



Amsterdam's Most Active Professionals on Social - Best of 2021

Industry at a glance:

Average Score:
8.83%

Total Companies:
126

Average No. Employees:
4,416

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.**

Over the past year, we've been conducting industry-specific research to celebrate companies whose employees are highly engaged and consistently sharing content with their own networks.

Now, we're combining every industry's rankings to determine which company had the world's most active workforce on social in 2021!

So, how active were your employees on social this year?

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?

So, where does your company rank?

Position	Company Name	LinkedIn URL	Industry	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)
1	Randstad Sourceright	https://www.linkedin.com/company/randstad-sourceright	Human Resources	Amsterdam	2,613	725	27.75%
2	Catawiki	https://www.linkedin.com/company/catawiki	Internet	Amsterdam	671	146	21.76%
3	Yacht	https://www.linkedin.com/company/yacht	Staffing & Recruiting	Amsterdam	1,437	296	20.60%
4	DPG Media	https://www.linkedin.com/company/dpg-media	Publishing	Amsterdam	2,201	448	20.35%
5	Maandag	https://www.linkedin.com/company/maandag	Staffing & Recruiting	Amsterdam	1,616	325	20.11%
6	Van Lanschot Kempen	https://www.linkedin.com/company/van-lanschot-kempen	Banking	Amsterdam	679	130	19.15%
7	Backbase	https://www.linkedin.com/company/backbase	Computer Software	Amsterdam	1,115	203	18.21%
8	NRC	https://www.linkedin.com/company/nrc	Publishing	Amsterdam	679	122	17.97%
9	CarNext.com	https://www.linkedin.com/company/carnext-com	Automotive	Amsterdam	572	102	17.83%
10	HSO	https://www.linkedin.com/company/hso	Information Technology	Amsterdam	1,465	261	17.82%
11	Webfleet Solutions	https://www.linkedin.com/company/webfleet-solutions	Computer Software	Amsterdam	775	133	17.16%
12	Sustainalytics	https://www.linkedin.com/company/sustainalytics	Financial Services	Amsterdam	910	156	17.14%
13	OLX Autos	https://www.linkedin.com/company/olx-autos	Internet	Amsterdam	828	131	15.82%
14	Dept Agency	https://www.linkedin.com/company/dept-agency	Internet	Amsterdam	2,230	349	15.65%
15	William Schrikker	https://www.linkedin.com/company/william-schrikker	Hospital & Healthcare	Amsterdam	857	131	15.29%
16	TIP Trailer Services	https://www.linkedin.com/company/tip-trailer-services	Transportation, Trucking & Railroad	Amsterdam	917	140	15.27%
17	PwC Nederland	https://www.linkedin.com/company/pwc-nederland	Accounting	Amsterdam	3,226	491	15.22%
18	YER	https://www.linkedin.com/company/yer	Staffing & Recruiting	Amsterdam	1,117	169	15.13%
19	Adyen	https://www.linkedin.com/company/adyen	Financial Services	Amsterdam	2,378	359	15.10%
20	PayU	https://www.linkedin.com/company/payu	Financial Services	Amsterdam	2,120	312	14.72%
21	Elsevier	https://www.linkedin.com/company/elsevier	Information Technology	Amsterdam	9,968	1,400	14.04%
22	Accenture the Netherlands	https://www.linkedin.com/company/accenture-the-netherlands	Management Consulting	Amsterdam	981	135	13.76%
23	Upfield	https://www.linkedin.com/company/upfield	Consumer Goods	Amsterdam	2,616	348	13.30%
24	Epson Europe	https://www.linkedin.com/company/epson-europe	Computer Hardware	Amsterdam	1,666	220	13.21%
25	VERMEG	https://www.linkedin.com/company/vermeg	Information Technology	Amsterdam	1,813	236	13.02%
26	ABN AMRO MeesPierson	https://www.linkedin.com/company/abn-amro-meespierson	Banking	Amsterdam	2,413	304	12.60%
27	Trivium Packaging	https://www.linkedin.com/company/trivium-packaging	Packaging & Containers	Amsterdam	1,315	164	12.47%
28	Corbion	https://www.linkedin.com/company/corbion	Biotechnology	Amsterdam	1,845	222	12.03%
29	EVBox	https://www.linkedin.com/company/evbox	Automotive	Amsterdam	774	91	11.76%

30	De Nederlandsche Bank	https://www.link	Financial Services	Amsterdam	2,226	240	10.78%
31	Calco	https://www.link	Information Technology	Amsterdam	501	54	10.78%
32	Kinly	https://www.link	Telecommunication	Amsterdam	725	78	10.76%
33	DPA Professionals	https://www.link	Staffing & Recruiting	Amsterdam	999	107	10.71%
34	University of Amsterdam	https://www.link	Research	Amsterdam	9,033	964	10.67%
35	TMF Group	https://www.link	Financial Services	Amsterdam	7,231	771	10.66%
36	de Persgroep Nederland	https://www.link	Publishing	Amsterdam	657	70	10.65%
37	OLX Group	https://www.link	Internet	Amsterdam	3,988	419	10.51%
38	NautaDutilh	https://www.link	Law & Legal	Amsterdam	807	81	10.04%
39	Houthoff	https://www.link	Law & Legal	Amsterdam	631	63	9.98%
40	Atradius	https://www.link	Insurance	Amsterdam	2,884	281	9.74%
41	Antoni van Leeuwenhoek	https://www.link	Hospital & Healthcare	Amsterdam	2,100	203	9.67%
42	Heineken	https://www.link	Food & Beverages	Amsterdam	25,936	2,500	9.64%
43	Brunel	https://www.link	Staffing & Recruiting	Amsterdam	4,080	386	9.46%
44	Stibbe	https://www.link	Law & Legal	Amsterdam	744	70	9.41%
45	Nouryon	https://www.link	Chemicals	Amsterdam	4,138	389	9.40%
46	Intertrust	https://www.link	Financial Services	Amsterdam	3,427	322	9.40%
47	Rituals	https://www.link	Cosmetics	Amsterdam	3,289	309	9.39%
48	ROC van Amsterdam	https://www.link	Education Management	Amsterdam	2,804	263	9.38%
49	Autoriteit Financiële Markten	https://www.link	Financial Services	Amsterdam	851	79	9.28%
50	LeasePlan	https://www.link	Automotive	Amsterdam	7,954	735	9.24%
51	Ymere	https://www.link	Real Estate	Amsterdam	900	83	9.22%
52	Sanquin	https://www.link	Hospital & Healthcare	Amsterdam	1,713	157	9.17%
53	Reade	https://www.link	Hospital & Healthcare	Amsterdam	539	49	9.09%
54	Optiver	https://www.link	Capital Markets	Amsterdam	1,382	124	8.97%
55	Apollo Vredestein	https://www.link	Automotive	Amsterdam	765	66	8.63%
56	Nutricia	https://www.link	Hospital & Healthcare	Amsterdam	2,690	232	8.62%
57	Etiya	https://www.link	Information Technology	Amsterdam	1,207	104	8.62%
58	Amsterdam UMC	https://www.link	Hospital & Healthcare	Amsterdam	15,342	1,316	8.58%
59	BovenIJ ziekenhuis	https://www.link	Hospital & Healthcare	Amsterdam	579	49	8.46%
60	FareHarbor	https://www.link	Leisure, Travel & Tourism	Amsterdam	526	44	8.37%
61	GGD Amsterdam	https://www.link	Hospital & Healthcare	Amsterdam	1,683	140	8.32%
62	OLVG	https://www.link	Hospital & Healthcare	Amsterdam	3,452	286	8.29%
63	Waternet	https://www.link	Utilities	Amsterdam	1,549	127	8.20%
64	ChipSoft	https://www.link	Hospital & Healthcare	Amsterdam	759	62	8.17%
65	Swapfiets	https://www.link	Transportation, Trucking & Railroad	Amsterdam	526	42	7.98%
66	BearingPoint	https://www.link	Management Consulting	Amsterdam	9,330	740	7.93%
67	Amstelring	https://www.link	Hospital & Healthcare	Amsterdam	1,062	81	7.63%
68	TomTom	https://www.link	Information Technology	Amsterdam	5,568	422	7.58%
69	TP Vision	https://www.link	Consumer Electronics	Amsterdam	913	69	7.56%
70	De Brauw Blackstone Westendorp	https://www.link	Law & Legal	Amsterdam	858	63	7.34%
71	Booking.com	https://www.link	Internet	Amsterdam	13,680	1,002	7.32%
72	Takeaway.com	https://www.link	Internet	Amsterdam	1,148	84	7.32%
73	GVB	https://www.link	Transportation, Trucking & Railroad	Amsterdam	1,862	136	7.30%
74	PPHE Hotel Group	https://www.link	Hospitality	Amsterdam	1,126	82	7.28%
75	Cordaan	https://www.link	Hospital & Healthcare	Amsterdam	2,807	204	7.27%
76	Pathé Theatres	https://www.link	Entertainment	Amsterdam	773	56	7.24%
77	Amsta	https://www.link	Hospital & Healthcare	Amsterdam	952	68	7.14%
78	Bugaboo	https://www.link	Consumer Goods	Amsterdam	538	38	7.06%
79	JACOBS DOUWE EGBER	https://www.link	Food & Beverages	Amsterdam	7,709	538	6.98%
80	The Netherlands Cancer Institute	https://www.link	Research	Amsterdam	565	39	6.90%
81	APG Asset Management	https://www.link	Investment & Banking Management	Amsterdam	862	59	6.84%
82	Getronics	https://www.link	Information Technology	Amsterdam	2,667	181	6.79%
83	Suitsupply	https://www.link	Apparel & Fashion	Amsterdam	1,018	67	6.58%
84	JDE Peet's	https://www.link	Food & Beverages	Amsterdam	7,171	463	6.46%
85	Norgine	https://www.link	Pharmaceuticals	Amsterdam	1,072	68	6.34%
86	SBM Offshore	https://www.link	Oil & Energy	Amsterdam	5,737	363	6.33%
87	SAE Institute	https://www.link	Education Management	Amsterdam	1,446	89	6.15%
88	Cygnific	https://www.link	Leisure, Travel & Tourism	Amsterdam	536	32	5.97%
89	Philips	https://www.link	Hospital & Healthcare	Amsterdam	85,400	5,000	5.85%
90	AkzoNobel	https://www.link	Chemicals	Amsterdam	27,080	1,545	5.71%
91	Nuts Groep B.V.	https://www.link	Oil & Energy	Amsterdam	623	34	5.46%
92	ING	https://www.link	Banking	Amsterdam	65,057	3,500	5.38%
93	Coty	https://www.link	Cosmetics	Amsterdam	10,999	591	5.37%
94	AthenaStudies	https://www.link	Professional Training & Coaching	Amsterdam	585	30	5.13%
95	Staples Solutions	https://www.link	Business Supplies & Equipment	Amsterdam	1,134	57	5.03%
96	Hotmart	https://www.link	Internet	Amsterdam	8,549	425	4.97%
97	ABN AMRO Bank N.V.	https://www.link	Banking	Amsterdam	32,443	1,587	4.89%
98	Scotch & Soda	https://www.link	Apparel & Fashion	Amsterdam	1,360	65	4.78%
99	Stage Entertainment	https://www.link	Entertainment	Amsterdam	1,121	52	4.64%
100	DAS	https://www.link	Law & Legal	Amsterdam	3,034	140	4.61%
101	DENSO Europe	https://www.link	Automotive	Amsterdam	756	34	4.50%
102	BBD	https://www.link	Information Technology	Amsterdam	1,163	52	4.47%
103	Rixos Hotels	https://www.link	Hospitality	Amsterdam	3,042	132	4.34%
104	Thuisbezorgd.nl	https://www.link	Internet	Amsterdam	638	26	4.08%
105	de Bijenkorf	https://www.link	Retail	Amsterdam	2,142	87	4.06%
106	Warner Bros International	https://www.link	Media Production	Amsterdam	930	37	3.98%
107	IMC Trading	https://www.link	Capital Markets	Amsterdam	1,074	42	3.91%
108	ING Nederland	https://www.link	Banking	Amsterdam	13,951	540	3.87%
109	Endemol Shine Group	https://www.link	Media Production	Amsterdam	2,819	109	3.87%

110	ABN AMRO Clearing Bank	https://www.link	Capital Markets	Amsterdam	728	27	3.71%
111	Big Bazar	https://www.link	Retail	Amsterdam	530	19	3.58%
112	Intertoys	https://www.link	Retail	Amsterdam	774	25	3.23%
113	Praxis Doe-Het-Zelf Cente	https://www.link	Retail	Amsterdam	1,506	48	3.19%
114	Core Laboratories	https://www.link	Oil & Energy	Amsterdam	1,482	45	3.04%
115	Bruna	https://www.link	Retail	Amsterdam	586	17	2.90%
116	Tommy Hilfiger	https://www.link	Apparel & Fashion	Amsterdam	8,839	241	2.73%
117	Nuon	https://www.link	Renewables & Environment	Amsterdam	1,439	36	2.50%
118	Blokker	https://www.link	Retail	Amsterdam	1,729	42	2.43%
119	HEMA	https://www.link	Retail	Amsterdam	5,572	134	2.40%
120	Delta Lloyd	https://www.link	Insurance	Amsterdam	1,091	25	2.29%
121	Multi Corporation	https://www.link	Commercial Real Estate	Amsterdam	1,140	25	2.19%
122	Pon	https://www.link	International Trade & Development	Amsterdam	3,228	70	2.17%
123	geen	https://www.link	Oil & Energy	Amsterdam	5,840	118	2.02%
124	SBS	https://www.link	Broadcast Media	Amsterdam	2,700	34	1.26%
125	VEON	https://www.link	Telecommunication	Amsterdam	11,608	73	0.63%
126	UPC Chello	https://www.link	Management Consulting	Amsterdam	3,928	2	0.05%

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



DSMN8

[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

