



The USA's Most Active Consumer Goods Professionals on Social - February 2022

Industry at a glance:

Average Score: 4.23%

Total Companies: 215

Global Industry Average: 5.16%

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?

Table with 8 columns: Position, Company Name, LinkedIn URL, Location, Employees on LinkedIn, No. Employees Shared (Last 30 Days), % Shared (Last 30 Days), Rank Change. Lists 24 companies including Oregon Tool, Milwaukee Tool, Thrasio, Cresco Labs, TTI, Fellowes, Radio Systems Corporation, Funko, Dorel Sports, Hill's Pet Nutrition, SharkNinja, Costa Farms, Ansell, Hayward Holdings, Leaf Home, Chamberlain, Klein Tools, BARK, Nu Skin, Rheem Manufacturing, MGA Entertainment, Otter Products, Hunter Industries, and GE Appliances.

25	WernerCo	https://www.link	United States	883	64	7.25%	▼ -15
26	Weber	https://www.link	United States	1,354	98	7.24%	▼ -15
27	Helen of Troy	https://www.link	United States	1,291	93	7.20%	▲ 13
28	Bissell Homecare	https://www.link	United States	1,115	80	7.17%	▲ 29
29	Edgewell Personal Care	https://www.link	United States	2,360	168	7.12%	▲ 22
30	Avon	https://www.link	United States	1,450	103	7.10%	▲ 1
31	Loparex	https://www.link	United States	535	38	7.10%	▲ 66
32	Apex Tool Group	https://www.link	United States	1,923	136	7.07%	▼ -19
33	ITG Brands	https://www.link	United States	1,072	75	7.00%	▲ 0
34	Avery Dennison	https://www.link	United States	2,130	146	6.85%	▲ 4
35	Atlas Roofing	https://www.link	United States	659	45	6.83%	▲ 40
36	Lindt & Sprüngli (USA)	https://www.link	United States	703	48	6.83%	▲ 13
37	The Hain Celestial	https://www.link	United States	1,080	73	6.76%	▲ 17
38	Master Lock	https://www.link	United States	815	55	6.75%	▼ -1
39	GOJO Industries	https://www.link	United States	1,431	96	6.71%	▼ -19
40	Colgate-Palmolive	https://www.link	United States	29,710	1,950	6.56%	▲ 23
41	Liberty Coca-Cola Beverag	https://www.link	United States	579	38	6.56%	▲ 29
42	Hasbro	https://www.link	United States	7,918	500	6.31%	▲ 30
43	Juul Labs	https://www.link	United States	1,474	93	6.31%	▼ -11
44	YETI	https://www.link	United States	1,003	63	6.28%	▼ -19
45	Vitamix	https://www.link	United States	714	44	6.16%	▲ 96
46	Dreyer's Grand Ice Cream	https://www.link	United States	796	49	6.16%	▲ 89
47	Freudenberg Household Pr	https://www.link	United States	640	39	6.09%	▲ 18
48	Igloo Products	https://www.link	United States	579	35	6.04%	▲ 73
49	Lennox International	https://www.link	United States	4,183	252	6.02%	▲ 18
50	Jacuzzi Group Worldwide	https://www.link	United States	529	31	5.86%	▼ -11
51	Kohler	https://www.link	United States	11,461	670	5.85%	▼ -8
52	Clif Bar	https://www.link	United States	924	53	5.74%	▲ 9
53	Neenah	https://www.link	United States	909	52	5.72%	▼ -7
54	The J.M. Smucker	https://www.link	United States	4,489	252	5.61%	▲ 39
55	Mars	https://www.link	United States	44,836	2,500	5.58%	▼ -7
56	Tempur Sealy International	https://www.link	United States	2,081	116	5.57%	▼ -14
57	Libbey	https://www.link	United States	1,077	60	5.57%	▲ 11
58	Arbonne	https://www.link	United States	17,937	998	5.56%	▲ 11
59	American Standard Brands	https://www.link	United States	1,698	94	5.54%	New Entry
60	Fortune Brands Home & St	https://www.link	United States	4,728	259	5.48%	▲ 144
61	SC Johnson	https://www.link	United States	10,154	542	5.34%	▼ -8
62	Mathews International	https://www.link	United States	6,057	322	5.32%	▲ 133
63	SendOutCards	https://www.link	United States	2,428	129	5.31%	▼ -4
64	Newell Brands	https://www.link	United States	11,631	614	5.28%	▲ 25
65	Benjamin Moore	https://www.link	United States	1,933	101	5.23%	▼ -31
66	Rust-Oleum Corporation	https://www.link	United States	1,250	65	5.20%	▲ 19
67	Hamilton Beach	https://www.link	United States	618	32	5.18%	▲ 41
68	BSH Home Appliances Nor	https://www.link	United States	794	40	5.04%	▼ -16
69	Hearth & Home Technologi	https://www.link	United States	742	37	4.99%	▲ 2
70	Spectrum Brands	https://www.link	United States	4,815	240	4.98%	▲ 18
71	The Scotts Miracle-Gro	https://www.link	United States	3,578	178	4.97%	▲ 59
72	The Clorox Company	https://www.link	United States	6,801	337	4.96%	▲ 28
73	Luminex Home Décor & Fr	https://www.link	United States	1,012	50	4.94%	New Entry
74	Ferrara	https://www.link	United States	1,580	78	4.94%	▼ -19
75	Crocs	https://www.link	United States	3,274	160	4.89%	▼ -15
76	Pharmavite	https://www.link	United States	1,085	53	4.88%	▼ -29
77	Altria	https://www.link	United States	3,981	194	4.87%	▼ -3
78	Wahl Clipper	https://www.link	United States	910	44	4.84%	▼ -42
79	Kellogg Company	https://www.link	United States	29,945	1,432	4.78%	▲ 5
80	Kimberly-Clark	https://www.link	United States	31,054	1,475	4.75%	▼ -2
81	Nestlé Purina North Americ	https://www.link	United States	7,282	343	4.71%	▼ -15
82	Partylite	https://www.link	United States	965	45	4.66%	▲ 1
83	Nutraceutical	https://www.link	United States	560	26	4.64%	▲ 56
84	Hunter Douglas	https://www.link	United States	1,789	81	4.53%	▼ -75
85	Stanley Black & Decker	https://www.link	United States	27,381	1,230	4.49%	▼ -21
86	Culligan International	https://www.link	United States	1,343	60	4.47%	▼ -6
87	Post Consumer Brands	https://www.link	United States	1,397	62	4.44%	▲ 17
88	Whirlpool	https://www.link	United States	38,441	1,700	4.42%	▼ -26
89	Goodman Manufacturing	https://www.link	United States	4,188	185	4.42%	▲ 12
90	Hanesbrands	https://www.link	United States	7,023	308	4.39%	▼ -11
91	SVP Worldwide	https://www.link	United States	507	22	4.34%	New Entry
92	TTI Floor Care North Amer	https://www.link	United States	746	32	4.29%	▼ -47
93	Polaris	https://www.link	United States	6,546	280	4.28%	▼ -6
94	Vista Outdoor	https://www.link	United States	1,100	47	4.27%	▼ -21
95	Red Wing Shoe	https://www.link	United States	1,337	57	4.26%	▼ -37
96	General Mills	https://www.link	United States	20,705	871	4.21%	▼ -4

97	Energizer Holdings	https://www.link	United States	4,987	207	4.15%	▲ 14
98	Behr Paint Company	https://www.link	United States	2,038	83	4.07%	▲ 1
99	Swisher	https://www.link	United States	691	28	4.05%	▲ 15
100	Ben & Jerry's	https://www.link	United States	1,236	50	4.05%	▲ 33
101	ACCO Brands	https://www.link	United States	2,622	106	4.04%	▼ -6
102	Elkay Manufacturing	https://www.link	United States	1,089	44	4.04%	▼ -67
103	Nestlé Nutrition North Ame	https://www.link	United States	670	27	4.03%	▲ 9
104	Robert Bosch Tool	https://www.link	United States	1,874	74	3.95%	▲ 2
105	Daymon	https://www.link	United States	1,842	72	3.91%	▲ 5
106	Mattel	https://www.link	United States	9,634	376	3.90%	▼ -4
107	True Manufacturing	https://www.link	United States	798	31	3.88%	▼ -4
108	Nortek Global	https://www.link	United States	593	23	3.88%	▲ 16
109	Scentsy	https://www.link	United States	4,475	171	3.82%	▼ -93
110	Amscan	https://www.link	United States	634	24	3.79%	▲ 27
111	Central Garden & Pet	https://www.link	United States	1,679	63	3.75%	▲ 32
112	Sub-Zero	https://www.link	United States	1,257	47	3.74%	▲ 6
113	Hormel Foods	https://www.link	United States	3,253	121	3.72%	▲ 10
114	Instant Brands	https://www.link	United States	1,117	41	3.67%	▼ -58
115	The Wonderful Company	https://www.link	United States	3,889	142	3.65%	▲ 49
116	Duracell	https://www.link	United States	2,356	86	3.65%	▼ -39
117	Delta Faucet Company	https://www.link	United States	1,329	48	3.61%	▼ -35
118	Vi-Jon	https://www.link	United States	587	21	3.58%	▲ 33
119	Rockline	https://www.link	United States	955	34	3.56%	▲ 34
120	Brunswick Corporation	https://www.link	United States	6,043	215	3.56%	▲ 62
121	Reebok	https://www.link	United States	3,574	127	3.55%	▼ -31
122	Timex Group	https://www.link	United States	1,323	47	3.55%	▲ 16
123	Interstate Batteries	https://www.link	United States	1,807	64	3.54%	▼ -10
124	Broan-NuTone	https://www.link	United States	914	32	3.50%	▼ -17
125	KIK Consumer Products	https://www.link	United States	1,539	53	3.44%	▲ 1
126	Briggs & Stratton	https://www.link	United States	3,209	110	3.43%	▼ -1
127	MTD Products	https://www.link	United States	2,722	93	3.42%	▼ -108
128	Tupperware Brands	https://www.link	United States	9,742	331	3.40%	▼ -11
129	Springs Window Fashions	https://www.link	United States	1,213	41	3.38%	▲ 0
130	Valvoline	https://www.link	United States	5,180	175	3.38%	▼ -11
131	Serta Simmons Bedding	https://www.link	United States	2,580	86	3.33%	▼ -16
132	Church & Dwight	https://www.link	United States	4,007	132	3.29%	▼ -23
133	Hillman	https://www.link	United States	1,337	44	3.29%	▼ -13
134	G & J Pepsi-Cola	https://www.link	United States	610	20	3.28%	▲ 0
135	Herff Jones	https://www.link	United States	1,413	46	3.26%	▲ 21
136	Shurtape Technologies	https://www.link	United States	569	18	3.16%	▼ -55
137	1-800 CONTACTS	https://www.link	United States	633	20	3.16%	▲ 31
138	FXI	https://www.link	United States	840	26	3.10%	▼ -22
139	Safariland	https://www.link	United States	583	18	3.09%	▼ -63
140	FGX International	https://www.link	United States	731	22	3.01%	▲ 34
141	Batesville	https://www.link	United States	1,045	31	2.97%	▼ -36
142	Morton Salt	https://www.link	United States	915	27	2.95%	▲ 19
143	TOTO USA	https://www.link	United States	515	15	2.91%	▲ 4
144	Jack Link's Protein Snacks	https://www.link	United States	977	28	2.87%	▼ -22
145	Balfour	https://www.link	United States	807	23	2.85%	▼ -49
146	Nice-Pak	https://www.link	United States	701	19	2.71%	▲ 16
147	Colony Brands	https://www.link	United States	1,109	30	2.71%	▲ 31
148	Mercury Marine	https://www.link	United States	2,255	60	2.66%	▲ 17
149	Crayola	https://www.link	United States	1,174	31	2.64%	▼ -21
150	Yamaha Motor	https://www.link	United States	2,235	58	2.60%	▲ 9
151	Lifetime Brands	https://www.link	United States	776	20	2.58%	▲ 15
152	Acosta	https://www.link	United States	14,734	377	2.56%	▲ 17
153	Procter & Gamble	https://www.link	United States	117,773	3,000	2.55%	▼ -13
154	Oneida Group	https://www.link	United States	557	14	2.51%	▼ -27
155	IG Design Group Americas	https://www.link	United States	574	14	2.44%	New Entry
156	Carlstar Group	https://www.link	United States	587	14	2.39%	▲ 4
157	Younique Products	https://www.link	United States	5,596	130	2.32%	▼ -9
158	Vector Marketing	https://www.link	United States	8,412	195	2.32%	▲ 0
159	First Quality	https://www.link	United States	1,561	36	2.31%	▼ -10
160	Reynolds Consumer Produ	https://www.link	United States	1,688	38	2.25%	▼ -6
161	Conair	https://www.link	United States	1,615	36	2.23%	▼ -16
162	Jostens	https://www.link	United States	2,342	51	2.18%	▼ -20
163	Ghirardelli	https://www.link	United States	796	17	2.14%	▼ -19
164	Fisher-Price	https://www.link	United States	755	16	2.12%	▼ -18
165	Hallmark	https://www.link	United States	14,187	294	2.07%	▲ 12
166	PLBY	https://www.link	United States	1,126	23	2.04%	▲ 31
167	Reddy Ice	https://www.link	United States	802	16	2.00%	▼ -4
168	AJM Packaging	https://www.link	United States	559	11	1.97%	▼ -37

169	Amway	https://www.link	United States	36,863	706	1.92%	▲ 1
170	CUTCO Cutlery	https://www.link	United States	2,292	42	1.83%	▼ -20
171	The Bradford Hammacher	https://www.link	United States	819	15	1.83%	New Entry
172	Jakks Pacific	https://www.link	United States	1,107	20	1.81%	▼ -17
173	Scentsy	https://www.link	United States	4,480	78	1.74%	▼ -1
174	Russell Stover Chocolates	https://www.link	United States	634	11	1.74%	▲ 2
175	Butterball	https://www.link	United States	2,260	38	1.68%	▼ -39
176	Coca-Cola Enterprises	https://www.link	United States	599	10	1.67%	▼ -161
177	FTD	https://www.link	United States	1,505	25	1.66%	▼ -20
178	WhiteWave Foods	https://www.link	United States	517	8	1.55%	▲ 23
179	Home City Ice	https://www.link	United States	598	9	1.51%	▼ -4
180	DAP	https://www.link	United States	616	9	1.46%	▼ -7
181	Wilton Brands	https://www.link	United States	625	9	1.44%	▼ -90
182	Serta	https://www.link	United States	631	9	1.43%	▲ 2
183	Lifetime Products	https://www.link	United States	920	13	1.41%	▲ 2
184	The Nature's Bounty	https://www.link	United States	1,295	18	1.39%	▼ -3
185	American Girl	https://www.link	United States	992	13	1.31%	▼ -18
186	Driveline Retail Merchandis	https://www.link	United States	2,993	38	1.27%	▲ 4
187	Pepperidge Farm	https://www.link	United States	1,786	22	1.23%	▲ 5
188	Advantage Solutions	https://www.link	United States	21,729	260	1.20%	▼ -2
189	Crossmark	https://www.link	United States	8,579	98	1.14%	▼ -9
190	CSS Industries	https://www.link	United States	708	8	1.13%	▲ 16
191	Jarden Consumer Solution	https://www.link	United States	626	7	1.12%	▲ 2
192	Coca-Cola Bottling Compa	https://www.link	United States	4,835	52	1.08%	▼ -9
193	Andrews Distributing	https://www.link	United States	509	5	0.98%	▼ -4
194	Blue Bell Creameries	https://www.link	United States	818	8	0.98%	▲ 2
195	Simmons Bedding Compar	https://www.link	United States	627	6	0.96%	▼ -16
196	American Greetings	https://www.link	United States	4,756	45	0.95%	▼ -5
197	Wrigley	https://www.link	United States	4,422	41	0.93%	▼ -9
198	Teleflora	https://www.link	United States	563	5	0.89%	▼ -11
199	Anderson Merchandisers	https://www.link	United States	2,065	18	0.87%	▲ 1
200	DESA	https://www.link	United States	878	7	0.80%	▲ 9
201	Coleman	https://www.link	United States	651	5	0.77%	▲ 4
202	Big Heart Pet Brands	https://www.link	United States	1,046	8	0.76%	▲ 8
203	Sterilite	https://www.link	United States	795	6	0.75%	▲ 0
204	Redner's Markets	https://www.link	United States	674	5	0.74%	New Entry
205	A. O. Smith	https://www.link	United States	12,872	89	0.69%	▼ -6
206	Independent Partylite Cons	https://www.link	United States	607	4	0.66%	▲ 6
207	Black & Decker	https://www.link	United States	2,026	12	0.59%	▼ -9
208	Generación Y	https://www.link	United States	848	4	0.47%	▲ 0
209	Solo Cup	https://www.link	United States	704	3	0.43%	▲ 6
210	Loving The Plant	https://www.link	United States	507	2	0.39%	▼ -3
211	Corelle Brands	https://www.link	United States	794	3	0.38%	▼ -17
212	Nabisco	https://www.link	United States	3,269	8	0.24%	▲ 2
213	Toys R Us	https://www.link	United States	2,533	5	0.20%	▼ -2
214	Cadbury Adams	https://www.link	United States	793	0	0.00%	▼ -1
215	Green Mountain Coffee Ro	https://www.link	United States	674	0	0.00%	▲ 1

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