



Europe's Most Active Maritime Professionals on Social - March 2022

Industry at a glance:

Average Score: **5.66%** Total Companies: **50** 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?

Position	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)	Rank Change
1	STC	https://www.link€	Netherlands	745	117	15.70%	▲ 0
2	Port of Rotterdam	https://www.link€	Netherlands	1,237	187	15.12%	▲ 0
3	Port of Antwerp	https://www.link€	Belgium	921	116	12.60%	▲ 0
4	Brittany Ferries	https://www.link€	France	910	106	11.65%	▲ 4
5	Wrist	https://www.link€	Denmark	522	54	10.34%	▲ 0
6	Viking Life-Saving	https://www.link€	Denmark	1,176	120	10.20%	▼ -2
7	LDA	https://www.link€	France	576	51	8.85%	▼ -1
8	Maersk Supply	https://www.link€	Denmark	1,271	110	8.65%	▲ 1
9	Wärtsilä Voyage	https://www.link€	Germany	847	72	8.50%	▲ 2
10	APM	https://www.link€	Netherlands	7,350	591	8.04%	▼ -3
11	GNV	https://www.link€	Italy	725	56	7.72%	▼ -1
12	Baleària	https://www.link€	Spain	826	60	7.26%	▲ 5
13	Kongsberg	https://www.link€	Norway	4,567	329	7.20%	▲ 0
14	CMA CGM	https://www.link€	France	19,079	1,350	7.08%	▲ 0
15	Stena Line	https://www.link€	Sweden	2,606	172	6.60%	▲ 7
16	Svitzer	https://www.link€	Denmark	2,186	144	6.59%	▼ -4
17	Hapag-Lloyd	https://www.link€	Germany	9,927	625	6.30%	▲ 3
18	Odffjell	https://www.link€	Norway	663	40	6.03%	▲ 3
19	Stena	https://www.link€	Sweden	4,611	278	6.03%	▲ 30
20	Bourbon Offshore Surf	https://www.link€	France	504	30	5.95%	New Entry
21	Wilhelmsen	https://www.link€	Norway	5,066	301	5.94%	▼ -2
22	MSC	https://www.link€	Switzerland	18,145	1,075	5.92%	▼ -4
23	FRS	https://www.link€	Germany	536	31	5.78%	▲ 23
24	DNV	https://www.link€	Germany	676	39	5.77%	New Entry

25	Solstad	https://www.link	Norway	1,568	90	5.74%	▼ -1
26	Royal Wagenborg	https://www.link	Netherlands	619	35	5.65%	▼ -10
27	Sjöfartsverket	https://www.link	Sweden	813	44	5.41%	▼ -12
28	Trasmediterranea	https://www.link	Spain	612	33	5.39%	▼ -3
29	Maersk Tankers	https://www.link	Denmark	1,457	70	4.80%	▲ 2
30	Boluda Corporación Marítim	https://www.link	Spain	596	27	4.53%	▼ -2
31	Oldendorff Carriers	https://www.link	Germany	1,205	48	3.98%	▲ 7
32	MacGregor	https://www.link	Finland	1,419	56	3.95%	▼ -2
33	MGM	https://www.link	Greece	547	21	3.84%	▼ -4
34	Vroon	https://www.link	Netherlands	1,395	49	3.51%	▼ -2
35	Euronav	https://www.link	Belgium	907	31	3.42%	▲ 0
36	GasLog	https://www.link	Greece	671	22	3.28%	▼ -2
37	Esvagt	https://www.link	Denmark	700	22	3.14%	▼ -11
38	Finnlines	https://www.link	Finland	542	17	3.14%	▼ -1
39	Naviera Armas	https://www.link	Spain	1,062	33	3.11%	▼ -3
40	Smit Lamnalco	https://www.link	Netherlands	1,111	33	2.97%	▲ 0
41	Exmar	https://www.link	Belgium	653	19	2.91%	▼ -14
42	BSM	https://www.link	Germany	4,530	128	2.83%	▲ 1
43	TUI Cruises	https://www.link	Germany	1,490	41	2.75%	▼ -10
44	TORM	https://www.link	Denmark	1,515	37	2.44%	▼ -5
45	Bolloré Ports	https://www.link	France	2,473	54	2.18%	▼ -4
46	Safmarine	https://www.link	Denmark	672	12	1.79%	▼ -2
47	Dynacom Tankers Manage	https://www.link	Greece	1,071	10	0.93%	▼ -2
48	Peter Döhle Schifffahrts	https://www.link	Germany	582	3	0.52%	▼ -6
49	China Shipping	https://www.link	Belgium	619	3	0.48%	▼ -2
50	GL Group	https://www.link	Germany	863	4	0.46%	▼ -2

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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