



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

Industry at a glance:



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	Hopin	https://www.linkedin.com/company/hopin	United Kingdom	854	219	25.64%	▲ 1
2	Cazoo	https://www.linkedin.com/company/cazoo	United Kingdom	915	193	21.09%	▲ 4
3	Brandwatch	https://www.linkedin.com/company/brandwatch	United Kingdom	567	79	13.93%	▲ 2
4	Trainline	https://www.linkedin.com/company/trainline	United Kingdom	700	79	11.29%	▲ 18
5	Just Eat Takeaway.com	https://www.linkedin.com/company/just-eat-takeaway-com	United Kingdom	11,441	1,204	10.52%	▲ 11
6	Skyscanner	https://www.linkedin.com/company/skyscanner	United Kingdom	1,077	112	10.40%	▲ 8
7	THG	https://www.linkedin.com/company/thg	United Kingdom	3,510	362	10.31%	▲ 12
8	Investis Digital	https://www.linkedin.com/company/investis-digital	United Kingdom	574	59	10.28%	▲ 16
9	FARFETCH	https://www.linkedin.com/company/farfetch	United Kingdom	5,053	492	9.74%	▲ 6
10	RVU	https://www.linkedin.com/company/rvu	United Kingdom	949	91	9.59%	▲ 10
11	Auto Trader UK	https://www.linkedin.com/company/auto-trader-uk	United Kingdom	1,242	97	7.81%	▲ 18
12	Moneysupermarket	https://www.linkedin.com/company/moneysupermarket	United Kingdom	746	57	7.64%	▲ 13
13	ASOS.com	https://www.linkedin.com/company/asos-com	United Kingdom	3,065	222	7.24%	▲ 19
14	Deliveroo	https://www.linkedin.com/company/deliveroo	United Kingdom	7,008	482	6.88%	▲ 21
15	Photobox	https://www.linkedin.com/company/photobox	United Kingdom	609	34	5.58%	▲ 22
16	Gett	https://www.linkedin.com/company/gett	United Kingdom	914	46	5.03%	▲ 10
17	YOOX	https://www.linkedin.com/company/yoox	United Kingdom	4,582	217	4.74%	▲ 21
18	Betfair	https://www.linkedin.com/company/betfair	United Kingdom	676	14	2.07%	▲ 22
19	My Home	https://www.linkedin.com/company/my-home	United Kingdom	2,039	29	1.42%	▲ 23

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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