



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

Industry at a glance:

Average Score:
3.49%

Total Companies:
63

Global Industry Average:
4.39%

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 | Credit Karma | https://www.linkedin.com/company/creditkarma | United States | 1,528 | 178 | 11.65% | ▲ 7 |
| 2 | CIBT | https://www.linkedin.com/company/cibt | United States | 511 | 59 | 11.55% | ▲ 0 |
| 3 | Clear | https://www.linkedin.com/company/clear | United States | 949 | 108 | 11.38% | ▼ -2 |
| 4 | Trupanion | https://www.linkedin.com/company/trupanion | United States | 901 | 99 | 10.99% | ▲ 1 |
| 5 | Rentokil North America | https://www.linkedin.com/company/rentokil-na | United States | 1,105 | 104 | 9.41% | ▼ -1 |
| 6 | Frontdoor | https://www.linkedin.com/company/frontdoor | United States | 532 | 49 | 9.21% | ▼ -3 |
| 7 | ClassPass | https://www.linkedin.com/company/classpass | United States | 512 | 47 | 9.18% | New Entry |
| 8 | HomeServe | https://www.linkedin.com/company/homeserve | United States | 779 | 63 | 8.09% | ▼ -1 |
| 9 | Power Home Remodeling | https://www.linkedin.com/company/power-home-remodeling | United States | 2,406 | 167 | 6.94% | ▲ 4 |
| 10 | Freshly | https://www.linkedin.com/company/freshly | United States | 581 | 38 | 6.54% | ▲ 1 |
| 11 | NortonLifeLock | https://www.linkedin.com/company/nortonlifelock | United States | 2,155 | 136 | 6.31% | ▼ -5 |
| 12 | AAA Northeast | https://www.linkedin.com/company/aaa-northeast | United States | 1,403 | 87 | 6.20% | ▼ -3 |
| 13 | Ecolab Pest Eliminator | https://www.linkedin.com/company/ecolab-pest-eliminator | United States | 868 | 53 | 6.11% | ▼ -3 |
| 14 | Gulfeagle Supply | https://www.linkedin.com/company/gulfeagle-supply | United States | 518 | 31 | 5.98% | ▲ 13 |
| 15 | CertaPro Painters | https://www.linkedin.com/company/certapro-painters | United States | 1,338 | 79 | 5.90% | ▲ 0 |
| 16 | CPI Security | https://www.linkedin.com/company/cpi-security | United States | 630 | 35 | 5.56% | ▲ 5 |
| 17 | LeafFilter Gutter Protection | https://www.linkedin.com/company/leaf-filter-gutter-protection | United States | 962 | 49 | 5.09% | ▼ -5 |
| 18 | CSC ServiceWorks | https://www.linkedin.com/company/csc-serviceworks | United States | 889 | 38 | 4.27% | ▼ -2 |
| 19 | PODS | https://www.linkedin.com/company/pods | United States | 1,079 | 43 | 3.99% | ▼ -2 |
| 20 | AAA Northern California, Nevada & Utah | https://www.linkedin.com/company/aaa-northern-california-nevada-utah | United States | 1,653 | 63 | 3.81% | ▲ 12 |
| 21 | Service Experts | https://www.linkedin.com/company/service-experts | United States | 1,252 | 46 | 3.67% | ▲ 1 |
| 22 | Truly Nolen of America | https://www.linkedin.com/company/truly-nolen-of-america | United States | 819 | 30 | 3.66% | ▲ 13 |
| 23 | Rollins | https://www.linkedin.com/company/rollins | United States | 1,454 | 50 | 3.44% | ▲ 0 |
| 24 | Orkin Pest Control | https://www.linkedin.com/company/orkin-pest-control | United States | 4,471 | 152 | 3.40% | ▲ 1 |

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|----|----------------------------|---|---------------|-------|-----|-------|-----------|
| 25 | StoneMor | https://www.link | United States | 1,101 | 36 | 3.27% | ▼ -5 |
| 26 | AAA Club Alliance | https://www.link | United States | 2,745 | 83 | 3.02% | ▼ -7 |
| 27 | ServiceMaster Restore | https://www.link | United States | 689 | 20 | 2.90% | ▼ -3 |
| 28 | Life Storage | https://www.link | United States | 587 | 16 | 2.73% | ▼ -14 |
| 29 | Rainbow International | https://www.link | United States | 1,186 | 32 | 2.70% | ▼ -3 |
| 30 | Terminix | https://www.link | United States | 4,668 | 124 | 2.66% | ▼ -1 |
| 31 | Massey Services | https://www.link | United States | 975 | 24 | 2.46% | ▲ 3 |
| 32 | American Residential Servi | https://www.link | United States | 2,063 | 50 | 2.42% | ▼ -2 |
| 33 | TruGreen | https://www.link | United States | 4,656 | 108 | 2.32% | ▲ 3 |
| 34 | Arrow Exterminators | https://www.link | United States | 784 | 18 | 2.30% | ▲ 3 |
| 35 | AAA Carolinas | https://www.link | United States | 781 | 17 | 2.18% | ▲ 19 |
| 36 | American Home Shield | https://www.link | United States | 909 | 19 | 2.09% | ▲ 8 |
| 37 | Floyd's 99 Barbershop | https://www.link | United States | 875 | 18 | 2.06% | ▼ -4 |
| 38 | Lawn Doctor | https://www.link | United States | 529 | 10 | 1.89% | ▲ 5 |
| 39 | Roto-Rooter Plumbing and | https://www.link | United States | 2,246 | 41 | 1.83% | ▲ 8 |
| 40 | HomeTeam Pest Defense | https://www.link | United States | 745 | 12 | 1.61% | ▼ -12 |
| 41 | Molly Maid | https://www.link | United States | 535 | 8 | 1.50% | ▲ 12 |
| 42 | KellyConnect | https://www.link | United States | 567 | 8 | 1.41% | ▼ -11 |
| 43 | ServiceMaster | https://www.link | United States | 4,434 | 62 | 1.40% | ▼ -4 |
| 44 | MaidPro | https://www.link | United States | 853 | 11 | 1.29% | ▲ 11 |
| 45 | Mission Linen Supply | https://www.link | United States | 570 | 7 | 1.23% | ▼ -5 |
| 46 | AAA | https://www.link | United States | 8,853 | 107 | 1.21% | ▲ 3 |
| 47 | Franklin County Board of D | https://www.link | United States | 589 | 7 | 1.19% | ▲ 11 |
| 48 | Delta Sonic | https://www.link | United States | 839 | 9 | 1.07% | ▲ 16 |
| 49 | Sport Clips Haircuts | https://www.link | United States | 3,750 | 40 | 1.07% | ▲ 2 |
| 50 | Stanley Steemer | https://www.link | United States | 1,709 | 18 | 1.05% | ▼ -4 |
| 51 | Sears Home Services | https://www.link | United States | 1,608 | 14 | 0.87% | ▼ -10 |
| 52 | NMS | https://www.link | United States | 951 | 8 | 0.84% | ▼ -4 |
| 53 | Ace Parking | https://www.link | United States | 1,220 | 10 | 0.82% | ▼ -8 |
| 54 | Goodman Solutions | https://www.link | United States | 1,148 | 8 | 0.70% | ▼ -12 |
| 55 | Defenders | https://www.link | United States | 1,198 | 7 | 0.58% | ▲ 7 |
| 56 | Central Parking System | https://www.link | United States | 861 | 5 | 0.58% | ▲ 0 |
| 57 | The Cleaning Authority | https://www.link | United States | 1,271 | 7 | 0.55% | ▲ 2 |
| 58 | Regis Corporation | https://www.link | United States | 5,772 | 25 | 0.43% | ▼ -1 |
| 59 | Merry Maids Corporate | https://www.link | United States | 726 | 3 | 0.41% | ▼ -7 |
| 60 | Republic Parking System | https://www.link | United States | 556 | 2 | 0.36% | ▼ -10 |
| 61 | Stewart Enterprises | https://www.link | United States | 781 | 2 | 0.26% | ▲ 0 |
| 62 | JC Penny | https://www.link | United States | 565 | 1 | 0.18% | New Entry |
| 63 | 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](https://www.dsmn8.com) [our contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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