



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

Industry at a glance:

Average Score: 4.02%

Total Companies: 216

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?

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 companies including Thrasio, Oregon Tool, LIXIL, Cresco Labs, Dorel Sports, TTI, Fellowes, Chamberlain, Hunter Douglas, WernerCo, Weber, Ansell, Apex Tool Group, Rheem Manufacturing, Coca-Cola Enterprises, Scentsy, Funko, BARK, MTD Products, GOJO Industries, Costa Farms, MGA Entertainment, Radio Systems Corporation, and Milwaukee Tool.

25	YETI	https://www.link	United States	966	70	7.25%	▲ 22
26	Hershey	https://www.link	United States	6,586	476	7.23%	▲ 68
27	Hunter Industries	https://www.link	United States	1,101	79	7.18%	▲ 65
28	GE Appliances	https://www.link	United States	4,324	301	6.96%	▲ 98
29	SharkNinja	https://www.link	United States	1,815	124	6.83%	▲ 35
30	Nu Skin	https://www.link	United States	3,972	267	6.72%	▲ 25
31	Avon	https://www.link	United States	1,444	96	6.65%	▲ 25
32	Juul Labs	https://www.link	United States	1,496	97	6.48%	▲ 93
33	ITG Brands	https://www.link	United States	1,071	69	6.44%	▲ 51
34	Benjamin Moore	https://www.link	United States	1,946	124	6.37%	▲ 76
35	Elkay Manufacturing	https://www.link	United States	1,099	68	6.19%	▲ 18
36	Wahl Clipper	https://www.link	United States	893	55	6.16%	▲ 104
37	Master Lock	https://www.link	United States	821	50	6.09%	▲ 71
38	Avery Dennison Label and	https://www.link	United States	2,121	128	6.03%	▲ 55
39	Jacuzzi Group Worldwide	https://www.link	United States	509	30	5.89%	▲ 106
40	Helen of Troy	https://www.link	United States	1,286	75	5.83%	▲ 76
41	Klein Tools	https://www.link	United States	705	41	5.82%	▲ 22
42	Tempur Sealy International	https://www.link	United States	2,072	120	5.79%	▲ 40
43	Kohler	https://www.link	United States	11,337	641	5.65%	▲ 54
44	Hill's Pet Nutrition	https://www.link	United States	2,544	143	5.62%	▲ 2
45	TTI Floor Care North Amer	https://www.link	United States	732	41	5.60%	▲ 146
46	Neenah	https://www.link	United States	914	51	5.58%	▲ 43
47	Pharmavite	https://www.link	United States	1,077	60	5.57%	▲ 34
48	Mars	https://www.link	United States	44,963	2,500	5.56%	▲ 55
49	Lindt & Sprüngli	https://www.link	United States	721	40	5.55%	▲ 83
50	Otter Products	https://www.link	United States	1,158	64	5.53%	▼ -21
51	Edgewell Personal Care	https://www.link	United States	2,345	129	5.50%	▲ 47
52	BSH Home Appliances	https://www.link	United States	800	44	5.50%	▲ 38
53	SC Johnson	https://www.link	United States	10,225	558	5.46%	▲ 59
54	The Hain Celestial	https://www.link	United States	1,091	58	5.32%	▲ 22
55	Ferrara	https://www.link	United States	1,631	84	5.15%	▲ 5
56	Instant Brands	https://www.link	United States	1,138	58	5.10%	▲ 239
57	Bissell Homecare	https://www.link	United States	1,080	55	5.09%	▲ 60
58	Red Wing Shoe	https://www.link	United States	1,345	68	5.06%	▲ 66
59	SendOutCards	https://www.link	United States	2,469	124	5.02%	▲ 50
60	Crocs	https://www.link	United States	3,247	163	5.02%	▲ 54
61	Clif Bar	https://www.link	United States	919	46	5.01%	▲ 83
62	Whirlpool	https://www.link	United States	38,033	1,900	5.00%	▲ 120
63	Colgate-Palmolive	https://www.link	United States	29,898	1,489	4.98%	▲ 36
64	Stanley Black & Decker	https://www.link	United States	26,673	1,326	4.97%	▲ 9
65	Freudenberg Household Pr	https://www.link	United States	650	32	4.92%	▲ 39
66	Nestlé Purina North Americ	https://www.link	United States	7,302	358	4.90%	▲ 87
67	Lennox International	https://www.link	United States	4,170	202	4.84%	▲ 60
68	Libbey	https://www.link	United States	1,078	52	4.82%	▲ 128
69	Arbonne	https://www.link	United States	18,327	882	4.81%	▲ 52
70	Liberty Coca-Cola Beverag	https://www.link	United States	583	28	4.80%	▲ 84
71	Hearth & Home Technologi	https://www.link	United States	755	36	4.77%	▲ 70
72	Hasbro	https://www.link	United States	7,928	361	4.55%	▲ 30
73	Vista Outdoor	https://www.link	United States	1,099	50	4.55%	▲ 106
74	Altria	https://www.link	United States	3,978	176	4.42%	▲ 57
75	Atlas Roofing Corporation	https://www.link	United States	659	29	4.40%	▲ 74
76	Safariland	https://www.link	United States	591	26	4.40%	▲ 125
77	Duracell	https://www.link	United States	2,348	103	4.39%	▲ 92
78	Kimberly-Clark	https://www.link	United States	31,220	1,360	4.36%	▲ 65
79	Hanesbrands	https://www.link	United States	7,002	304	4.34%	▲ 79
80	Culligan International	https://www.link	United States	1,318	57	4.32%	New Entry
81	Shurtape Technologies	https://www.link	United States	561	24	4.28%	▲ 152
82	Delta Faucet Company	https://www.link	United States	1,338	57	4.26%	▲ 78
83	PartyLite	https://www.link	United States	971	41	4.22%	▲ 92
84	Kellogg Company	https://www.link	United States	30,153	1,259	4.18%	▲ 80
85	Rust-Oleum Corporation	https://www.link	United States	1,252	52	4.15%	▲ 3
86	Ludendo	https://www.link	United States	1,014	42	4.14%	▲ 52
87	Polaris	https://www.link	United States	6,586	271	4.11%	▲ 96
88	Spectrum Brands	https://www.link	United States	4,833	197	4.08%	▲ 84
89	Newell Brands	https://www.link	United States	11,655	469	4.02%	▲ 62
90	Reebok	https://www.link	United States	3,685	147	3.99%	▲ 86
91	Wilton Brands	https://www.link	United States	628	25	3.98%	▲ 103
92	General Mills	https://www.link	United States	20,838	824	3.95%	▲ 105
93	The J.M. Smucker	https://www.link	United States	4,562	175	3.84%	▲ 107
94	Impact Group	https://www.link	United States	524	20	3.82%	▼ -17
95	ACCO Brands	https://www.link	United States	2,626	100	3.81%	▲ 113
96	Balfour	https://www.link	United States	792	30	3.79%	▲ 120

97	Loparex	https://www.link€	United States	528	20	3.79%	▲ 122
98	Leaf Home	https://www.link€	United States	1,232	45	3.65%	▼ -59
99	Behr Paint Company	https://www.link€	United States	2,028	74	3.65%	▲ 79
100	The Clorox Company	https://www.link€	United States	6,832	248	3.63%	▲ 46
101	Goodman Manufacturing	https://www.link€	United States	4,168	150	3.60%	▲ 66
102	Mattel	https://www.link€	United States	9,576	341	3.56%	▲ 111
103	True Manufacturing	https://www.link€	United States	797	28	3.51%	▲ 96
104	Post Consumer Brands	https://www.link€	United States	1,410	49	3.48%	▲ 125
105	Batesville	https://www.link€	United States	1,042	36	3.45%	▲ 85
106	Robert Bosch Tool Corpora	https://www.link€	United States	1,893	65	3.43%	▲ 132
107	Broan-NuTone	https://www.link€	United States	919	31	3.37%	▲ 0
108	Hamilton Beach	https://www.link€	United States	624	21	3.37%	▲ 112
109	Church & Dwight	https://www.link€	United States	4,010	133	3.32%	▲ 149
110	Daymon	https://www.link€	United States	1,850	61	3.30%	▲ 118
111	Energizer Holdings	https://www.link€	United States	5,015	165	3.29%	▲ 136
112	Nestlé Nutrition North Ame	https://www.link€	United States	702	23	3.28%	▲ 18
113	Interstate Batteries	https://www.link€	United States	1,815	59	3.25%	▲ 171
114	Swisher	https://www.link€	United States	688	22	3.20%	▲ 88
115	Serta Simmons Bedding	https://www.link€	United States	2,605	83	3.19%	▲ 97
116	FXI	https://www.link€	United States	820	26	3.17%	▲ 99
117	Tupperware Brands	https://www.link€	United States	9,785	309	3.16%	▲ 125
118	Sub-Zero	https://www.link€	United States	1,250	39	3.12%	▲ 147
119	Valvoline	https://www.link€	United States	5,221	162	3.10%	▲ 106
120	Hillman	https://www.link€	United States	1,424	44	3.09%	▲ 169
121	Igloo Products	https://www.link€	United States	584	18	3.08%	▲ 53
122	Jack Link's Protein Snacks	https://www.link€	United States	978	30	3.07%	▲ 35
123	Hormel Foods	https://www.link€	United States	3,289	100	3.04%	▲ 130
124	Nortek Global	https://www.link€	United States	595	18	3.03%	▲ 79
125	Briggs & Stratton	https://www.link€	United States	3,213	97	3.02%	▲ 141
126	KIK Consumer Products	https://www.link€	United States	1,558	47	3.02%	▲ 146
127	Oneida Group	https://www.link€	United States	568	17	2.99%	▲ 140
128	Crayola	https://www.link€	United States	1,194	35	2.93%	▲ 111
129	Springs Window Fashions	https://www.link€	United States	1,237	36	2.91%	▲ 130
130	The Scotts Miracle-Gro	https://www.link€	United States	3,615	104	2.88%	▲ 134
131	AJM Packaging	https://www.link€	United States	558	16	2.87%	▲ 105
132	Dexter Axle Company	https://www.link€	United States	668	19	2.84%	▲ 128
133	Ben & Jerry's	https://www.link€	United States	1,244	35	2.81%	▲ 119
134	G & J Pepsi-Cola	https://www.link€	United States	609	17	2.79%	▲ 148
135	Dreyer's Grand Ice Cream	https://www.link€	United States	787	21	2.67%	▲ 13
136	Butterball	https://www.link€	United States	2,269	60	2.64%	▲ 195
137	Amscan	https://www.link€	United States	649	17	2.62%	▲ 179
138	Timex Group	https://www.link€	United States	1,338	35	2.62%	▲ 69
139	Nutraceutical	https://www.link€	United States	578	15	2.60%	▲ 46
140	Procter & Gamble	https://www.link€	United States	117,810	3,000	2.55%	▲ 148
141	Vitamix	https://www.link€	United States	712	18	2.53%	▲ 68
142	Jostens	https://www.link€	United States	2,337	57	2.44%	▲ 180
143	Central Garden & Pet	https://www.link€	United States	1,687	41	2.43%	▲ 113
144	Ghirardelli Chocolate	https://www.link€	United States	794	19	2.39%	▲ 173
145	Conair	https://www.link€	United States	1,608	38	2.36%	▲ 118
146	Fisher-Price	https://www.link€	United States	764	18	2.36%	▲ 254
147	TOTO USA	https://www.link€	United States	518	12	2.32%	▲ 155
148	Younique Products	https://www.link€	United States	5,703	131	2.30%	▲ 143
149	First Quality	https://www.link€	United States	1,578	36	2.28%	▲ 95
150	CUTCO Cutlery	https://www.link€	United States	2,358	53	2.25%	▲ 131
151	Vi-Jon	https://www.link€	United States	592	13	2.20%	▲ 42
152	Hayward Holdings	https://www.link€	United States	966	21	2.17%	▼ -84
153	Rockline Industries	https://www.link€	United States	952	20	2.10%	▲ 92
154	Reynolds Consumer Produ	https://www.link€	United States	1,671	35	2.09%	▲ 139
155	Jakks Pacific	https://www.link€	United States	1,114	23	2.06%	▲ 116
156	Herff Jones	https://www.link€	United States	1,410	29	2.06%	▲ 105
157	FTD	https://www.link€	United States	1,510	31	2.05%	▲ 170
158	Vector Marketing	https://www.link€	United States	8,685	178	2.05%	▲ 140
159	Yamaha Motor	https://www.link€	United States	2,258	46	2.04%	▲ 120
160	Carlstar Group	https://www.link€	United States	590	12	2.03%	▲ 109
161	Morton Salt	https://www.link€	United States	959	19	1.98%	▲ 114
162	Nice-Pak	https://www.link€	United States	712	14	1.97%	▲ 130
163	Reddy Ice	https://www.link€	United States	808	15	1.86%	▲ 172
164	The Wonderful Company	https://www.link€	United States	3,885	72	1.85%	▲ 1
165	Mercury Marine	https://www.link€	United States	2,254	41	1.82%	▲ 146
166	Lifetime Brands	https://www.link€	United States	774	14	1.81%	▲ 189
167	American Girl	https://www.link€	United States	1,007	18	1.79%	▲ 190
168	1-800 CONTACTS	https://www.link€	United States	635	11	1.73%	▲ 66

169	Acosta	https://www.link	United States	11,457	194	1.69%	▲ 136
170	Amway	https://www.link	United States	37,101	628	1.69%	▲ 129
171	The Bradford Hammacher	https://www.link	United States	834	14	1.68%	New Entry
172	Scentsy	https://www.link	United States	4,540	74	1.63%	▲ 153
173	DAP	https://www.link	United States	614	10	1.63%	▲ 68
174	FGX International	https://www.link	United States	737	12	1.63%	▲ 145
175	Home City Ice	https://www.link	United States	609	9	1.48%	▲ 192
176	Russell Stover Chocolates	https://www.link	United States	639	9	1.41%	▲ 120
177	Hallmark	https://www.link	United States	14,311	200	1.40%	▲ 93
178	Colony Brands	https://www.link	United States	1,124	15	1.33%	▲ 107
179	Simmons Bedding Compar	https://www.link	United States	630	8	1.27%	▲ 165
180	Crossmark	https://www.link	United States	8,661	108	1.25%	▲ 174
181	The Nature's Bounty	https://www.link	United States	1,383	17	1.23%	▲ 180
182	Brunswick Corporation	https://www.link	United States	6,027	68	1.13%	▲ 67
183	Coca-Cola Bottling Compa	https://www.link	United States	4,876	55	1.13%	▲ 167
184	Serta	https://www.link	United States	635	7	1.10%	▲ 178
185	Lifetime Products	https://www.link	United States	915	10	1.09%	▲ 130
186	Advantage Solutions	https://www.link	United States	21,810	238	1.09%	▲ 178
187	Teleflora	https://www.link	United States	564	6	1.06%	▲ 142
188	Wrigley	https://www.link	United States	4,476	44	0.98%	▲ 200
189	Andrews Distributing	https://www.link	United States	514	5	0.97%	▲ 185
190	Driveline Retail Merchandis	https://www.link	United States	2,993	26	0.87%	▲ 195
191	American Greetings	https://www.link	United States	4,768	40	0.84%	▲ 165
192	Pepperidge Farm	https://www.link	United States	1,810	15	0.83%	▲ 185
193	Jarden Consumer Solution	https://www.link	United States	632	5	0.79%	▲ 196
194	Corelle Brands	https://www.link	United States	806	6	0.74%	▲ 120
195	Mathews International	https://www.link	United States	5,991	43	0.72%	▼ -115
196	Blue Bell Creameries	https://www.link	United States	837	6	0.72%	▲ 167
197	PLBY	https://www.link	United States	1,129	8	0.71%	▲ 103
198	Black & Decker	https://www.link	United States	2,041	13	0.64%	▲ 198
199	A. O. Smith	https://www.link	United States	12,924	81	0.63%	▲ 199
200	Anderson Merchandisers	https://www.link	United States	2,096	12	0.57%	▲ 168
201	WhiteWave Foods	https://www.link	United States	528	3	0.57%	▲ 192
202	Longaberger	https://www.link	United States	926	5	0.54%	▲ 204
203	Sterilite	https://www.link	United States	799	4	0.50%	▲ 205
204	Fortune Brands Home & St	https://www.link	United States	4,740	23	0.49%	▼ -36
205	Coleman	https://www.link	United States	659	3	0.46%	▲ 146
206	CSS Industries	https://www.link	United States	716	3	0.42%	▲ 169
207	Loving The Plant	https://www.link	United States	513	2	0.39%	New Entry
208	Empresario Independiente	https://www.link	United States	852	3	0.35%	▲ 191
209	DESA	https://www.link	United States	880	3	0.34%	▲ 203
210	Big Heart Pet Brands	https://www.link	United States	1,052	3	0.29%	▲ 212
211	Toys R Us	https://www.link	United States	2,559	5	0.20%	▲ 205
212	Independent Partylite Cons	https://www.link	United States	613	1	0.16%	▲ 190
213	Cadbury Adams	https://www.link	United States	798	1	0.13%	▲ 206
214	Nabisco	https://www.link	United States	3,288	4	0.12%	▲ 203
215	Solo Cup	https://www.link	United States	706	0	0.00%	▲ 199
216	Green Mountain Coffee Ro	https://www.link	United States	673	0	0.00%	▲ 202

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