DSMN8

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

Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
4.72%	**120**	**5.32%**

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	Scopely	https://www.linke	United States	1,375	196	14.25%	▲ 18
2	Activision Blizzard	https://www.linke	United States	1,552	219	14.11%	▲ 15
3	Netflix	https://www.linke	United States	14,607	1,775	12.15%	▲ 7
4	Universal Creative	https://www.linke	United States	663	80	12.07%	▲ 9
5	Official ASM Global	https://www.linke	United States	1,139	127	11.15%	▲ 15
6	Roku	https://www.linke	United States	2,942	328	11.15%	▼ -1
7	MSG Entertainment	https://www.linke	United States	1,646	178	10.81%	▲ 17
8	Peacock	https://www.linke	United States	751	77	10.25%	▲ 0
9	Disney Streaming	https://www.linke	United States	2,279	228	10.00%	▲ 14
10	Wasserman	https://www.linke	United States	978	97	9.92%	New Entry
11	Wizards of the Coast	https://www.linke	United States	1,170	112	9.57%	▲ 19
12	SiriusXM	https://www.linke	United States	5,990	551	9.20%	▲ 59
13	Industrial Light & Magic	https://www.linke	United States	2,456	224	9.12%	▲ 45
14	Jam City	https://www.linke	United States	924	84	9.09%	▼ -8
15	WWE	https://www.linke	United States	1,164	104	8.93%	▼ -4
16	The Pokémon Company	https://www.linke	United States	1,098	97	8.83%	▲ 0
17	Warner Bros. Games	https://www.linke	United States	946	81	8.56%	▲ 85
18	WarnerMedia	https://www.linke	United States	30,976	2,500	8.07%	▲ 120
19	DIRECTV Latin America	https://www.linke	United States	4,850	382	7.88%	▲ 21
20	United Talent Agency	https://www.linke	United States	1,194	93	7.79%	▼ -2
21	Lucasfilm	https://www.linke	United States	3,899	299	7.67%	▲ 69
22	Discovery	https://www.linke	United States	10,536	804	7.63%	▲ 3
23	Crunchyroll	https://www.linke	United States	595	44	7.39%	▼ -2
24	Production Resource Grou	https://www.linke	United States	2,158	154	7.14%	▲ 48

25	A+E Networks	https://www.linke	United States	2,425	173	7.13%	▲ 49
26	Gracenote	https://www.linke	United States	1,502	107	7.12%	▲ 36
27	WME | IMG	https://www.linke	United States	839	59	7.03%	▲ 21
28	Bowlero Corporation	https://www.linke	United States	1,172	81	6.91%	▲ 24
29	Ticketmaster	https://www.linke	United States	3,948	271	6.86%	▲ 34
30	Disney Media & Entertainm	https://www.linke	United States	7,421	493	6.64%	▲ 91
31	Take-Two Interactive Softw	https://www.linke	United States	757	50	6.61%	▲ 15
32	Cedar Point Amusement P	https://www.linke	United States	581	38	6.54%	▲ 18
33	Main Event	https://www.linke	United States	1,775	116	6.54%	▲ 18
34	Churchill Downs Incorporat	https://www.linke	United States	664	43	6.48%	▲ 52
35	AEG Presents	https://www.linke	United States	1,060	68	6.42%	▲ 12
36	HBO Latin America	https://www.linke	United States	582	37	6.36%	▼ -2
37	Endeavor	https://www.linke	United States	11,323	697	6.16%	▼ -30
38	AMC Networks	https://www.linke	United States	2,296	138	6.01%	▲ 11
39	Activision	https://www.linke	United States	2,429	141	5.80%	▲ 73
40	ViacomCBS	https://www.linke	United States	30,620	1,760	5.75%	▲ 42
41	Showtime Networks	https://www.linke	United States	1,355	76	5.61%	▲ 57
42	PlayStation	https://www.linke	United States	8,937	492	5.51%	▲ 50
43	Starz	https://www.linke	United States	1,204	65	5.40%	▲ 53
44	Live Nation Entertainment	https://www.linke	United States	14,296	745	5.21%	▲ 88
45	Blizzard Entertainment	https://www.linke	United States	5,117	266	5.20%	▲ 33
46	FX Networks	https://www.linke	United States	679	35	5.15%	▲ 49
47	Iyuno Media Group	https://www.linke	United States	1,812	93	5.13%	▲ 12
48	Walt Disney Imagineering	https://www.linke	United States	2,029	103	5.08%	▲ 39
49	The Walt Disney Studios	https://www.linke	United States	6,908	350	5.07%	▲ 16
50	Sony Pictures Entertainme	https://www.linke	United States	7,975	393	4.93%	▲ 66
51	Lionsgate	https://www.linke	United States	1,776	87	4.90%	▲ 25
52	Urban Air Adventure Parks	https://www.linke	United States	980	48	4.90%	▲ 52
53	Bungie	https://www.linke	United States	1,094	53	4.84%	▲ 38
54	NBCUniversal	https://www.linke	United States	52,357	2,500	4.77%	▲ 79
55	Redbox	https://www.linke	United States	986	47	4.77%	▲ 18
56	Sony Interactive Entertainn	https://www.linke	United States	1,156	53	4.58%	▲ 87
57	Creative Artists Agency	https://www.linke	United States	2,556	117	4.58%	▲ 43
58	AEG	https://www.linke	United States	3,180	145	4.56%	▲ 90
59	HBO	https://www.linke	United States	6,114	276	4.51%	▲ 61
60	DGE	https://www.linke	United States	13,113	537	4.10%	▲ 157
61	Topgolf	https://www.linke	United States	6,400	256	4.00%	▲ 53
62	IMG	https://www.linke	United States	3,910	154	3.94%	▲ 8
63	Fox Networks Group	https://www.linke	United States	917	36	3.93%	▲ 36
64	Disney Parks Experiences	https://www.linke	United States	11,258	428	3.80%	▲ 66
65	Warner Bros. Entertainmer	https://www.linke	United States	11,391	433	3.80%	▲ 70
66	WME	https://www.linke	United States	1,126	42	3.73%	▲ 31
67	The Walt Disney Company	https://www.linke	United States	142,929	5,000	3.50%	▲ 137
68	FIC	https://www.linke	United States	552	19	3.44%	▲ 84
69	Deluxe	https://www.linke	United States	7,707	258	3.35%	▲ 55
70	Entertainment Partners	https://www.linke	United States	1,619	54	3.34%	▲ 80
71	Feld Entertainment	https://www.linke	United States	1,180	39	3.31%	▲ 57
72	Universal Pictures	https://www.linke	United States	2,252	73	3.24%	▲ 91
73	BET	https://www.linke	United States	2,020	65	3.22%	▲ 93
74	Marcus Theatres	https://www.linke	United States	777	24	3.09%	▲ 128
75	Twentieth Century Fox	https://www.linke	United States	557	17	3.05%	▲ 48
76	Cedar Fair	https://www.linke	United States	6,644	193	2.90%	▲ 64
77	Viacom	https://www.linke	United States	15,770	445	2.82%	New Entry
78	Rhino Staging & Event Sol	https://www.linke	United States	1,460	39	2.67%	▲ 94
79	Paramount Pictures	https://www.linke	United States	3,960	105	2.65%	▲ 76
80	Carowinds	https://www.linke	United States	505	13	2.57%	▲ 110
81	Legend	https://www.linke	United States	508	13	2.56%	▲ 61
82	SeaWorld Parks & Resorts	https://www.linke	United States	606	15	2.48%	▲ 119
83	Panavision	https://www.linke	United States	618	15	2.43%	▲ 124
84	CBS	https://www.linke	United States	8,362	196	2.34%	New Entry
85	SeaWorld Parks & Entertai	https://www.linke	United States	5,453	123	2.26%	▲ 95
86	Walt Disney Parks & Resor	https://www.linke	United States	890	20	2.25%	▲ 74
87	Warner Bros. Television	https://www.linke	United States	645	14	2.17%	▲ 169
88	DIRECTV	https://www.linke	United States	12,316	262	2.13%	New Entry
89	John Casablancas	https://www.linke	United States	568	12	2.11%	▲ 82
90	Medieval Times	https://www.linke	United States	577	12	2.08%	▲ 88
91	SMG	https://www.linke	United States	640	13	2.03%	▲ 94
92	CBS Radio	https://www.linke	United States	1,607	32	1.99%	▲ 72
93	Alamo Drafthouse Cinema	https://www.linke	United States	1,173	23	1.96%	▲ 103
94	Walt Disney World	https://www.linke	United States	23,140	451	1.95%	▲ 88
95	IPIC Theaters	https://www.linke	United States	521	10	1.92%	▲ 11
96	CBS Studios	https://www.linke	United States	1,221	23	1.88%	▲ 51

97	Six Flags	https://www.linke	United States	6,592	117	1.77%	▲ 70
98	CBS Television Distribution	https://www.linke	United States	523	9	1.72%	▲ 85
99	Disneyland Resort	https://www.linke	United States	6,843	111	1.62%	▲ 96
100	Kings Island	https://www.linke	United States	618	10	1.62%	▲ 62
101	E! Networks	https://www.linke	United States	637	10	1.57%	▲ 102
102	Knott's Berry Farm	https://www.linke	United States	1,215	19	1.56%	▲ 95
103	Universal Studios Hollywoc	https://www.linke	United States	6,533	102	1.56%	▲ 51
104	Four Winds Casinos	https://www.linke	United States	770	12	1.56%	▲ 109
105	Warner Bros. Pictures	https://www.linke	United States	752	11	1.46%	▲ 124
106	ICM Partners	https://www.linke	United States	548	8	1.46%	▲ 119
107	Disney Channel	https://www.linke	United States	619	9	1.45%	▲ 77
108	House of Blues	https://www.linke	United States	1,904	27	1.42%	▲ 78
109	Warner Bros. Studios	https://www.linke	United States	1,070	15	1.40%	▲ 111
110	Cinemark	https://www.linke	United States	7,022	93	1.32%	▲ 105
111	Syufy Enterprises	https://www.linke	United States	572	7	1.22%	▲ 65
112	AMC Theatres	https://www.linke	United States	5,428	61	1.12%	▲ 114
113	VER	https://www.linke	United States	902	10	1.11%	▲ 48
114	SeaWorld San Diego	https://www.linke	United States	580	6	1.03%	▲ 95
115	Studio Movie Grill	https://www.linke	United States	976	9	0.92%	▲ 97
116	Harkins Theatres	https://www.linke	United States	906	7	0.77%	▲ 90
117	SeaWorld	https://www.linke	United States	1,088	8	0.74%	▲ 101
118	Chuck E. Cheese	https://www.linke	United States	1,394	7	0.50%	▲ 124
119	Regal	https://www.linke	United States	6,234	31	0.50%	▲ 131
120	Movie Tavern	https://www.linke	United States	652	1	0.15%	▲ 142

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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