



The World's Most Active Media Production Professionals on Social - August 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)
1	MJH Life Sciences	https://www.linkedin.com/company/mjh-life-sciences	United States	552	134	24.28%
2	Territory	https://www.linkedin.com/company/territory	Germany	628	97	15.45%
3	Reuters	https://www.linkedin.com/company/reuters	United States	1,097	166	15.13%
4	Reuters News Agency	https://www.linkedin.com/company/reuters-news-agency	United Kingdom	586	88	15.02%
5	Haymarket Media Group	https://www.linkedin.com/company/haymarket-media-group	United Kingdom	1,025	125	12.20%
6	Solotech	https://www.linkedin.com/company/solotech	Canada	762	86	11.29%
7	ReDefine	https://www.linkedin.com/company/redefine	Canada	862	97	11.25%
8	Tamedia	https://www.linkedin.com/company/tamedia	Switzerland	1,585	176	11.10%
9	Bauer Media UK	https://www.linkedin.com/company/bauer-media-uk	United Kingdom	2,202	225	10.22%
10	The Globe and Mail	https://www.linkedin.com/company/the-globe-and-mail	Canada	936	93	9.94%
11	Jysk Fynske Medier	https://www.linkedin.com/company/jysk-fynske-medier	Denmark	997	99	9.93%
12	AccuWeather	https://www.linkedin.com/company/accuweather	United States	563	53	9.41%
13	Tag	https://www.linkedin.com/company/tag	United Kingdom	1,659	154	9.28%
14	Future	https://www.linkedin.com/company/future	United Kingdom	2,081	188	9.03%
15	Red Bull Media House	https://www.linkedin.com/company/red-bull-media-house	Austria	999	90	9.01%
16	CH Media	https://www.linkedin.com/company/ch-media	Switzerland	1,021	91	8.91%
17	Banijay	https://www.linkedin.com/company/banijay	France	508	42	8.27%
18	Grupo Mediapro	https://www.linkedin.com/company/grupo-mediapro	Spain	2,391	190	7.95%
19	Pixelogic Media	https://www.linkedin.com/company/pixelogic-media	United States	959	70	7.30%
20	Scripps	https://www.linkedin.com/company/scripps	United States	5,166	365	7.07%
21	Bauer Media	https://www.linkedin.com/company/bauer-media	Germany	6,162	430	6.98%
22	The Telegraph	https://www.linkedin.com/company/the-telegraph	United Kingdom	1,239	86	6.94%
23	Unidad Editorial	https://www.linkedin.com/company/unidad-editorial	Spain	853	59	6.92%

24	Mediahuis	https://www.linkec	Belgium	669	45	6.73%
25	Gannett	https://www.linkec	United States	7,839	518	6.61%
26	ITV Studios	https://www.linkec	United Kingdom	1,015	65	6.40%
27	Alma Media	https://www.linkec	Finland	846	53	6.26%
28	Economia	https://www.linkec	Czech Republic	517	32	6.19%
29	Aller Media	https://www.linkec	Denmark	594	36	6.06%
30	Hearst	https://www.linkec	United States	3,006	179	5.95%
31	MotorTrend Group	https://www.linkec	United States	574	33	5.75%
32	MDR	https://www.linkec	Germany	908	52	5.73%
33	The Washington Post	https://www.linkec	United States	3,329	185	5.56%
34	The Associated Press	https://www.linkec	United States	3,785	207	5.47%
35	PA Media	https://www.linkec	United Kingdom	1,076	58	5.39%
36	RTE	https://www.linkec	Ireland	2,377	128	5.38%
37	Hubert Burda Media	https://www.linkec	Germany	2,630	135	5.13%
38	PRISA	https://www.linkec	Spain	684	35	5.12%
39	Fox Television Stations	https://www.linkec	United States	1,226	60	4.89%
40	Deutsche Presse-Agentur	https://www.linkec	Germany	688	33	4.80%
41	Ringier	https://www.linkec	Switzerland	1,486	70	4.71%
42	RTP	https://www.linkec	Portugal	1,852	87	4.70%
43	Bertelsmann	https://www.linkec	Germany	13,718	627	4.57%
44	Bonnier	https://www.linkec	Sweden	3,546	162	4.57%
45	Egmont	https://www.linkec	Denmark	4,020	183	4.55%
46	Czech News Center	https://www.linkec	Czech Republic	571	25	4.38%
47	Red Bee Media	https://www.linkec	United Kingdom	1,284	56	4.36%
48	LRT	https://www.linkec	Lithuania	526	21	3.99%
49	21st Century Fox	https://www.linkec	United States	9,397	374	3.98%
50	WBITVP	https://www.linkec	Netherlands	930	37	3.98%
51	Endemol Shine Group	https://www.linkec	Netherlands	2,819	109	3.87%
52	Schibsted	https://www.linkec	Norway	6,338	239	3.77%
53	Fremantle	https://www.linkec	United Kingdom	2,025	65	3.21%
54	Star Tribune	https://www.linkec	United States	1,013	31	3.06%
55	Metroland Media Group	https://www.linkec	Canada	1,111	29	2.61%
56	Agora	https://www.linkec	Poland	1,207	30	2.49%
57	Glamour	https://www.linkec	United States	610	15	2.46%
58	GateHouse Media	https://www.linkec	United States	1,168	21	1.80%
59	Schawk!	https://www.linkec	United States	2,340	40	1.71%
60	NRK	https://www.linkec	Norway	2,997	41	1.37%
61	Rogers Sports & Media	https://www.linkec	Canada	1,282	11	0.86%

Ready to win at social?

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