

DSMN8

The UK's Most Active Consumer Goods Professionals on Social - November 2021

Industry at a glance:

Average Score: **6.40%** Total Companies: **15** Global Industry Average: **4.87%**

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	Sarantis	https://www.linkedin.com/company/sarantis	United Kingdom	520	83	15.96%	▲ 11
2	Suntory	https://www.linkedin.com/company/suntory	United Kingdom	1,107	160	14.45%	New Entry
3	McCurrach	https://www.linkedin.com/company/mccurrach	United Kingdom	666	73	10.96%	▲ 7
4	Pladis Global	https://www.linkedin.com/company/pladis-global	United Kingdom	2,550	176	6.90%	▲ 10
5	Reckitt	https://www.linkedin.com/company/reckitt	United Kingdom	32,183	1,840	5.72%	▲ 15
6	Froneri	https://www.linkedin.com/company/froneri	United Kingdom	1,329	75	5.64%	▲ 12
7	Mamas & Papas	https://www.linkedin.com/company/mamas-papas	United Kingdom	571	32	5.60%	▲ 15
8	Britvic	https://www.linkedin.com/company/britvic	United Kingdom	2,886	158	5.47%	▲ 13
9	McBride	https://www.linkedin.com/company/mcbride	United Kingdom	1,055	57	5.40%	▲ 15
10	UK Greetings	https://www.linkedin.com/company/uk-greetings	United Kingdom	619	30	4.85%	▲ 17
11	PZ Cussons	https://www.linkedin.com/company/pz-cussons	United Kingdom	3,601	145	4.03%	▲ 20
12	Coca-Cola Europacific	https://www.linkedin.com/company/coca-cola-europacific	United Kingdom	28,143	1,050	3.73%	▲ 18
13	Unilever	https://www.linkedin.com/company/unilever	United Kingdom	144,167	5,000	3.47%	▲ 16
14	Imperial Brands	https://www.linkedin.com/company/imperial-brands	United Kingdom	6,429	202	3.14%	▲ 18
15	Kleeneze	https://www.linkedin.com/company/kleeneze	United Kingdom	613	4	0.65%	▲ 22

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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