



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

Industry at a glance:

Average Score:
4.36%

Total Companies:
14

Global Industry Average:
4.18%

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	Damen Naval	https://www.linke	Netherlands	561	46	8.20%
2	Royal IHC	https://www.linke	Netherlands	2325	167	7.18%
3	Chantiers de l'Atlantique	https://www.linke	France	1114	74	6.64%
4	Navantia	https://www.linke	Spain	2050	130	6.34%
5	Ferretti	https://www.linke	Italy	758	37	4.88%
6	Damen	https://www.linke	Netherlands	3438	165	4.80%
7	Fincantieri	https://www.linke	Italy	4260	198	4.65%
8	Meyer Turku	https://www.linke	Finland	691	25	3.62%
9	VARD	https://www.linke	Norway	2876	104	3.62%
10	Benetau	https://www.linke	France	512	16	3.13%
11	Groupe Beneteau	https://www.linke	France	1715	51	2.97%
12	Meyer Werft	https://www.linke	Germany	613	15	2.45%
13	InnoNexus	https://www.linke	Romania	740	15	2.03%
14	Stx France	https://www.linke	France	722	4	0.55%

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](http://www.dsmn8.com)





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