



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

Industry at a glance:

Average Score:
5.00%

Total Companies:
89

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	Enerpac	https://www.link	United States	539	64	11.87%	▲ 4
2	Duravant	https://www.link	United States	1,350	150	11.11%	New Entry
3	Alta Equipment Company	https://www.link	United States	595	60	10.08%	▲ 10
4	Tennant Company	https://www.link	United States	2,198	214	9.74%	▲ 23
5	Equipment Depot	https://www.link	United States	1,202	111	9.23%	▲ 35
6	Lindsay Corporation	https://www.link	United States	576	53	9.20%	▲ 25
7	ESAB	https://www.link	United States	2,052	179	8.72%	▲ 26
8	Spraying Systems	https://www.link	United States	868	75	8.64%	▲ 50
9	Mustang Cat	https://www.link	United States	509	43	8.45%	▲ 40
10	JBT Corporation	https://www.link	United States	1,100	91	8.27%	▲ 19
11	Laitram	https://www.link	United States	1,908	157	8.23%	▲ 39
12	DMG MORI USA	https://www.link	United States	633	52	8.21%	▲ 31
13	ASTECC	https://www.link	United States	718	58	8.08%	▲ 13
14	Hypertherm	https://www.link	United States	1,142	91	7.97%	▲ 34
15	Custom Truck One Source	https://www.link	United States	558	41	7.35%	▲ 2
16	AGCO Corporation	https://www.link	United States	8,986	644	7.17%	▲ 29
17	ProMach	https://www.link	United States	611	43	7.04%	▲ 2
18	JBT FoodTech	https://www.link	United States	1,365	93	6.81%	▲ 54
19	AriensCo	https://www.link	United States	695	45	6.47%	▲ 57
20	Sullair	https://www.link	United States	560	36	6.43%	▲ 103
21	Lincoln Electric	https://www.link	United States	4,044	247	6.11%	▲ 38
22	Barry-Wehmiller	https://www.link	United States	4,680	281	6.00%	▲ 57
23	Kaeser Compressors USA	https://www.link	United States	991	59	5.95%	▲ 50
24	Graco	https://www.link	United States	3,159	179	5.67%	▲ 53

25	Stolle Machinery	https://www.link	United States	653	37	5.67%	▲ 56
26	Hyster-Yale Group	https://www.link	United States	3,402	190	5.58%	▲ 56
27	Genie	https://www.link	United States	1,028	57	5.54%	▲ 69
28	TRUMPF North America	https://www.link	United States	869	48	5.52%	▲ 74
29	AAON	https://www.link	United States	637	35	5.49%	▲ 104
30	Warren CAT	https://www.link	United States	649	35	5.39%	▲ 102
31	Milacron	https://www.link	United States	1,465	79	5.39%	▲ 97
32	Rexnord	https://www.link	United States	1,941	104	5.36%	▲ 71
33	Cashman Equipment	https://www.link	United States	546	29	5.31%	▲ 76
34	Kubota Tractor Corporation	https://www.link	United States	1,143	60	5.25%	▲ 65
35	Bobcat Company	https://www.link	United States	1,911	97	5.08%	▲ 66
36	The Manitowoc Company	https://www.link	United States	1,655	83	5.02%	▲ 54
37	Milton CAT	https://www.link	United States	616	30	4.87%	▲ 41
38	Gardner Denver	https://www.link	United States	2,733	133	4.87%	▲ 109
39	JLG Industries	https://www.link	United States	2,061	100	4.85%	▲ 65
40	IDEX	https://www.link	United States	2,121	101	4.76%	▲ 7
41	Vermeer Corporation	https://www.link	United States	1,880	89	4.73%	▲ 76
42	Carter Machinery	https://www.link	United States	655	31	4.73%	▲ 52
43	SMS group	https://www.link	United States	762	36	4.72%	▲ 92
44	Kennametal	https://www.link	United States	5,743	268	4.67%	▲ 100
45	Nash	https://www.link	United States	11,550	536	4.64%	New Entry
46	Dover Corporation	https://www.link	United States	1,782	82	4.60%	▲ 108
47	Komatsu Construction	https://www.link	United States	6,870	311	4.53%	▲ 53
48	Miller Electric	https://www.link	United States	997	45	4.51%	▲ 67
49	Snap-on	https://www.link	United States	1,023	46	4.50%	▲ 100
50	Amada America	https://www.link	United States	615	27	4.39%	▲ 21
51	Paper Converting Machine	https://www.link	United States	526	23	4.37%	▲ 10
52	Quinn Company	https://www.link	United States	527	23	4.36%	▲ 91
53	Thompson Tractor Compar	https://www.link	United States	642	28	4.36%	▲ 32
54	Mazak North America	https://www.link	United States	562	24	4.27%	▲ 102
55	Canon Virginia	https://www.link	United States	544	23	4.23%	▲ 140
56	Alliance Laundry Systems	https://www.link	United States	1,197	50	4.18%	▲ 6
57	Gregory Poole Equipment	https://www.link	United States	702	29	4.13%	▲ 38
58	Columbus McKinnon	https://www.link	United States	1,406	58	4.13%	▲ 30
59	Fabick Cat	https://www.link	United States	514	21	4.09%	▲ 99
60	Toyota Material Handling	https://www.link	United States	1,644	67	4.08%	▲ 167
61	Terex Corporation	https://www.link	United States	6,232	249	4.00%	▲ 81
62	Nordson Corporation	https://www.link	United States	2,241	86	3.84%	▲ 45
63	ITW	https://www.link	United States	5,643	197	3.49%	▲ 92
64	Federal Signal Corporation	https://www.link	United States	690	24	3.48%	▲ 81
65	Titan Machinery	https://www.link	United States	1,324	46	3.47%	▲ 115
66	Rite-Hite	https://www.link	United States	634	22	3.47%	▲ 105
67	Caterpillar	https://www.link	United States	55,674	1,763	3.17%	▲ 111
68	NTN	https://www.link	United States	949	30	3.16%	▲ 107
69	John Deere	https://www.link	United States	42,715	1,350	3.16%	▲ 108
70	Nortek Air Solutions	https://www.link	United States	735	23	3.13%	▲ 76
71	Ohio Cat	https://www.link	United States	610	19	3.11%	▲ 43
72	RDO Equipment	https://www.link	United States	1,221	38	3.11%	▲ 79
73	Gleason Corporation	https://www.link	United States	795	24	3.02%	▲ 79
74	Cascade Corporation	https://www.link	United States	764	23	3.01%	▲ 88
75	Flow International	https://www.link	United States	504	15	2.98%	▲ 94
76	NSK	https://www.link	United States	2,840	83	2.92%	▲ 81
77	Ring Power Cat	https://www.link	United States	811	23	2.84%	▲ 50
78	USNR	https://www.link	United States	546	15	2.75%	▲ 112
79	MacAllister Machinery	https://www.link	United States	721	19	2.64%	▲ 8
80	The Toro Company	https://www.link	United States	3,019	77	2.55%	▲ 113
81	Altec	https://www.link	United States	3,266	82	2.51%	▲ 123
82	Ziegler Caterpillar	https://www.link	United States	817	20	2.45%	▲ 85
83	Ditch Witch	https://www.link	United States	828	20	2.42%	▲ 57
84	STIHL USA	https://www.link	United States	1,019	23	2.26%	▲ 101
85	Haas Automation	https://www.link	United States	938	21	2.24%	▲ 97
86	GSI Group	https://www.link	United States	582	10	1.72%	▲ 112
87	MAG IAS	https://www.link	United States	544	7	1.29%	▲ 116
88	ESI	https://www.link	United States	1,296	10	0.77%	▲ 134
89	ASB International	https://www.link	United States	794	5	0.63%	▲ 140

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