

DSMN8

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

Industry at a glance:

Average Score:
2.56%

Total Companies:
15

Global Industry Average:
4.50%

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)
1	Port Houston	https://www.linke	United States	569	39	6.85%
2	ABS	https://www.linke	United States	5,853	260	4.44%
3	Edison Chouest	https://www.linke	United States	1,746	65	3.72%
4	HOS®	https://www.linke	United States	930	33	3.55%
5	Marquette	https://www.linke	United States	519	14	2.70%
6	Overseas Shipholding	https://www.linke	United States	516	13	2.52%
7	Foss Maritime	https://www.linke	United States	500	12	2.40%
8	ACBL	https://www.linke	United States	654	15	2.29%
9	Ports America	https://www.linke	United States	1,017	19	1.87%
10	Tidewater	https://www.linke	United States	2,709	46	1.70%
11	GLDD	https://www.linke	United States	788	13	1.65%
12	Port of Los Angeles	https://www.linke	United States	561	8	1.43%
13	Seafarers International Union	https://www.linke	United States	717	9	1.26%
14	Cosco Shipping	https://www.linke	United States	673	7	1.04%
15	Military Sealift Command	https://www.linke	United States	3,222	32	0.99%

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](http://www.dsmn8.com) [our contact us at support@dsmn8.com](mailto:support@dsmn8.com)

