



Europe's Most Active Mining & Metals Professionals on Social - October 2021

Industry at a glance:

Average Score:
4.84%

Total Companies:
56

Global Industry Average:
3.96%

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	voestalpine Welding	https://www.linkedin.com/company/voestalpine-welding	Germany	665	83	12.48%	▲ 4
2	Carmeuse	https://www.linkedin.com/company/carmeuse	Belgium	746	84	11.26%	▲ 11
3	Norsk Hydro	https://www.linkedin.com/company/norsk-hydro	Norway	6,486	671	10.35%	▲ 18
4	Eramet	https://www.linkedin.com/company/eramet	France	1,295	129	9.96%	▲ 14
5	ArcelorMittal	https://www.linkedin.com/company/arcelormittal	France	2,027	164	8.09%	▲ 26
6	Liebherr	https://www.linkedin.com/company/liebherr	France	973	78	8.02%	▲ 32
7	Sandvik	https://www.linkedin.com/company/sandvik	Sweden	16,450	1,234	7.50%	▲ 52
8	Lhoist	https://www.linkedin.com/company/lhoist	Belgium	2,302	160	6.95%	▲ 29
9	Omya	https://www.linkedin.com/company/omya	Switzerland	2,958	204	6.90%	▲ 33
10	Imerys	https://www.linkedin.com/company/imerys	France	6,122	422	6.89%	▲ 30
11	PRYM	https://www.linkedin.com/company/prym	Germany	588	40	6.80%	▲ 36
12	Aubert & Duval	https://www.linkedin.com/company/aubert-duval	France	1,046	70	6.69%	▲ 16
13	Aperam	https://www.linkedin.com/company/aperam	Luxembourg	4,446	293	6.59%	▲ 44
14	Boliden	https://www.linkedin.com/company/boliden	Sweden	1,504	98	6.52%	▲ 79
15	SSAB	https://www.linkedin.com/company/ssab	Sweden	3,907	253	6.48%	▲ 26
16	Höganäs	https://www.linkedin.com/company/hoganas	Sweden	985	62	6.29%	▲ 37
17	Ovako Group	https://www.linkedin.com/company/ovako-group	Sweden	772	48	6.22%	▲ 43
18	ERG	https://www.linkedin.com/company/erg	Luxembourg	604	37	6.13%	▲ 62
19	ArcelorMittal Downstream	https://www.linkedin.com/company/arcelormittal-downstream	Luxembourg	742	43	5.80%	▲ 37
20	Outokumpu	https://www.linkedin.com/company/outokumpu	Finland	2,765	159	5.75%	▲ 45
21	ArcelorMittal Belgium	https://www.linkedin.com/company/arcelormittal-belgium	Belgium	505	28	5.54%	▲ 80
22	Calderys	https://www.linkedin.com/company/calderys	France	797	44	5.52%	▲ 42
23	Wieland Group	https://www.linkedin.com/company/wieland-group	Germany	958	51	5.32%	▲ 16
24	KME	https://www.linkedin.com/company/kme	Germany	515	27	5.24%	▲ 72

25	RHI Magnesita	https://www.link	Austria	5,904	308	5.22%	▲ 23
26	Constellium	https://www.link	France	2,939	150	5.10%	▲ 51
27	LKAB	https://www.link	Sweden	1,488	70	4.70%	▲ 47
28	MCB	https://www.link	Netherlands	1,077	50	4.64%	▲ 39
29	Acciaierie	https://www.link	Italy	719	33	4.59%	▲ 37
30	voestalpine	https://www.link	Austria	2,663	122	4.58%	▲ 33
31	voestalpine Edelmetall	https://www.link	Austria	525	24	4.57%	▲ 48
32	Sibelco	https://www.link	Belgium	2,327	100	4.30%	▲ 29
33	EPSA Internacional	https://www.link	Spain	524	21	4.01%	▲ 49
34	Bekaert	https://www.link	Belgium	4,526	178	3.93%	▲ 51
35	Celsa	https://www.link	Spain	1,254	49	3.91%	▲ 56
36	Nyrstar	https://www.link	Netherlands	2,203	83	3.77%	▲ 56
37	Plansee	https://www.link	Austria	733	27	3.68%	▲ 47
38	Aurubis	https://www.link	Germany	1,358	48	3.53%	▲ 52
39	Magotteaux	https://www.link	Belgium	830	28	3.37%	▲ 23
40	Duferco	https://www.link	Switzerland	527	17	3.23%	▲ 71
41	ArcelorMittal Poland	https://www.link	Poland	700	20	2.86%	▲ 75
42	KGHM	https://www.link	Poland	1,328	37	2.79%	▲ 60
43	thyssenkrupp Steel	https://www.link	Germany	1,517	41	2.70%	▲ 61
44	Swiss Steel Group	https://www.link	Switzerland	1,345	36	2.68%	▲ 0
45	K+S	https://www.link	Germany	1,250	33	2.64%	▲ 49
46	Glencore	https://www.link	Switzerland	12,321	290	2.35%	▲ 57
47	INTERPIPE	https://www.link	Ukraine	595	13	2.18%	▲ 65
48	ArcelorMittal	https://www.link	Luxembourg	46,348	960	2.07%	▲ 40
49	Metinvest	https://www.link	Ukraine	2,483	48	1.93%	▲ 66
50	Outotec	https://www.link	Finland	2,227	37	1.66%	▲ 67
51	Luvata	https://www.link	Finland	639	9	1.41%	▲ 76
52	Sapa	https://www.link	Norway	2,474	34	1.37%	▲ 70
53	BRUGG GROUP	https://www.link	Switzerland	600	8	1.33%	▼ -47
54	ArcelorMittal	https://www.link	Ukraine	746	9	1.21%	▲ 64
55	ILVA	https://www.link	Italy	1,549	17	1.10%	▲ 66
56	Salzgitter	https://www.link	Germany	2,858	3	0.10%	▲ 19

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 our contact us at support@dsmn8.com



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