



Europe's Most Active Defense & Space Professionals on Social - November 2021

Industry at a glance:

Average Score: **6.73%** Total Companies: **41** Global Industry Average: **4.03%**

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	ECA	https://www.linkedin.com/company/e-ca	France	515	78	15.15%	▲ 2
2	iXblue	https://www.linkedin.com/company/ixblue	France	521	71	13.63%	▲ 2
3	Terma	https://www.linkedin.com/company/terma	Denmark	1,209	125	10.34%	▲ 19
4	Arquus	https://www.linkedin.com/company/arquus	France	876	87	9.93%	▲ 3
5	Nexter	https://www.linkedin.com/company/nexter	France	1,981	176	8.88%	▲ 6
6	Airbus Defence and Space	https://www.linkedin.com/company/airbus-defence-and-space	France	1,262	111	8.80%	▲ 0
7	État-Major des Armées	https://www.linkedin.com/company/etat-major-des-armees	France	1,081	92	8.51%	▲ 16
8	NCI Agency	https://www.linkedin.com/company/nci-agency	Belgium	1,697	143	8.43%	▲ 8
9	CNES	https://www.linkedin.com/company/cnes	France	2,264	186	8.22%	▲ 25
10	thyssenkrupp Marine Systems	https://www.linkedin.com/company/thyssenkrupp-marine-systems	Germany	689	56	8.13%	▲ 8
11	RUAG	https://www.linkedin.com/company/ruag	Switzerland	988	80	8.10%	▲ 6
12	Forsvarsministeriets Materiel og Forsyningscenter	https://www.linkedin.com/company/forsvarsministeriets-materiel-og-forsyningscenter	Denmark	604	47	7.78%	▲ 1
13	EUMETSAT	https://www.linkedin.com/company/eumetsat	Germany	659	50	7.59%	▲ 42
14	Bundeswehr	https://www.linkedin.com/company/bundeswehr	Germany	967	73	7.55%	▲ 21
15	Hensoldt	https://www.linkedin.com/company/hensoldt	Germany	1,464	108	7.38%	▲ 9
16	NAVAL GROUP	https://www.linkedin.com/company/naval-group	France	8,593	607	7.06%	▲ 13
17	Telespazio Spa	https://www.linkedin.com/company/telespazio	Italy	903	61	6.76%	▲ 16
18	Isdefe	https://www.linkedin.com/company/isdefe	Spain	1,298	86	6.63%	▲ 18
19	ESA	https://www.linkedin.com/company/esa	France	653	43	6.58%	▲ 18
20	Armée de l'air et de l'espace	https://www.linkedin.com/company/armee-de-l-air-et-de-l-espace	France	7,466	491	6.58%	▲ 19
21	NSPA	https://www.linkedin.com/company/nspa	Luxembourg	734	48	6.54%	▲ 23
22	OHB	https://www.linkedin.com/company/ohb	Germany	784	51	6.51%	▲ 31
23	DGA	https://www.linkedin.com/company/dga	France	2,574	165	6.41%	▲ 9
24	Rheinmetall	https://www.linkedin.com/company/rheinmetall	Germany	7,178	454	6.32%	New Entry
25	Patria	https://www.linkedin.com/company/patria	Finland	873	55	6.30%	▲ 18
26	MBDA	https://www.linkedin.com/company/mbda	France	6,475	387	5.98%	▲ 25
27	Saab	https://www.linkedin.com/company/saab	Sweden	11,330	663	5.85%	▲ 33
28	Eletronica	https://www.linkedin.com/company/eletronica	Italy	897	51	5.69%	▲ 18
29	FN Herstal	https://www.linkedin.com/company/fn-herstal	Belgium	722	38	5.26%	▲ 1
30	Forsvarsmateriell	https://www.linkedin.com/company/forsvarsmateriell	Norway	707	37	5.23%	▲ 1
31	BAE Systems	https://www.linkedin.com/company/bae-systems	Sweden	511	26	5.09%	▲ 10
32	Leonardo	https://www.linkedin.com/company/leonardo	Italy	24,111	1,204	4.99%	▲ 22

33	Ministère de la Défense	https://www.link	France	22,352	1,100	4.92%	▼ -6
34	FMV	https://www.link	Sweden	1,941	95	4.89%	▲ 18
35	Ejército del Aire	https://www.link	Spain	1,147	56	4.88%	▲ 28
36	Armada Española	https://www.link	Spain	1,100	53	4.82%	▲ 23
37	French Ministry for Armed	https://www.link	France	1,473	61	4.14%	▲ 21
38	ONACVG	https://www.link	France	1,617	64	3.96%	▲ 29
39	Greek Army	https://www.link	Greece	1,286	36	2.80%	▲ 26
40	EI	https://www.link	Italy	3,141	87	2.77%	▲ 30
41	Astrium	https://www.link	Germany	1,332	6	0.45%	▲ 31

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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