barmer	https://www.link	Germany	1,288	178	13.82%	▲ 270
28	Swiss Re Corporate Soluti	https://www.link	Switzerland	1,341	185	13.80%	▲ 49
29	AG2R La Mondiale	https://www.link	France	5,935	814	13.72%	▲ 59
30	Dela	https://www.link	Netherlands	1,222	166	13.58%	▲ 89
31	MNT	https://www.link	France	702	95	13.53%	▲ 81
32	Ethias	https://www.link	Belgium	1,193	160	13.41%	▲ 205
33	Groupe SMA	https://www.link	France	1,619	216	13.34%	▲ 98
34	CED Europe	https://www.link	Netherlands	1,654	220	13.30%	▼ -34
35	SIACI SAINT HONORE	https://www.link	France	1,671	219	13.11%	▲ 144
36	Gan Assurances	https://www.link	France	3,267	427	13.07%	▲ 144
37	Verlingue	https://www.link	France	681	89	13.07%	▼ -37
38	Linea Directa Aseguradora	https://www.link	Spain	1,395	180	12.90%	▲ 303
39	SWICA	https://www.link	Switzerland	918	118	12.85%	▲ 165
40	CESCE	https://www.link	Spain	545	70	12.84%	▲ 52
41	Coface	https://www.link	France	4,582	587	12.81%	▲ 93
42	Tranquilidade	https://www.link	Portugal	1,060	134	12.64%	▲ 123
43	Groupama Grand Est	https://www.link	France	785	99	12.61%	▲ 70
44	La Mutuelle Générale	https://www.link	France	1,274	160	12.56%	▲ 76
45	AXA en France	https://www.link	France	8,376	1,046	12.49%	▲ 63
46	Mutuelle de Poitiers Assur	https://www.link	France	545	68	12.48%	▼ -3
47	Belfius Insurance	https://www.link	Belgium	843	104	12.34%	▲ 149
48	PRÉVOIR	https://www.link	France	1,026	126	12.28%	▲ 136
49	MMA Assurances	https://www.link	France	4,683	571	12.19%	▲ 146
50	Matmut	https://www.link	France	2,686	325	12.10%	▲ 82
51	Groupe IMA	https://www.link	France	886	107	12.08%	▲ 132
52	Mutualités Libres	https://www.link	Belgium	2,185	255	11.67%	▲ 137
53	Euler Hermes	https://www.link	France	5,718	656	11.47%	▲ 64
54	Danica Pension	https://www.link	Denmark	864	99	11.46%	▲ 47
55	Assura	https://www.link	Switzerland	720	82	11.39%	▲ 142
56	Baloise Insurance	https://www.link	Belgium	1,654	188	11.37%	▲ 170
57	MGS	https://www.link	Spain	663	75	11.31%	▲ 173
58	Euler Hermes France	https://www.link	France	506	57	11.26%	▼ -10
59	Groupe Saretec	https://www.link	France	801	90	11.24%	▲ 312
60	Aviva Poland	https://www.link	Poland	841	94	11.18%	▲ 68
61	CSS Insurance	https://www.link	Switzerland	1,443	160	11.09%	▲ 18
62	Tryg	https://www.link	Denmark	3,558	392	11.02%	▲ 104
63	Vaudoise Assurances	https://www.link	Switzerland	1,312	144	10.98%	▲ 98
64	Baloise Group	https://www.link	Switzerland	4,319	471	10.91%	▲ 94
65	Coöperatie VGZ	https://www.link	Netherlands	2,066	224	10.84%	▲ 73
66	Groupama	https://www.link	France	22,081	2,380	10.78%	▲ 173
67	Die Mobiliar	https://www.link	Switzerland	3,305	352	10.65%	▲ 124
68	Helvetia Seguros	https://www.link	Spain	631	67	10.62%	▲ 156
69	KLESIA	https://www.link	France	1,084	115	10.61%	▲ 163
70	Caser	https://www.link	Spain	2,135	225	10.54%	▲ 90
71	Centraal Beheer	https://www.link	Netherlands	1,189	125	10.51%	▲ 16
72	Groupe Macsf	https://www.link	France	1,144	120	10.49%	▲ 46
73	Aon Italia	https://www.link	Italy	525	55	10.48%	▼ -16
74	Grupo Ageas Portugal	https://www.link	Portugal	1,942	201	10.35%	▼ -74
75	MGEN	https://www.link	France	3,424	348	10.16%	▲ 260
76	Groupe Mutuel	https://www.link	Switzerland	1,455	147	10.10%	▲ 131
77	Grupo DKV	https://www.link	Spain	1,277	129	10.10%	▼ -17
78	Malakoff Humanis	https://www.link	France	5,955	600	10.08%	▼ -54
79	Covéa	https://www.link	France	13,405	1,329	9.91%	▲ 131
80	SACE	https://www.link	Italy	1,053	104	9.88%	▲ 135
81	HDI Global SE	https://www.link	Germany	2,202	216	9.81%	▲ 218
82	Tryg Norge	https://www.link	Norway	532	52	9.77%	▲ 218
83	MACIF	https://www.link	France	4,622	451	9.76%	▲ 431
84	Henner Group	https://www.link	France	1,046	102	9.75%	▲ 22
85	Atradius	https://www.link	Netherlands	2,884	281	9.74%	▲ 136
86	P&V	https://www.link	Belgium	999	96	9.61%	▲ 172
87	Helvetia	https://www.link	Switzerland	3,055	292	9.56%	▲ 222
88	Groupama Gan Vie	https://www.link	France	832	79	9.50%	▲ 84
89	AXA Italia	https://www.link	Italy	1,347	126	9.35%	▲ 41
90	LB Forsikring	https://www.link	Denmark	639	59	9.23%	▲ 113
91	April	https://www.link	France	1,877	173	9.22%	▲ 184
92	Polyexpert	https://www.link	France	880	81	9.20%	▼ -81
93	Topdanmark	https://www.link	Denmark	2,517	231	9.18%	▲ 81
94	GF Forsikring	https://www.link	Denmark	669	61	9.12%	▲ 11
95	FIATC Seguros	https://www.link	Spain	664	60	9.04%	▲ 57
96	Foyer Group	https://www.link	Luxemburg	567	51	8.99%	▲ 109

97	AXA Partners	https://www.link	France	4,685		421	8.99%	▲ 112
98	Menzis	https://www.link	Netherlands	1,479		132	8.92%	▲ 55
99	Zilveren Kruis	https://www.link	Netherlands	1,423		127	8.92%	▲ 25
100	Univé Verzekeringen	https://www.link	Netherlands	1,841		164	8.91%	▼ -91
101	Groupe Adenes	https://www.link	France	988		88	8.91%	▲ 223
102	Allianz Suisse	https://www.link	Switzerland	1,329		118	8.88%	▲ 127
103	MAIF	https://www.link	France	4,575		401	8.77%	▲ 180
104	Allianz-Tiriac Asigurari	https://www.link	Romania	1,021		89	8.72%	▲ 43
105	Aegon Seguros	https://www.link	Spain	563		49	8.70%	▼ -3
106	Asisa	https://www.link	Spain	1,292		112	8.67%	▲ 119
107	Catalana Occidente	https://www.link	Spain	1,678		144	8.58%	▲ 149
108	GMF Assurances	https://www.link	France	2,098		180	8.58%	▲ 234
109	Suva	https://www.link	Switzerland	1,795		152	8.47%	▲ 228
110	SCOR	https://www.link	France	3,625		306	8.44%	▲ 182
111	AG Insurance	https://www.link	Belgium	3,101		261	8.42%	▲ 153
112	Visana Krankenversicheru	https://www.link	Switzerland	634		53	8.36%	▲ 143
113	UNIQA Polska	https://www.link	Poland	503		42	8.35%	▲ 172
114	AGCS	https://www.link	Germany	4,565		379	8.30%	▼ -114
115	Versicherungskammer Bay	https://www.link	Germany	1,252		102	8.15%	▲ 311
116	SegurCaixa Adeslas	https://www.link	Spain	1,679		136	8.10%	▲ 46
117	Swiss Re	https://www.link	Switzerland	12,930		1,024	7.92%	▲ 103
118	Gras Savoye	https://www.link	France	2,518		199	7.90%	▲ 203
119	CZ	https://www.link	Netherlands	2,153		170	7.90%	▲ 128
120	Basler Versicherungen Deu	https://www.link	Germany	888		69	7.77%	▲ 247
121	Concordia	https://www.link	Switzerland	1,031		79	7.66%	▲ 253
122	Fennia	https://www.link	Finland	850		65	7.65%	▲ 106
123	INTERAMERICAN	https://www.link	Greece	1,139		87	7.64%	▲ 134
124	Assurances Crédit Mutuel	https://www.link	France	1,115		85	7.62%	▲ 178
125	Generali Česká pojišťovna	https://www.link	Czech Republic	1,545		117	7.57%	▲ 185
126	Generali	https://www.link	Italy	46,326		3,500	7.56%	▲ 164
127	santalucia seguros	https://www.link	Spain	2,004		151	7.53%	▲ 24
128	ITAS Mutua	https://www.link	Italy	757		57	7.53%	▲ 217
129	Cattolica Assicurazioni	https://www.link	Italy	2,485		187	7.53%	▲ 174
130	Stelliant	https://www.link	France	840		63	7.50%	▲ 114
131	Techniker Krankenkasse	https://www.link	Germany	1,321		99	7.49%	▲ 82
132	BNP Paribas Cardif	https://www.link	France	8,784		653	7.43%	▲ 181
133	HDI Group	https://www.link	Germany	1,309		97	7.41%	▲ 182
134	Interpolis	https://www.link	Netherlands	840		62	7.38%	▲ 274
135	MAPFRE ASSISTANCE	https://www.link	Spain	502		37	7.37%	▲ 302
136	Europ Assistance	https://www.link	France	4,984		367	7.36%	▲ 70
137	PRO BTP Groupe	https://www.link	France	2,105		153	7.27%	▲ 213
138	Reale Seguros	https://www.link	Spain	924		67	7.25%	▲ 124
139	Groupama Assicurazioni	https://www.link	Italy	1,689		122	7.22%	▲ 184
140	Generali Italia	https://www.link	Italy	9,758		703	7.20%	▲ 139
141	DSW Zorgverzekeraar	https://www.link	Netherlands	543		39	7.18%	▲ 154
142	Sara Assicurazioni	https://www.link	Italy	1,333		95	7.13%	▲ 211
143	Arag	https://www.link	Germany	1,320		94	7.12%	▲ 193
144	ELEX	https://www.link	France	624		44	7.05%	▲ 232
145	Helsana	https://www.link	Switzerland	1,931		136	7.04%	▲ 198
146	CNP Assurances	https://www.link	France	2,887		201	6.96%	▼ -146
147	MAAF Assurances	https://www.link	France	3,732		259	6.94%	▲ 246
148	Pelayo	https://www.link	Spain	678		47	6.93%	▲ 113
149	Groupe ASSU 2000	https://www.link	France	736		51	6.93%	▲ 131
150	AXA	https://www.link	France	102,107		7,000	6.86%	▲ 206
151	Grupo Catalana Occidente	https://www.link	Spain	4,701		319	6.79%	▲ 175
152	Chubb	https://www.link	Switzerland	27,737		1,881	6.78%	▲ 188
153	MAPFRE	https://www.link	Spain	27,947		1,889	6.76%	▲ 174
154	Varma	https://www.link	Finland	505		34	6.73%	▲ 68
155	Allianz Partners	https://www.link	France	8,926		598	6.70%	▲ 174
156	Allianz - Slovenska poistov	https://www.link	Slovakia	515		34	6.60%	▲ 268
157	Barmenia Versicherungen	https://www.link	Germany	700		46	6.57%	▲ 304
158	Crédit Agricole Assurances	https://www.link	France	4,106		269	6.55%	▲ 143
159	MAPFRE ASISTENCIA	https://www.link	Spain	600		39	6.50%	▲ 214
160	Gothaer	https://www.link	Germany	1,476		95	6.44%	▲ 261
161	Ilmarinen	https://www.link	Finland	549		35	6.38%	▲ 156
162	Seguros Bilbao	https://www.link	Spain	917		58	6.32%	▲ 125
163	LähiTapiola	https://www.link	Finland	2,391		151	6.32%	▲ 64
164	Zurich Insurance Company	https://www.link	Switzerland	38,810		2,448	6.31%	▲ 168
165	DEVK Versicherungen	https://www.link	Germany	912		57	6.25%	▲ 316
166	Codan Forsikring	https://www.link	Denmark	1,302		81	6.22%	▲ 202
167	De Goudse	https://www.link	Netherlands	549		34	6.19%	▲ 115
168	Vivium	https://www.link	Belgium	502		30	5.98%	▲ 332

169	Folksam	https://www.link	Sweden	2,906	173	5.95%	▲ 178
170	Achmea	https://www.link	Netherlands	6,769	399	5.89%	▲ 93
171	SIGNAL IDUNA Gruppe	https://www.link	Germany	1,240	73	5.89%	▲ 275
172	Mutua Madrileña	https://www.link	Spain	1,279	75	5.86%	▲ 82
173	Munich Re	https://www.link	Germany	15,319	896	5.85%	▲ 199
174	a.s.r.	https://www.link	Netherlands	3,966	230	5.80%	▲ 42
175	Länsförsäkringar	https://www.link	Sweden	6,477	365	5.64%	▲ 158
176	SwissLife Select	https://www.link	Switzerland	557	31	5.57%	▼ -123
177	Lusitania	https://www.link	Portugal	525	29	5.52%	▲ 300
178	Ageas Group	https://www.link	Belgium	787	43	5.46%	▲ 231
179	Reale Mutua Assicurazioni	https://www.link	Italy	2,474	133	5.38%	▲ 218
180	Generali Deutschland	https://www.link	Germany	1,011	54	5.34%	▲ 249
181	UnipolSai Assicurazioni	https://www.link	Italy	6,478	344	5.31%	▲ 196
182	Allianz Deutschland	https://www.link	Germany	664	35	5.27%	▼ -182
183	Allianz Italia	https://www.link	Italy	3,620	189	5.22%	▲ 151
184	Euler Hermes Deutschland	https://www.link	Germany	521	27	5.18%	▲ 127
185	NÜRNBERGER	https://www.link	Germany	852	44	5.16%	▲ 277
186	Zavarovalnica Triglav	https://www.link	Slovenia	583	30	5.15%	▲ 169
187	SPB Group	https://www.link	France	666	34	5.11%	▲ 182
188	Allianz pojišťovna Česká re	https://www.link	Czech Republic	555	28	5.05%	▲ 217
189	Athora Netherlands	https://www.link	Netherlands	954	48	5.03%	▼ -189
190	VidaCaixa	https://www.link	Spain	559	28	5.01%	▲ 4
191	Fremtind	https://www.link	Norway	704	35	4.97%	▲ 74
192	Vhi	https://www.link	Ireland	914	45	4.92%	▲ 323
193	Asirom	https://www.link	Romania	570	28	4.91%	▲ 247
194	Gjensidige	https://www.link	Norway	3,279	160	4.88%	▲ 196
195	Irish Life	https://www.link	Ireland	1,558	76	4.88%	▼ -156
196	Grupo de Seguros El Corte	https://www.link	Spain	678	33	4.87%	▼ -196
197	Generali Business Solution	https://www.link	Italy	578	28	4.84%	▲ 201
198	Ergo Hestia	https://www.link	Poland	972	47	4.84%	▲ 272
199	VIG	https://www.link	Austria	10,101	488	4.83%	▼ -199
200	PZU	https://www.link	Poland	6,636	319	4.81%	▲ 202
201	Wiener Städtische	https://www.link	Austria	1,342	63	4.69%	▲ 275
202	UNIQA Insurance Group	https://www.link	Austria	5,402	252	4.66%	▲ 240
203	Vittoria Assicurazioni	https://www.link	Italy	1,540	71	4.61%	▲ 204
204	AXA Corporate Solutions	https://www.link	France	584	26	4.45%	▲ 234
205	Trygg-Hansa	https://www.link	Sweden	1,554	69	4.44%	▲ 218
206	If Insurance	https://www.link	Sweden	5,974	257	4.30%	▲ 143
207	AFA Försäkring	https://www.link	Sweden	532	22	4.14%	▲ 89
208	SPP	https://www.link	Sweden	775	32	4.13%	▲ 154
209	Ergo Group	https://www.link	Germany	4,798	188	3.92%	▲ 285
210	Groupama Asigurari Roma	https://www.link	Romania	1,072	42	3.92%	▲ 257
211	Croatia osiguranje	https://www.link	Croatia	945	37	3.92%	▲ 152
212	Kompanija Dunav Osigurar	https://www.link	Serbia	591	23	3.89%	▼ -212
213	Adeslas	https://www.link	Spain	1,431	55	3.84%	▲ 202
214	Württembergische Versiche	https://www.link	Germany	790	30	3.80%	▲ 272
215	Hannover Re	https://www.link	Germany	2,074	78	3.76%	▲ 219
216	R+V Versicherung	https://www.link	Germany	3,253	119	3.66%	▲ 272
217	DAK-Gesundheit	https://www.link	Germany	637	23	3.61%	▲ 301
218	Debeka	https://www.link	Germany	1,951	70	3.59%	▲ 283
219	LVM Versicherung	https://www.link	Germany	843	30	3.56%	▲ 280
220	Skandia	https://www.link	Sweden	2,790	99	3.55%	▲ 183
221	OMNIASIG Vienna Insuran	https://www.link	Romania	761	27	3.55%	▲ 254
222	Kooperativa	https://www.link	Czech Republic	1,767	60	3.40%	▲ 282
223	Cigna Health Benefits	https://www.link	Belgium	658	22	3.34%	▲ 194
224	ČSOB Pojišťovna	https://www.link	Czech Republic	598	19	3.18%	▲ 289
225	SOS International	https://www.link	Denmark	1,138	36	3.16%	▲ 123
226	Ocaso	https://www.link	Spain	2,980	93	3.12%	▲ 270
227	FBD Insurance	https://www.link	Ireland	662	19	2.87%	▲ 159
228	NorteHispana Seguros	https://www.link	Spain	749	21	2.80%	▲ 259
229	HUK-COBURG	https://www.link	Germany	1,011	25	2.47%	▲ 283
230	Warta	https://www.link	Poland	1,429	35	2.45%	▲ 263
231	Multiasistencia	https://www.link	Spain	616	15	2.44%	▲ 222
232	Delta Lloyd	https://www.link	Netherlands	1,091	25	2.29%	▲ 241
233	SV SparkassenVersicheru	https://www.link	Germany	678	15	2.21%	▲ 302
234	KKH Kaufmännische Krank	https://www.link	Germany	915	16	1.75%	▲ 294
235	VZP	https://www.link	Czech Republic	744	13	1.75%	▲ 286
236	AOK Baden-Württemberg	https://www.link	Germany	565	9	1.59%	▲ 296
237	Fondiarai-Sai	https://www.link	Italy	1,104	16	1.45%	▲ 288
238	ZUS	https://www.link	Poland	2,661	36	1.35%	▲ 296
239	AGF	https://www.link	France	941	9	0.96%	▲ 297

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