

DSMN8

The World's Most Active Consumer Services Professionals on Social - February 2022

Industry at a glance:

Average Score:	Total Companies:	Average No. Employees:
4.39%	99	1,768

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	Oda	https://www.linkedin.com/company/oda	Norway	730	114	15.62%	▲ 19
2	Sodexo	https://www.linkedin.com/company/sodexo	France	3,904	527	13.50%	▲ 3
3	Voi Technology	https://www.linkedin.com/company/voitechnology	Sweden	600	80	13.33%	▼ -2
4	Credit Karma	https://www.linkedin.com/company/creditkarma	United States	1,528	178	11.65%	▲ 9
5	CIBT	https://www.linkedin.com/company/cibt	United States	511	59	11.55%	▼ -1
6	Clear	https://www.linkedin.com/company/clear	United States	949	108	11.38%	▼ -3
7	Trupanion	https://www.linkedin.com/company/trupanion	United States	901	99	10.99%	▲ 1
8	ME Group	https://www.linkedin.com/company/megroup	United Kingdom	505	55	10.89%	New Entry
9	Glovo	https://www.linkedin.com/company/glovo	Spain	5,969	642	10.76%	▲ 3
10	Otis France	https://www.linkedin.com/company/otis-france	France	609	62	10.18%	New Entry
11	Touring Club Suisse	https://www.linkedin.com/company/touring-club-suisse	Switzerland	831	82	9.87%	▲ 5
12	HelloFresh	https://www.linkedin.com/company/hellofresh	Germany	6,744	641	9.50%	▲ 3
13	Rentokil North America	https://www.linkedin.com/company/rentokil-north-america	United States	1,105	104	9.41%	▼ -6
14	Collinson	https://www.linkedin.com/company/collinson	United Kingdom	1,558	144	9.24%	▼ -4
15	Frontdoor	https://www.linkedin.com/company/frontdoor	United States	532	49	9.21%	▼ -9
16	ClassPass	https://www.linkedin.com/company/classpass	United States	512	47	9.18%	New Entry
17	CAA-Québec	https://www.linkedin.com/company/caa-quebec	Canada	627	51	8.13%	▲ 7
18	HomeServe	https://www.linkedin.com/company/homeserve	United States	779	63	8.09%	▼ -7
19	Verisure	https://www.linkedin.com/company/verisure	Switzerland	12,786	1,019	7.97%	▲ 6
20	goeasy	https://www.linkedin.com/company/goeasy	Canada	2,012	142	7.06%	▼ -6
21	MILVIK BIMA	https://www.linkedin.com/company/milvik-bima	United Kingdom	1,090	76	6.97%	▲ 5
22	Power Home Remodeling	https://www.linkedin.com/company/power-home-remodeling	United States	2,406	167	6.94%	▲ 8
23	TÜV Nord Group	https://www.linkedin.com/company/tuv-nord-group	Germany	3,588	246	6.86%	▼ -1
24	Freshly	https://www.linkedin.com/company/freshly	United States	581	38	6.54%	▼ -3

25	NortonLifeLock	https://www.link	United States	2,155	136	6.31%	▼ -16
26	AAA Northeast	https://www.link	United States	1,403	87	6.20%	▼ -8
27	Ecolab Pest Eliminator	https://www.link	United States	868	53	6.11%	▼ -8
28	Gulfeagle Supply	https://www.link	United States	518	31	5.98%	▲ 27
29	Securitas	https://www.link	Spain	6,135	367	5.98%	▲ 3
30	CertaPro Painters	https://www.link	United States	1,338	79	5.90%	▲ 7
31	CPI Security	https://www.link	United States	630	35	5.56%	▲ 13
32	VIC	https://www.link	Australia	1,185	65	5.49%	▼ -30
33	RACC	https://www.link	Spain	973	50	5.14%	▲ 14
34	LeafFilter Gutter Protection	https://www.link	United States	962	49	5.09%	▼ -6
35	Reliance Home Comfort	https://www.link	Canada	1,089	54	4.96%	▲ 1
36	AA New Zealand	https://www.link	New Zealand	537	24	4.47%	▼ -9
37	Lebara	https://www.link	United Kingdom	745	32	4.30%	▲ 6
38	CSC ServiceWorks	https://www.link	United States	889	38	4.27%	▲ 0
39	Het Poetsbureau	https://www.link	Belgium	697	29	4.16%	▲ 6
40	ADAC	https://www.link	Germany	1,578	64	4.06%	▼ -9
41	AMA	https://www.link	Canada	996	40	4.02%	▼ -7
42	PODS	https://www.link	United States	1,079	43	3.99%	▼ -3
43	AAA Northern California, Nevada & Utah	https://www.link	United States	1,653	63	3.81%	▲ 19
44	RAC WA	https://www.link	Australia	1,053	39	3.70%	▼ -27
45	Service Experts	https://www.link	United States	1,252	46	3.67%	▲ 3
46	Truly Nolen of America	https://www.link	United States	819	30	3.66%	▲ 19
47	Enercare	https://www.link	Canada	689	25	3.63%	▲ 6
48	Arbor Memorial	https://www.link	Canada	759	27	3.56%	▲ 3
49	Northcott	https://www.link	Australia	551	19	3.45%	▼ -14
50	Rollins	https://www.link	United States	1,454	50	3.44%	▼ -1
51	1-800-GOT-JUNK?	https://www.link	Canada	1,606	55	3.42%	▲ 19
52	Orkin Pest Control	https://www.link	United States	4,471	152	3.40%	▲ 0
53	StoneMor	https://www.link	United States	1,101	36	3.27%	▼ -11
54	Camelot	https://www.link	United Kingdom	1,269	39	3.07%	▼ -8
55	AAA Club Alliance	https://www.link	United States	2,745	83	3.02%	▼ -14
56	ServiceMaster Restore	https://www.link	United States	689	20	2.90%	▼ -6
57	Cendris	https://www.link	Netherlands	611	17	2.78%	▲ 16
58	Life Storage	https://www.link	United States	587	16	2.73%	▼ -25
59	Rainbow International	https://www.link	United States	1,186	32	2.70%	▼ -5
60	Terminix	https://www.link	United States	4,668	124	2.66%	▼ -3
61	Weed Man	https://www.link	Canada	596	15	2.52%	▲ 8
62	Massey Services	https://www.link	United States	975	24	2.46%	▲ 2
63	American Residential Services	https://www.link	United States	2,063	50	2.42%	▼ -5
64	TruGreen	https://www.link	United States	4,656	108	2.32%	▲ 2
65	Arrow Exterminators	https://www.link	United States	784	18	2.30%	▲ 2
66	AAA Carolinas	https://www.link	United States	781	17	2.18%	▲ 23
67	Nordia	https://www.link	Canada	1,961	42	2.14%	▼ -8
68	American Home Shield	https://www.link	United States	909	19	2.09%	▲ 11
69	Groupe Star's Service	https://www.link	France	821	17	2.07%	▲ 2
70	Floyd's 99 Barbershop	https://www.link	United States	875	18	2.06%	▼ -7
71	Lawn Doctor	https://www.link	United States	529	10	1.89%	▲ 7
72	Roto-Rooter Plumbing and Air Conditioning	https://www.link	United States	2,246	41	1.83%	▲ 10
73	Australia Post	https://www.link	Australia	13,164	233	1.77%	▼ -12
74	HomeTeam Pest Defense	https://www.link	United States	745	12	1.61%	▼ -18
75	Molly Maid	https://www.link	United States	535	8	1.50%	▲ 13
76	KellyConnect	https://www.link	United States	567	8	1.41%	▼ -16
77	ServiceMaster	https://www.link	United States	4,434	62	1.40%	▼ -5
78	MaidPro	https://www.link	United States	853	11	1.29%	▲ 12
79	Mission Linen Supply	https://www.link	United States	570	7	1.23%	▼ -4
80	AAA	https://www.link	United States	8,853	107	1.21%	▲ 4
81	Franklin County Board of Education	https://www.link	United States	589	7	1.19%	▲ 12
82	Delta Sonic	https://www.link	United States	839	9	1.07%	▲ 18
83	Sport Clips Haircuts	https://www.link	United States	3,750	40	1.07%	▲ 3
84	Stanley Steemer	https://www.link	United States	1,709	18	1.05%	▼ -3
85	Sears Home Services	https://www.link	United States	1,608	14	0.87%	▼ -9
86	NMS	https://www.link	United States	951	8	0.84%	▼ -3
87	Ace Parking	https://www.link	United States	1,220	10	0.82%	▼ -7
88	Goodman Solutions	https://www.link	United States	1,148	8	0.70%	▼ -11
89	Defenders	https://www.link	United States	1,198	7	0.58%	▲ 9
90	Central Parking System	https://www.link	United States	861	5	0.58%	▲ 1
91	The Cleaning Authority	https://www.link	United States	1,271	7	0.55%	▲ 3
92	Regis Corporation	https://www.link	United States	5,772	25	0.43%	▲ 0
93	Merry Maids Corporate	https://www.link	United States	726	3	0.41%	▼ -6
94	Republic Parking System	https://www.link	United States	556	2	0.36%	▼ -9
95	La Poste - De Post	https://www.link	Belgium	1,226	4	0.33%	▲ 1
96	Stewart Enterprises	https://www.link	United States	781	2	0.26%	▲ 1

97	Team Knowhow	https://www.link	United Kingdom	560	1	0.18%	▼ -23
98	JC Penny	https://www.link	United States	565	1	0.18%	New Entry
99	COST CUTTERS	https://www.link	United States	533	0	0.00%	▲ 0

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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