



Europe's Most Active Machinery Professionals on Social - November 2021

Industry at a glance:

Average Score:
8.15%

Total Companies:
116

Global Industry Average:
6.69%

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	Boels Rental	https://www.linkedin.com/company/boels-rental/	Netherlands	1,683	340	20.20%	▲ 14
2	Rational	https://www.linkedin.com/company/rational/	Germany	1,137	204	17.94%	▲ 5
3	Jungheinrich France	https://www.linkedin.com/company/jungheinrich-france/	France	737	121	16.42%	▲ 45
4	Royal Reesink	https://www.linkedin.com/company/royal-reesink/	Netherlands	690	113	16.38%	▲ 13
5	GAM - Solutions	https://www.linkedin.com/company/gam-solutions/	Spain	585	95	16.24%	▼ -1
6	Busch Vacuum Solutions	https://www.linkedin.com/company/busch-vacuum-solutions/	Germany	1,111	172	15.48%	▲ 21
7	Skan	https://www.linkedin.com/company/skan/	Switzerland	509	78	15.32%	▲ 37
8	Optima Packaging Group	https://www.linkedin.com/company/optima-packaging-group/	Germany	581	76	13.08%	▲ 89
9	Körber	https://www.linkedin.com/company/koerber/	Germany	3,435	437	12.72%	New Entry
10	Bergerat Monnoyeur	https://www.linkedin.com/company/bergerat-monnoyeur/	France	1,099	137	12.47%	▲ 28
11	GF Machining Solutions	https://www.linkedin.com/company/gf-machining-solutions/	Switzerland	1,048	127	12.12%	▲ 0
12	ULMA Packaging	https://www.linkedin.com/company/ulma-packaging/	Spain	646	78	12.07%	▲ 48
13	Gravotech	https://www.linkedin.com/company/gravotech/	France	555	65	11.71%	▲ 68
14	Azbil Telstar	https://www.linkedin.com/company/azbil-telstar/	Spain	610	71	11.64%	▲ 45
15	Palfinger Marine	https://www.linkedin.com/company/palfinger-marine/	Austria	509	58	11.39%	▲ 67
16	ZEISS Industrial Metrology	https://www.linkedin.com/company/zeiss-industrial-metrology/	Germany	1,120	126	11.25%	▲ 50
17	Electrolux Professional	https://www.linkedin.com/company/electrolux-professional/	Italy	1,696	190	11.20%	▲ 72
18	Leybold	https://www.linkedin.com/company/leybold/	Germany	655	73	11.15%	▲ 14
19	Neles	https://www.linkedin.com/company/neles/	Finland	1,098	121	11.02%	▲ 18
20	Manitou Group	https://www.linkedin.com/company/manitou-group/	France	1,837	201	10.94%	▲ 55
21	LOXAM	https://www.linkedin.com/company/loxam/	France	2,476	266	10.74%	▲ 67
22	Groupe Kiloutou	https://www.linkedin.com/company/groupe-kiloutou/	France	2,850	305	10.70%	▲ 40
23	Lely	https://www.linkedin.com/company/lely/	Netherlands	1,508	159	10.54%	▲ 61
24	Bystronic Group	https://www.linkedin.com/company/bystronic-group/	Switzerland	904	95	10.51%	▲ 48

25	Daikin Applied Europe	https://www.link	Italy	557	58	10.41%	▲ 104
26	Haarslev	https://www.link	Denmark	515	53	10.29%	▲ 88
27	Nilfisk	https://www.link	Denmark	3,195	326	10.20%	▲ 105
28	Epta Group	https://www.link	Italy	1,268	129	10.17%	▲ 94
29	KION Group	https://www.link	Germany	1,152	117	10.16%	▲ 127
30	Wilo Group	https://www.link	Germany	2,099	211	10.05%	▲ 100
31	Kalmar	https://www.link	Finland	1,415	142	10.04%	▼ -29
32	Metso Outotec	https://www.link	Finland	7,783	780	10.02%	▲ 73
33	Manz	https://www.link	Germany	524	51	9.73%	▲ 104
34	Normet Group	https://www.link	Finland	813	78	9.59%	▲ 79
35	Wittmann Battenfeld	https://www.link	Austria	687	65	9.46%	▲ 63
36	Marel	https://www.link	Iceland	4,214	398	9.44%	▲ 127
37	Atlas Copco	https://www.link	Sweden	26,490	2,500	9.44%	▲ 90
38	Ponsse	https://www.link	Finland	545	51	9.36%	▲ 15
39	FIMER	https://www.link	Italy	1,290	120	9.30%	▲ 106
40	CFT Group	https://www.link	Italy	621	57	9.18%	▲ 75
41	United Grinding Group	https://www.link	Switzerland	808	72	8.91%	▲ 160
42	Biesse Group	https://www.link	Italy	2,218	197	8.88%	▲ 99
43	ENGEL	https://www.link	Austria	1,552	137	8.83%	▲ 106
44	Cramo Group	https://www.link	Finland	1,275	112	8.78%	New Entry
45	HYDAC Group	https://www.link	Germany	663	58	8.75%	▲ 71
46	Kelvion	https://www.link	Germany	1,445	126	8.72%	▲ 126
47	Oerlikon Balzers	https://www.link	Liechtenstein	943	82	8.70%	▲ 21
48	Kverneland Group	https://www.link	Norway	901	78	8.66%	▲ 98
49	Burckhardt Compression	https://www.link	Switzerland	1,158	100	8.64%	▲ 162
50	Bizerba	https://www.link	Germany	1,670	144	8.62%	▲ 62
51	DMG MORI	https://www.link	Germany	3,014	258	8.56%	▲ 129
52	BOBST	https://www.link	Switzerland	3,205	274	8.55%	▲ 52
53	Dürr	https://www.link	Germany	3,771	321	8.51%	▲ 147
54	Dürr Group	https://www.link	Germany	5,298	450	8.49%	▲ 116
55	GGB Bearing Technology	https://www.link	France	533	45	8.44%	▲ 148
56	SACMI	https://www.link	Italy	1,723	141	8.18%	▲ 45
57	TESYA	https://www.link	Italy	2,105	172	8.17%	▲ 42
58	HAWE Hydraulik	https://www.link	Germany	500	40	8.00%	▲ 177
59	Prima Power	https://www.link	Italy	627	50	7.97%	▲ 31
60	Ramirent Group	https://www.link	Finland	1,191	93	7.81%	▲ 83
61	Wacker Neuson Group	https://www.link	Germany	1,864	144	7.73%	▲ 96
62	Scm Group	https://www.link	Italy	1,939	148	7.63%	▲ 78
63	Pfeiffer Vacuum	https://www.link	Germany	634	48	7.57%	▲ 68
64	EOS	https://www.link	Germany	1,381	103	7.46%	▲ 109
65	Homag	https://www.link	Germany	1,677	125	7.45%	▲ 79
66	KUHN Group	https://www.link	France	777	57	7.34%	▲ 140
67	Koenig & Bauer	https://www.link	Germany	764	56	7.33%	▲ 181
68	Schuler Group	https://www.link	Germany	1,269	91	7.17%	▲ 162
69	Valmet	https://www.link	Finland	7,279	513	7.05%	▲ 114
70	KraussMaffei	https://www.link	Germany	1,533	107	6.98%	▲ 78
71	TRUMPF	https://www.link	Germany	5,115	357	6.98%	▲ 106
72	Tractafic Equipment	https://www.link	France	752	51	6.78%	▲ 136
73	Bucher Emhart Glass	https://www.link	Switzerland	502	34	6.77%	▲ 199
74	Windmoeller & Hoelscher	https://www.link	Germany	727	49	6.74%	▲ 122
75	Voith Turbo	https://www.link	Germany	1,426	96	6.73%	▲ 170
76	Wirtgen Group	https://www.link	Germany	669	43	6.43%	▲ 105
77	Bucher Hydraulics	https://www.link	Germany	680	43	6.32%	▲ 150
78	Konecranes	https://www.link	Finland	8,020	498	6.21%	▲ 146
79	Sulzer	https://www.link	Switzerland	7,565	468	6.19%	▲ 115
80	STIHL	https://www.link	Germany	4,732	291	6.15%	▲ 129
81	GROB-WERKE	https://www.link	Germany	573	35	6.11%	▲ 27
82	Maschio Gaspardo Group	https://www.link	Italy	525	32	6.10%	▲ 108
83	BAADER	https://www.link	Germany	543	33	6.08%	▲ 91
84	Volvo Construction Equipm	https://www.link	Sweden	6,482	392	6.05%	▲ 176
85	Linde Material Handling	https://www.link	Germany	1,727	104	6.02%	▲ 133
86	CLAAS	https://www.link	Germany	3,687	217	5.89%	▲ 127
87	Xylem Water & Wastewater	https://www.link	Sweden	614	36	5.86%	▲ 130
88	Salvagnini	https://www.link	Italy	855	50	5.85%	▲ 138
89	Meyn Food Processing Tec	https://www.link	Netherlands	571	33	5.78%	▲ 197
90	Güntner	https://www.link	Germany	927	53	5.72%	▲ 86
91	ANDRITZ	https://www.link	Austria	10,343	591	5.71%	▲ 131
92	Ammann Group	https://www.link	Switzerland	869	49	5.64%	▲ 110
93	Groz-Beckert	https://www.link	Germany	892	47	5.27%	▲ 174
94	Marel Poultry	https://www.link	Netherlands	665	35	5.26%	▲ 113
95	Coperion	https://www.link	Germany	879	46	5.23%	▲ 144
96	Krones	https://www.link	Germany	4,653	240	5.16%	▲ 135

97	CGT	https://www.link€ Italy	1,171	60	5.12%	▲ 92
98	Heidelberger Druckmaschi	https://www.link€ Germany	2,828	144	5.09%	▲ 125
99	Komatsu Forest	https://www.link€ Sweden	610	31	5.08%	▲ 163
100	Picanol Group	https://www.link€ Belgium	940	46	4.89%	▲ 153
101	Voith Group	https://www.link€ Germany	9,329	448	4.80%	▲ 165
102	mtu solutions	https://www.link€ Germany	1,151	55	4.78%	▲ 142
103	DEUTZ	https://www.link€ Germany	803	37	4.61%	▲ 156
104	VMI Group	https://www.link€ Netherlands	626	28	4.47%	▲ 75
105	KHS Group	https://www.link€ Germany	1,975	87	4.41%	▲ 150
106	Sidel	https://www.link€ France	4,520	185	4.09%	▲ 123
107	Rolls-Royce Power System	https://www.link€ Germany	3,508	137	3.91%	▲ 14
108	SDF	https://www.link€ Italy	1,543	57	3.69%	▲ 174
109	Valtra	https://www.link€ Finland	523	17	3.25%	▲ 140
110	Herrenknecht	https://www.link€ Germany	1,019	33	3.24%	▲ 144
111	Hoerbiger	https://www.link€ Switzerland	2,249	71	3.16%	▲ 172
112	Rieter	https://www.link€ Switzerland	1,757	49	2.79%	▲ 161
113	Finanzauto	https://www.link€ Spain	524	14	2.67%	▲ 80
114	Metso	https://www.link€ Finland	7,217	157	2.18%	▲ 174
115	Ferrostaal	https://www.link€ Germany	554	10	1.81%	▲ 172
116	IPC	https://www.link€ Italy	10,232	5	0.05%	▲ 177

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