



The USA's Most Active Building Materials Professionals on Social - March 2022

Industry at a glance:



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	Oldcastle	<a href="https://www.link">https://www.link</a>	United States	632	106	16.77%	▲ 2
2	dormakaba Americas	<a href="https://www.link">https://www.link</a>	United States	797	111	13.93%	▲ 0
3	Assa Abloy	<a href="https://www.link">https://www.link</a>	United States	691	91	13.17%	▲ 2
4	Carrier Fire & Security	<a href="https://www.link">https://www.link</a>	United States	2,741	343	12.51%	New Entry
5	Armstrong Flooring	<a href="https://www.link">https://www.link</a>	United States	811	90	11.10%	▲ 6
6	Cambria	<a href="https://www.link">https://www.link</a>	United States	1,229	133	10.82%	▼ -2
7	Schluter Systems	<a href="https://www.link">https://www.link</a>	United States	510	55	10.78%	New Entry
8	SRS Distribution	<a href="https://www.link">https://www.link</a>	United States	1,451	155	10.68%	▼ -2
9	Rain Bird Corporation	<a href="https://www.link">https://www.link</a>	United States	924	97	10.50%	▲ 4
10	RWC	<a href="https://www.link">https://www.link</a>	United States	576	60	10.42%	▲ 12
11	AZEK	<a href="https://www.link">https://www.link</a>	United States	1,016	99	9.74%	▲ 3
12	Radio One	<a href="https://www.link">https://www.link</a>	United States	686	65	9.48%	▼ -4
13	Simpson Strong-Tie	<a href="https://www.link">https://www.link</a>	United States	1,899	175	9.22%	▲ 5
14	LATICRETE International	<a href="https://www.link">https://www.link</a>	United States	538	48	8.92%	▲ 2
15	Patrick Industries	<a href="https://www.link">https://www.link</a>	United States	729	65	8.92%	▲ 8
16	Stonhard	<a href="https://www.link">https://www.link</a>	United States	688	61	8.87%	▼ -7
17	Barrette Outdoor Living	<a href="https://www.link">https://www.link</a>	United States	646	57	8.82%	▼ -7
18	EJ	<a href="https://www.link">https://www.link</a>	United States	1,161	99	8.53%	▲ 43
19	Watts Water Technologies	<a href="https://www.link">https://www.link</a>	United States	1,826	155	8.49%	▼ -4
20	GCP	<a href="https://www.link">https://www.link</a>	United States	1,384	116	8.38%	▼ -13
21	Beacon Building Products	<a href="https://www.link">https://www.link</a>	United States	2,559	211	8.25%	▲ 27
22	Emser Tile	<a href="https://www.link">https://www.link</a>	United States	842	69	8.19%	▼ -2
23	Formica Group North Amer	<a href="https://www.link">https://www.link</a>	United States	557	45	8.08%	▲ 7
24	Wilsonart	<a href="https://www.link">https://www.link</a>	United States	1,004	81	8.07%	▼ -12

25	Marvin	<a href="https://www.link">https://www.link</a>	United States	1,877		148	7.88%	▲ 17
26	Mueller Water Products	<a href="https://www.link">https://www.link</a>	United States	878		68	7.74%	▼ -5
27	Cabinetworks Group	<a href="https://www.link">https://www.link</a>	United States	788		60	7.61%	▲ 11
28	James Hardie	<a href="https://www.link">https://www.link</a>	United States	3,023		228	7.54%	▲ 12
29	Carlisle Construction Mater	<a href="https://www.link">https://www.link</a>	United States	646		47	7.28%	▼ -10
30	Carrier	<a href="https://www.link">https://www.link</a>	United States	16,046		1,125	7.01%	▼ -6
31	ODL	<a href="https://www.link">https://www.link</a>	United States	528		37	7.01%	▼ -30
32	GAF	<a href="https://www.link">https://www.link</a>	United States	3,265		224	6.86%	▼ -1
33	Tremco Roofing	<a href="https://www.link">https://www.link</a>	United States	1,075		73	6.79%	▼ -8
34	Kawneer Company	<a href="https://www.link">https://www.link</a>	United States	933		62	6.65%	▼ -17
35	Louisiana-Pacific	<a href="https://www.link">https://www.link</a>	United States	1,417		94	6.63%	▼ -2
36	Lansing Building Products	<a href="https://www.link">https://www.link</a>	United States	768		50	6.51%	▼ -7
37	Carrier Refrigeration	<a href="https://www.link">https://www.link</a>	United States	2,143		139	6.49%	New Entry
38	Carrier Enterprise	<a href="https://www.link">https://www.link</a>	United States	1,637		105	6.41%	▼ -6
39	Titan America	<a href="https://www.link">https://www.link</a>	United States	830		52	6.27%	▼ -5
40	Firestone Building Product	<a href="https://www.link">https://www.link</a>	United States	1,228		76	6.19%	▼ -12
41	Masco Corporation	<a href="https://www.link">https://www.link</a>	United States	8,728		535	6.13%	▼ -15
42	Therma-Tru Doors	<a href="https://www.link">https://www.link</a>	United States	811		49	6.04%	▲ 20
43	JELD-WEN	<a href="https://www.link">https://www.link</a>	United States	4,110		244	5.94%	▼ -7
44	Masonite®	<a href="https://www.link">https://www.link</a>	United States	2,758		161	5.84%	▲ 9
45	Woodgrain	<a href="https://www.link">https://www.link</a>	United States	651		38	5.84%	▲ 62
46	Associated Materials	<a href="https://www.link">https://www.link</a>	United States	738		43	5.83%	▲ 8
47	Moen Incorporated	<a href="https://www.link">https://www.link</a>	United States	2,182		124	5.68%	▲ 25
48	Dal-Tile Corporation	<a href="https://www.link">https://www.link</a>	United States	1,044		59	5.65%	▼ -4
49	CRH Americas	<a href="https://www.link">https://www.link</a>	United States	3,835		212	5.53%	▼ -6
50	Trex Company	<a href="https://www.link">https://www.link</a>	United States	672		37	5.51%	▼ -13
51	Rogers	<a href="https://www.link">https://www.link</a>	United States	691		38	5.50%	▲ 33
52	Saint-Gobain North Americ	<a href="https://www.link">https://www.link</a>	United States	8,931		483	5.41%	▼ -11
53	US LBM	<a href="https://www.link">https://www.link</a>	United States	2,237		115	5.14%	▲ 53
54	CertainTeed	<a href="https://www.link">https://www.link</a>	United States	2,823		140	4.96%	▲ 14
55	PPG Industrial Coatings	<a href="https://www.link">https://www.link</a>	United States	2,145		105	4.90%	▲ 4
56	Cornerstone Building	<a href="https://www.link">https://www.link</a>	United States	3,009		147	4.89%	▲ 0
57	Mannington Mills	<a href="https://www.link">https://www.link</a>	United States	884		43	4.86%	▲ 8
58	White Cap	<a href="https://www.link">https://www.link</a>	United States	3,951		192	4.86%	▲ 24
59	Andersen Corporation	<a href="https://www.link">https://www.link</a>	United States	3,922		190	4.84%	▼ -2
60	UFP Industries	<a href="https://www.link">https://www.link</a>	United States	2,483		120	4.83%	▲ 11
61	Ram Tool Construction	<a href="https://www.link">https://www.link</a>	United States	946		45	4.76%	▲ 2
62	Engineered Floors	<a href="https://www.link">https://www.link</a>	United States	759		36	4.74%	▼ -17
63	DH Pace Company	<a href="https://www.link">https://www.link</a>	United States	1,357		64	4.72%	▼ -16
64	Ash Grove Cement Compa	<a href="https://www.link">https://www.link</a>	United States	720		33	4.58%	New Entry
65	Huttig Building Products	<a href="https://www.link">https://www.link</a>	United States	596		27	4.53%	▲ 23
66	CEMEX USA	<a href="https://www.link">https://www.link</a>	United States	625		28	4.48%	▼ -39
67	Owens Corning	<a href="https://www.link">https://www.link</a>	United States	8,549		372	4.35%	▼ -16
68	Forterra	<a href="https://www.link">https://www.link</a>	United States	2,178		92	4.22%	▼ -19
69	Pella Corporation	<a href="https://www.link">https://www.link</a>	United States	3,762		158	4.20%	▲ 1
70	Oldcastle BuildingEnvelope	<a href="https://www.link">https://www.link</a>	United States	1,545		63	4.08%	▼ -15
71	Argos USA	<a href="https://www.link">https://www.link</a>	United States	911		37	4.06%	▲ 21
72	Armstrong World Industries	<a href="https://www.link">https://www.link</a>	United States	2,919		118	4.04%	▼ -26
73	Reliable Automatic	<a href="https://www.link">https://www.link</a>	United States	524		21	4.01%	▼ -15
74	BlueLinx	<a href="https://www.link">https://www.link</a>	United States	1,434		57	3.97%	▲ 6
75	LX Hausys America	<a href="https://www.link">https://www.link</a>	United States	1,000		39	3.90%	New Entry
76	American Woodmark	<a href="https://www.link">https://www.link</a>	United States	2,347		91	3.88%	▼ -2
77	Lehigh Hanson	<a href="https://www.link">https://www.link</a>	United States	2,152		83	3.86%	▼ -25
78	Master Halco	<a href="https://www.link">https://www.link</a>	United States	558		21	3.76%	New Entry
79	ARAUCO	<a href="https://www.link">https://www.link</a>	United States	575		21	3.65%	▼ -29
80	Foundation Building Materi	<a href="https://www.link">https://www.link</a>	United States	913		32	3.50%	▲ 9
81	Standard Industries	<a href="https://www.link">https://www.link</a>	United States	3,966		139	3.50%	New Entry
82	MSI	<a href="https://www.link">https://www.link</a>	United States	2,529		88	3.48%	▼ -9
83	Nucor Building Systems	<a href="https://www.link">https://www.link</a>	United States	634		22	3.47%	▼ -17
84	MasterBrand Cabinets	<a href="https://www.link">https://www.link</a>	United States	2,923		98	3.35%	▼ -17
85	USG	<a href="https://www.link">https://www.link</a>	United States	4,492		150	3.34%	▼ -10
86	Carter Lumber	<a href="https://www.link">https://www.link</a>	United States	1,216		39	3.21%	▼ -3
87	PrimeSource Building Prod	<a href="https://www.link">https://www.link</a>	United States	877		28	3.19%	▲ 0
88	LafargeHolcim in the US	<a href="https://www.link">https://www.link</a>	United States	1,913		60	3.14%	▼ -2
89	NIBCO	<a href="https://www.link">https://www.link</a>	United States	702		22	3.13%	▲ 4
90	84 Lumber	<a href="https://www.link">https://www.link</a>	United States	3,468		108	3.11%	▼ -11
91	Quanex Building Products	<a href="https://www.link">https://www.link</a>	United States	667		20	3.00%	▼ -27
92	Johns Manville	<a href="https://www.link">https://www.link</a>	United States	2,574		77	2.99%	▼ -23
93	Truilite Glass & Aluminum S	<a href="https://www.link">https://www.link</a>	United States	924		27	2.92%	▼ -12
94	Overhead Door Corporatio	<a href="https://www.link">https://www.link</a>	United States	2,593		74	2.85%	▲ 16
95	Mueller Industries	<a href="https://www.link">https://www.link</a>	United States	573		16	2.79%	▼ -35
96	TAMKO	<a href="https://www.link">https://www.link</a>	United States	693		19	2.74%	▼ -1

97	National Gypsum	<a href="https://www.link">https://www.link</a>	United States	939	25	2.66%	▼ -7
98	Lyman Companies	<a href="https://www.link">https://www.link</a>	United States	500	13	2.60%	New Entry
99	CalPortland	<a href="https://www.link">https://www.link</a>	United States	924	24	2.60%	▲ 10
100	Metal Sales Manufacturing	<a href="https://www.link">https://www.link</a>	United States	581	15	2.58%	▲ 15
101	Turtle & Hughes	<a href="https://www.link">https://www.link</a>	United States	563	14	2.49%	▼ -62
102	Boise Cascade	<a href="https://www.link">https://www.link</a>	United States	2,680	66	2.46%	▼ -8
103	Harvey Building Products	<a href="https://www.link">https://www.link</a>	United States	696	17	2.44%	▼ -26
104	Quikrete	<a href="https://www.link">https://www.link</a>	United States	1,005	24	2.39%	▼ -28
105	SunCoke Energy	<a href="https://www.link">https://www.link</a>	United States	633	15	2.37%	▼ -27
106	Zekelman Industries	<a href="https://www.link">https://www.link</a>	United States	679	16	2.36%	▼ -5
107	Oldcastle	<a href="https://www.link">https://www.link</a>	United States	1,996	45	2.25%	▼ -11
108	ABC Supply	<a href="https://www.link">https://www.link</a>	United States	5,026	111	2.21%	▼ -4
109	Construction Specialties	<a href="https://www.link">https://www.link</a>	United States	3,551	77	2.17%	▼ -7
110	McCoy Corporation	<a href="https://www.link">https://www.link</a>	United States	692	15	2.17%	▲ 1
111	Milgard Windows and Door	<a href="https://www.link">https://www.link</a>	United States	1,089	21	1.93%	▼ -14
112	L&W Supply	<a href="https://www.link">https://www.link</a>	United States	1,304	25	1.92%	▼ -9
113	MI Windows and Doors	<a href="https://www.link">https://www.link</a>	United States	849	16	1.88%	▼ -22
114	Wayne Dalton	<a href="https://www.link">https://www.link</a>	United States	552	9	1.63%	▼ -14
115	PGT Custom Windows	<a href="https://www.link">https://www.link</a>	United States	563	9	1.60%	▼ -30
116	Acme Brick	<a href="https://www.link">https://www.link</a>	United States	980	15	1.53%	▼ -4
117	Clopax Corporation	<a href="https://www.link">https://www.link</a>	United States	785	11	1.40%	▼ -3
118	Irving Materials	<a href="https://www.link">https://www.link</a>	United States	643	9	1.40%	▼ -19
119	Builders FirstSource	<a href="https://www.link">https://www.link</a>	United States	9,980	138	1.38%	▼ -14
120	AGC Glass Company Nort	<a href="https://www.link">https://www.link</a>	United States	511	7	1.37%	▼ -1
121	Amarr	<a href="https://www.link">https://www.link</a>	United States	676	9	1.33%	▲ 1
122	Atrium Windows & Doors	<a href="https://www.link">https://www.link</a>	United States	758	9	1.19%	▼ -6
123	JJ Haines	<a href="https://www.link">https://www.link</a>	United States	547	6	1.10%	▼ -25
124	Ply Gem	<a href="https://www.link">https://www.link</a>	United States	1,497	10	0.67%	▼ -11
125	Masco Cabinetry	<a href="https://www.link">https://www.link</a>	United States	883	5	0.57%	▼ -8
126	Allied Building	<a href="https://www.link">https://www.link</a>	United States	1,517	8	0.53%	▼ -3
127	Builders FirstSource	<a href="https://www.link">https://www.link</a>	United States	3,643	19	0.52%	▼ -7
128	NCI Building Systems	<a href="https://www.link">https://www.link</a>	United States	766	3	0.39%	▼ -7
129	BMC	<a href="https://www.link">https://www.link</a>	United States	2,910	11	0.38%	▼ -11

## 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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