



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

Industry at a glance:

Average Score: 7.99%

Total Companies: 44

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?

Table with 8 columns: Position, Company Name, LinkedIn URL, Location, Employees on LinkedIn, No. Employees Shared (Last 30 Days), % Shared (Last 30 Days), Rank Change. Lists 24 insurance companies with their respective metrics.

25	Liberty Specialty Markets	https://www.link	United Kingdom	1,253	84	6.70%	▲ 6
26	Brit Insurance	https://www.link	United Kingdom	762	50	6.56%	▲ 44
27	MS Amlin	https://www.link	United Kingdom	1,843	115	6.24%	▲ 41
28	Markel International	https://www.link	United Kingdom	625	37	5.92%	▲ 4
29	Hastings Direct	https://www.link	United Kingdom	1,952	110	5.64%	▲ 19
30	esure Group	https://www.link	United Kingdom	1,081	58	5.37%	▲ 33
31	Tysers	https://www.link	United Kingdom	631	32	5.07%	▲ 13
32	Willis Re	https://www.link	United Kingdom	1,153	56	4.86%	▲ 48
33	Markerstudy Insurance	https://www.link	United Kingdom	1,030	48	4.66%	▲ 46
34	Tokio Marine Kiln	https://www.link	United Kingdom	644	30	4.66%	▲ 26
35	Hyperion Insurance Group	https://www.link	United Kingdom	825	38	4.61%	▲ 26
36	Towergate Insurance	https://www.link	United Kingdom	1,481	66	4.46%	▲ 36
37	Atlanta Group	https://www.link	United Kingdom	1,526	66	4.33%	New Entry
38	Allianz Insurance	https://www.link	United Kingdom	10,025	415	4.14%	▲ 35
39	RSA	https://www.link	United Kingdom	11,419	431	3.77%	▲ 35
40	Ageas UK	https://www.link	United Kingdom	1,778	66	3.71%	▲ 41
41	Direct Line Group	https://www.link	United Kingdom	5,505	199	3.61%	▲ 34
42	HomeServe UK	https://www.link	United Kingdom	1,869	65	3.48%	▼ -42
43	JLT Group	https://www.link	United Kingdom	3,302	83	2.51%	▲ 44
44	Swinton Group	https://www.link	United Kingdom	954	16	1.68%	▲ 49

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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