



The UK's Most Active Hospitality Professionals on Social - January 2022

Industry at a glance:

Average Score:
4.48%

Total Companies:
42

Global Industry Average:
4.36%

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	Selina	https://www.linkedin.com/company/selina	United Kingdom	1,305	162	12.41%	▲ 0
2	Ennismore	https://www.linkedin.com/company/ennismore	United Kingdom	558	67	12.01%	New Entry
3	Rocco Forte	https://www.linkedin.com/company/rocco-forte	United Kingdom	903	83	9.19%	▲ 3
4	The Gleneagles Hotel	https://www.linkedin.com/company/the-gleneagles-hotel	United Kingdom	507	46	9.07%	▼ -2
5	IHG	https://www.linkedin.com/company/ihg	United Kingdom	17,549	1,408	8.02%	▼ -1
6	Center Parcs	https://www.linkedin.com/company/center-parcs	United Kingdom	1,370	99	7.23%	▲ 5
7	D&D London	https://www.linkedin.com/company/d-d-london	United Kingdom	720	51	7.08%	▲ 2
8	Unite Students	https://www.linkedin.com/company/unite-students	United Kingdom	909	63	6.93%	▼ -5
9	RBG	https://www.linkedin.com/company/rbg	United Kingdom	919	62	6.75%	▼ -4
10	Millennium	https://www.linkedin.com/company/millennium	United Kingdom	2,770	186	6.71%	▲ 0
11	Village Hotels	https://www.linkedin.com/company/village-hotels	United Kingdom	1,228	72	5.86%	▲ 2
12	The Ivy Collection	https://www.linkedin.com/company/the-ivy-collection	United Kingdom	1,236	72	5.83%	▲ 7
13	Moto Hospitality	https://www.linkedin.com/company/moto-hospitality	United Kingdom	825	45	5.45%	▲ 13
14	Soho House & Co	https://www.linkedin.com/company/soho-house-co	United Kingdom	3,398	184	5.41%	▲ 2
15	AMAN	https://www.linkedin.com/company/aman	United Kingdom	2,215	113	5.10%	▲ 2
16	The Red Carnation	https://www.linkedin.com/company/the-red-carnation	United Kingdom	897	42	4.68%	▼ -9
17	Young & Co Brewery	https://www.linkedin.com/company/young-co-brewery	United Kingdom	576	26	4.51%	▲ 6
18	Dorchester Collection	https://www.linkedin.com/company/dorchester-collection	United Kingdom	2,538	114	4.49%	▼ -4
19	Firmdale Hotels	https://www.linkedin.com/company/firmdale-hotels	United Kingdom	563	25	4.44%	▲ 1
20	Macdonald Hotels & Resorts	https://www.linkedin.com/company/macdonald-hotels-resorts	United Kingdom	1,150	48	4.17%	▲ 5
21	CH&CO	https://www.linkedin.com/company/ch-co	United Kingdom	894	37	4.14%	▲ 0
22	ghl Hotels	https://www.linkedin.com/company/ghl-hotels	United Kingdom	980	39	3.98%	▲ 2
23	Stonegate Group	https://www.linkedin.com/company/stonegate-group	United Kingdom	3,593	141	3.92%	▼ -5
24	Marston's	https://www.linkedin.com/company/marstons	United Kingdom	3,762	143	3.80%	▲ 3

25	Gordon Ramsay Restaurar	https://www.link	United Kingdom	662	23	3.47%	▲ 4
26	De Vere	https://www.link	United Kingdom	544	18	3.31%	▼ -11
27	Malmaison	https://www.link	United Kingdom	519	17	3.28%	▼ -5
28	Mitchells & Butlers	https://www.link	United Kingdom	6,217	155	2.49%	▲ 7
29	Loungers	https://www.link	United Kingdom	744	18	2.42%	▼ -1
30	Azzurri Group	https://www.link	United Kingdom	1,566	37	2.36%	▲ 10
31	Travelodge Hotels	https://www.link	United Kingdom	2,534	59	2.33%	▲ 2
32	Whitbread	https://www.link	United Kingdom	8,615	198	2.30%	▲ 0
33	Roadchef	https://www.link	United Kingdom	526	12	2.28%	▲ 5
34	Welcome Break	https://www.link	United Kingdom	1,019	23	2.26%	▼ -3
35	Bill's Restaurants	https://www.link	United Kingdom	895	18	2.01%	▼ -5
36	The Restaurant Group	https://www.link	United Kingdom	2,452	43	1.75%	▲ 1
37	Caffè Nero	https://www.link	United Kingdom	1,957	34	1.74%	▲ 2
38	Premier Inn	https://www.link	United Kingdom	3,964	63	1.59%	▼ -2
39	Bella Italia	https://www.link	United Kingdom	513	7	1.36%	▲ 2
40	Holiday Inn	https://www.link	United Kingdom	3,111	31	1.00%	New Entry
41	HCL	https://www.link	United Kingdom	1,240	7	0.56%	▲ 1
42	Carluccio's	https://www.link	United Kingdom	817	4	0.49%	▲ 1

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

