



The UK's Most Active Utilities Professionals on Social - October 2021

Industry at a glance:

Average Score: 6.71%

Total Companies: 47

Global Industry Average: 4.45%

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 utility companies and their social media performance metrics.

25	SSE	https://www.link	United Kingdom	9,501	564	5.94%	▲ 56
26	ScottishPower	https://www.link	United Kingdom	3,714	216	5.82%	▲ 40
27	Northern Gas Networks	https://www.link	United Kingdom	685	39	5.69%	▲ 44
28	Wales & West Utilities	https://www.link	United Kingdom	623	33	5.30%	▲ 42
29	Southern Water	https://www.link	United Kingdom	1,789	93	5.20%	▲ 31
30	Thames Water	https://www.link	United Kingdom	4,848	252	5.20%	▲ 20
31	Electricity North West	https://www.link	United Kingdom	1,046	54	5.16%	▲ 36
32	EDF	https://www.link	United Kingdom	8,440	413	4.89%	▲ 25
33	South West Water	https://www.link	United Kingdom	759	37	4.87%	▲ 29
34	Northern Powergrid	https://www.link	United Kingdom	816	36	4.41%	▲ 30
35	SGN	https://www.link	United Kingdom	1,625	67	4.12%	▲ 34
36	Scottish Water	https://www.link	United Kingdom	2,282	93	4.08%	▲ 38
37	E.ON	https://www.link	United Kingdom	3,883	151	3.89%	▲ 39
38	United Utilities	https://www.link	United Kingdom	3,700	142	3.84%	▲ 40
39	Western Power Distributor	https://www.link	United Kingdom	1,309	50	3.82%	▲ 46
40	Centrica	https://www.link	United Kingdom	17,493	647	3.70%	▲ 48
41	UK Power Networks	https://www.link	United Kingdom	2,470	91	3.68%	▲ 32
42	Magnox	https://www.link	United Kingdom	1,645	52	3.16%	▲ 37
43	British Gas Business	https://www.link	United Kingdom	916	24	2.62%	▲ 40
44	Freedom	https://www.link	United Kingdom	1,466	35	2.39%	▲ 31
45	British Gas	https://www.link	United Kingdom	8,657	182	2.10%	▲ 41
46	Pamela Hatswell Utility Wa	https://www.link	United Kingdom	1,567	26	1.66%	▲ 38
47	npower	https://www.link	United Kingdom	3,540	54	1.53%	▲ 21

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.

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