



## The USA's Most Active Machinery Professionals on Social - February 2022

### Industry at a glance:

Average Score:  
**4.73%**

Total Companies:  
**88**

Global Industry Average:  
**5.78%**

### 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](http://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        | Enerpac                 | <a href="https://www.link">https://www.link</a> | United States | 535                   | 60                                  | 11.21%                  | ▲ 0         |
| 2        | Equipment Depot         | <a href="https://www.link">https://www.link</a> | United States | 1,219                 | 131                                 | 10.75%                  | ▲ 3         |
| 3        | Mustang Cat             | <a href="https://www.link">https://www.link</a> | United States | 509                   | 54                                  | 10.61%                  | ▲ 6         |
| 4        | Alta Equipment          | <a href="https://www.link">https://www.link</a> | United States | 611                   | 56                                  | 9.17%                   | ▼ -1        |
| 5        | Tennant Company         | <a href="https://www.link">https://www.link</a> | United States | 2,178                 | 189                                 | 8.68%                   | ▼ -1        |
| 6        | DMG MORI USA            | <a href="https://www.link">https://www.link</a> | United States | 635                   | 54                                  | 8.50%                   | ▲ 6         |
| 7        | JBT                     | <a href="https://www.link">https://www.link</a> | United States | 1,100                 | 92                                  | 8.36%                   | ▲ 3         |
| 8        | Custom Truck One Source | <a href="https://www.link">https://www.link</a> | United States | 580                   | 48                                  | 8.28%                   | ▲ 7         |
| 9        | ESAB                    | <a href="https://www.link">https://www.link</a> | United States | 2,420                 | 189                                 | 7.81%                   | ▼ -2        |
| 10       | Spraying Systems        | <a href="https://www.link">https://www.link</a> | United States | 874                   | 66                                  | 7.55%                   | ▼ -2        |
| 11       | ASTECC                  | <a href="https://www.link">https://www.link</a> | United States | 752                   | 56                                  | 7.45%                   | ▲ 2         |
| 12       | JBT FoodTech            | <a href="https://www.link">https://www.link</a> | United States | 1,375                 | 102                                 | 7.42%                   | ▲ 6         |
| 13       | Hypertherm              | <a href="https://www.link">https://www.link</a> | United States | 1,136                 | 84                                  | 7.39%                   | ▲ 1         |
| 14       | AGCO                    | <a href="https://www.link">https://www.link</a> | United States | 8,985                 | 656                                 | 7.30%                   | ▲ 2         |
| 15       | Stolle Machinery        | <a href="https://www.link">https://www.link</a> | United States | 661                   | 47                                  | 7.11%                   | ▲ 10        |
| 16       | Carter Machinery        | <a href="https://www.link">https://www.link</a> | United States | 681                   | 46                                  | 6.75%                   | ▲ 26        |
| 17       | Lindsay Corporation     | <a href="https://www.link">https://www.link</a> | United States | 572                   | 38                                  | 6.64%                   | ▼ -11       |
| 18       | Milton CAT              | <a href="https://www.link">https://www.link</a> | United States | 622                   | 39                                  | 6.27%                   | ▲ 19        |
| 19       | Bobcat Company          | <a href="https://www.link">https://www.link</a> | United States | 1,936                 | 117                                 | 6.04%                   | ▲ 16        |
| 20       | Warren CAT              | <a href="https://www.link">https://www.link</a> | United States | 647                   | 38                                  | 5.87%                   | ▲ 10        |
| 21       | AAON                    | <a href="https://www.link">https://www.link</a> | United States | 644                   | 37                                  | 5.75%                   | ▲ 8         |
| 22       | Graco                   | <a href="https://www.link">https://www.link</a> | United States | 3,128                 | 178                                 | 5.69%                   | ▲ 2         |
| 23       | Sullair                 | <a href="https://www.link">https://www.link</a> | United States | 567                   | 32                                  | 5.64%                   | ▼ -3        |
| 24       | TRUMPF North America    | <a href="https://www.link">https://www.link</a> | United States | 856                   | 48                                  | 5.61%                   | ▲ 4         |

|    |                          |   |               |        |       |       |           |
|----|--------------------------|---|---------------|--------|-------|-------|-----------|
| 25 | Genie                    | <a href="https://www.link">https://www.link</a> | United States | 1,032  | 56    | 5.43% | ▲ 2       |
| 26 | JLG Industries           | <a href="https://www.link">https://www.link</a> | United States | 2,054  | 109   | 5.31% | ▲ 13      |
| 27 | Hyster-Yale Group        | <a href="https://www.link">https://www.link</a> | United States | 3,434  | 180   | 5.24% | ▼ -1      |
| 28 | The Manitowoc Company    | <a href="https://www.link">https://www.link</a> | United States | 1,661  | 87    | 5.24% | ▲ 8       |
| 29 | Alliance Laundry Systems | <a href="https://www.link">https://www.link</a> | United States | 1,193  | 61    | 5.11% | ▲ 27      |
| 30 | AriensCo                 | <a href="https://www.link">https://www.link</a> | United States | 709    | 36    | 5.08% | ▼ -11     |
| 31 | Vermeer                  | <a href="https://www.link">https://www.link</a> | United States | 1,892  | 96    | 5.07% | ▲ 10      |
| 32 | Kennametal               | <a href="https://www.link">https://www.link</a> | United States | 5,736  | 289   | 5.04% | ▲ 12      |
| 33 | Amada America            | <a href="https://www.link">https://www.link</a> | United States | 618    | 31    | 5.02% | ▲ 17      |
| 34 | Kubota Tractor           | <a href="https://www.link">https://www.link</a> | United States | 1,144  | 56    | 4.90% | ▲ 0       |
| 35 | Dover Corporation        | <a href="https://www.link">https://www.link</a> | United States | 1,801  | 88    | 4.89% | ▲ 11      |
| 36 | Lincoln Electric         | <a href="https://www.link">https://www.link</a> | United States | 4,046  | 194   | 4.79% | ▼ -15     |
| 37 | ProMach                  | <a href="https://www.link">https://www.link</a> | United States | 615    | 29    | 4.72% | ▼ -20     |
| 38 | Cashman Equipment        | <a href="https://www.link">https://www.link</a> | United States | 558    | 26    | 4.66% | ▼ -5      |
| 39 | Columbus McKinnon        | <a href="https://www.link">https://www.link</a> | United States | 1,405  | 65    | 4.63% | ▲ 19      |
| 40 | Kaeser Compressors USA   | <a href="https://www.link">https://www.link</a> | United States | 985    | 45    | 4.57% | ▼ -17     |
| 41 | Rite-Hite                | <a href="https://www.link">https://www.link</a> | United States | 637    | 29    | 4.55% | ▲ 25      |
| 42 | Fabick Cat               | <a href="https://www.link">https://www.link</a> | United States | 517    | 23    | 4.45% | ▲ 17      |
| 43 | Mazak North America      | <a href="https://www.link">https://www.link</a> | United States | 564    | 25    | 4.43% | ▲ 11      |
| 44 | Gregory Poole Equipment  | <a href="https://www.link">https://www.link</a> | United States | 702    | 31    | 4.42% | ▲ 13      |
| 45 | Toyota Material Handling | <a href="https://www.link">https://www.link</a> | United States | 1,709  | 75    | 4.39% | New Entry |
| 46 | Komatsu Construction     | <a href="https://www.link">https://www.link</a> | United States | 6,878  | 296   | 4.30% | ▲ 1       |
| 47 | Nash                     | <a href="https://www.link">https://www.link</a> | United States | 11,525 | 489   | 4.24% | ▼ -2      |
| 48 | SMS group                | <a href="https://www.link">https://www.link</a> | United States | 780    | 33    | 4.23% | ▼ -5      |
| 49 | IDEX                     | <a href="https://www.link">https://www.link</a> | United States | 2,110  | 89    | 4.22% | ▼ -9      |
| 50 | RDO Equipment            | <a href="https://www.link">https://www.link</a> | United States | 1,222  | 50    | 4.09% | ▲ 22      |
| 51 | Canon Virginia           | <a href="https://www.link">https://www.link</a> | United States | 542    | 22    | 4.06% | ▲ 4       |
| 52 | Ohio Cat                 | <a href="https://www.link">https://www.link</a> | United States | 609    | 24    | 3.94% | ▲ 19      |
| 53 | ITW                      | <a href="https://www.link">https://www.link</a> | United States | 5,717  | 225   | 3.94% | ▲ 10      |
| 54 | Terex Corporation        | <a href="https://www.link">https://www.link</a> | United States | 6,158  | 241   | 3.91% | ▲ 7       |
| 55 | Milacron                 | <a href="https://www.link">https://www.link</a> | United States | 1,436  | 56    | 3.90% | ▼ -24     |
| 56 | Federal Signal           | <a href="https://www.link">https://www.link</a> | United States | 677    | 26    | 3.84% | ▲ 8       |
| 57 | Nordson Corporation      | <a href="https://www.link">https://www.link</a> | United States | 2,233  | 85    | 3.81% | ▲ 5       |
| 58 | John Deere               | <a href="https://www.link">https://www.link</a> | United States | 42,885 | 1,625 | 3.79% | ▲ 11      |
| 59 | Quinn Company            | <a href="https://www.link">https://www.link</a> | United States | 532    | 20    | 3.76% | ▼ -7      |
| 60 | Miller Electric          | <a href="https://www.link">https://www.link</a> | United States | 1,011  | 38    | 3.76% | ▼ -12     |
| 61 | MacAllister Machinery    | <a href="https://www.link">https://www.link</a> | United States | 721    | 27    | 3.74% | ▲ 18      |
| 62 | The Toro Company         | <a href="https://www.link">https://www.link</a> | United States | 3,034  | 111   | 3.66% | ▲ 18      |
| 63 | Haas Automation          | <a href="https://www.link">https://www.link</a> | United States | 933    | 34    | 3.64% | ▲ 22      |
| 64 | Ring Power Cat           | <a href="https://www.link">https://www.link</a> | United States | 800    | 29    | 3.63% | New Entry |
| 65 | Ditch Witch              | <a href="https://www.link">https://www.link</a> | United States | 829    | 29    | 3.50% | ▲ 18      |
| 66 | Titan Machinery          | <a href="https://www.link">https://www.link</a> | United States | 1,302  | 43    | 3.30% | ▼ -1      |
| 67 | Gardner Denver           | <a href="https://www.link">https://www.link</a> | United States | 2,714  | 88    | 3.24% | ▼ -29     |
| 68 | Paper Converting Machine | <a href="https://www.link">https://www.link</a> | United States | 527    | 17    | 3.23% | ▼ -17     |
| 69 | Nortek Air               | <a href="https://www.link">https://www.link</a> | United States | 721    | 23    | 3.19% | ▲ 1       |
| 70 | Caterpillar              | <a href="https://www.link">https://www.link</a> | United States | 56,099 | 1,770 | 3.16% | ▼ -3      |
| 71 | Gleason Corporation      | <a href="https://www.link">https://www.link</a> | United States | 796    | 25    | 3.14% | ▲ 2       |
| 72 | Rexnord                  | <a href="https://www.link">https://www.link</a> | United States | 1,792  | 56    | 3.13% | ▼ -40     |
| 73 | Ziegler Caterpillar      | <a href="https://www.link">https://www.link</a> | United States | 833    | 26    | 3.12% | ▲ 9       |
| 74 | Thompson Tractor Compar  | <a href="https://www.link">https://www.link</a> | United States | 641    | 20    | 3.12% | ▼ -21     |
| 75 | NSK                      | <a href="https://www.link">https://www.link</a> | United States | 2,823  | 88    | 3.12% | ▲ 1       |
| 76 | NTN                      | <a href="https://www.link">https://www.link</a> | United States | 932    | 27    | 2.90% | ▼ -8      |
| 77 | Cascade Corporation      | <a href="https://www.link">https://www.link</a> | United States | 758    | 20    | 2.64% | ▼ -3      |
| 78 | Snap-on                  | <a href="https://www.link">https://www.link</a> | United States | 5,391  | 138   | 2.56% | ▼ -29     |
| 79 | STIHL USA                | <a href="https://www.link">https://www.link</a> | United States | 1,022  | 26    | 2.54% | ▲ 5       |
| 80 | USNR                     | <a href="https://www.link">https://www.link</a> | United States | 558    | 14    | 2.51% | ▼ -2      |
| 81 | Altec                    | <a href="https://www.link">https://www.link</a> | United States | 3,280  | 82    | 2.50% | ▲ 0       |
| 82 | GSI                      | <a href="https://www.link">https://www.link</a> | United States | 566    | 14    | 2.47% | ▲ 4       |
| 83 | MAG IAS                  | <a href="https://www.link">https://www.link</a> | United States | 547    | 10    | 1.83% | ▲ 4       |
| 84 | ASB International        | <a href="https://www.link">https://www.link</a> | United States | 794    | 10    | 1.26% | ▲ 5       |
| 85 | Barry-Wehmiller          | <a href="https://www.link">https://www.link</a> | United States | 4,759  | 33    | 0.69% | ▼ -63     |
| 86 | ESI                      | <a href="https://www.link">https://www.link</a> | United States | 1,294  | 6     | 0.46% | ▲ 2       |
| 87 | Laitram                  | <a href="https://www.link">https://www.link</a> | United States | 1,946  | 7     | 0.36% | ▼ -76     |
| 88 | Duravant                 | <a href="https://www.link">https://www.link</a> | United States | 1,284  | 3     | 0.23% | ▼ -86     |

## 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.

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