



Europe's Most Active Industrial Automation Professionals on Social - June 2022

Industry at a glance:

Average Score: **9.83%** Total Companies: **70** Global Industry Average: **8.85%**

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	VEGA	https://www.linkedin.com/company/vega	Germany	774	185	23.90%	▲ 58
2	Universal Robots	https://www.linkedin.com/company/universal-robots	Denmark	809	184	22.74%	▼ -1
3	Balluff EMEA	https://www.linkedin.com/company/balluff-emea	Germany	1,307	287	21.96%	▲ 13
4	Murrelektronik	https://www.linkedin.com/company/murrelektronik	Germany	670	127	18.96%	▼ -2
5	Baumer Group	https://www.linkedin.com/company/baumer-group	Switzerland	773	139	17.98%	▼ -1
6	KEBA Group	https://www.linkedin.com/company/keba-group	Austria	529	92	17.39%	New Entry
7	Endress+Hauser	https://www.linkedin.com/company/endress-hauser	Switzerland	7,413	1,245	16.79%	▲ 1
8	Kardex	https://www.linkedin.com/company/kardex	Switzerland	1,138	179	15.73%	New Entry
9	FlexLink	https://www.linkedin.com/company/flexlink	Sweden	973	148	15.21%	▲ 9
10	SICK Sensor	https://www.linkedin.com/company/sick-sensor	Germany	4,840	722	14.92%	▲ 1
11	Ammega	https://www.linkedin.com/company/ammega	Netherlands	1,633	243	14.88%	▲ 44
12	Panasonic Industry Europe	https://www.linkedin.com/company/panasonic-industry-europe	Germany	500	74	14.80%	New Entry
13	ifm	https://www.linkedin.com/company/ifm	Germany	3,032	440	14.51%	▼ -6
14	Schunk	https://www.linkedin.com/company/schunk	Germany	596	86	14.43%	▼ -8
15	Körber	https://www.linkedin.com/company/koerber	Germany	1,211	173	14.29%	▲ 5
16	Stäubli	https://www.linkedin.com/company/staubli	Switzerland	1,829	254	13.89%	▼ -2
17	TOMRA	https://www.linkedin.com/company/tomra	Norway	1,934	268	13.86%	New Entry
18	Omron	https://www.linkedin.com/company/omron	Netherlands	2,458	312	12.69%	▼ -6
19	HARTING	https://www.linkedin.com/company/harting	Germany	1,266	156	12.32%	New Entry
20	Interroll Group	https://www.linkedin.com/company/interroll-group	Switzerland	784	96	12.24%	▼ -1
21	TOMRA Food	https://www.linkedin.com/company/tomra-food	Belgium	730	89	12.19%	New Entry
22	B&R Industrial Automation	https://www.linkedin.com/company/b-r-industrial-automation	Austria	1,439	172	11.95%	▲ 3
23	VITRONIC Machine Vision	https://www.linkedin.com/company/vitronic-machine-vision	Germany	533	61	11.44%	New Entry
24	Ammeraal Beltech	https://www.linkedin.com/company/ammeraal-beltech	Netherlands	905	102	11.27%	▼ -11

25	Lenze	https://www.linke	Germany	799	90	11.26%	▼ -3
26	Markem-Imaje	https://www.linke	Switzerland	2,836	309	10.90%	▼ -11
27	HIMA	https://www.linke	Germany	621	67	10.79%	▲ 21
28	Pepperl+Fuchs Group	https://www.linke	Germany	1,717	181	10.54%	▼ -7
29	Beckhoff Automation	https://www.linke	Germany	932	91	9.76%	▼ -12
30	Phoenix Contact	https://www.linke	Germany	6,000	575	9.58%	▼ -2
31	Isra Vision	https://www.linke	Germany	536	51	9.51%	▲ 3
32	KROHNE Group	https://www.linke	Germany	1,375	125	9.09%	▲ 12
33	Forbo Movement Systems	https://www.linke	Germany	527	47	8.92%	New Entry
34	Sew Usocome	https://www.linke	France	572	50	8.74%	▼ -25
35	AUMA Group	https://www.linke	Germany	502	43	8.57%	New Entry
36	Marchesini Group	https://www.linke	Italy	996	84	8.43%	▲ 1
37	E80 Group	https://www.linke	Italy	859	71	8.27%	▼ -27
38	Marposs	https://www.linke	Italy	1,103	89	8.07%	▼ -6
39	IMA Group	https://www.linke	Italy	2,682	214	7.98%	▼ -4
40	WIK A Group	https://www.linke	Germany	3,793	301	7.94%	▼ -10
41	Inpeco	https://www.linke	Switzerland	526	40	7.60%	▼ -15
42	Bosch Rexroth	https://www.linke	Germany	11,009	823	7.48%	▼ -2
43	Voilà Holding	https://www.linke	Italy	602	45	7.48%	▲ 17
44	System Ceramics	https://www.linke	Italy	519	38	7.32%	New Entry
45	Clemessy	https://www.linke	France	1,932	141	7.30%	▼ -12
46	Habasit	https://www.linke	Switzerland	1,012	71	7.02%	▼ -10
47	Actemium	https://www.linke	France	5,025	352	7.00%	▼ -20
48	Schmalz	https://www.linke	Germany	620	43	6.94%	▼ -17
49	Komax	https://www.linke	Switzerland	804	55	6.84%	▲ 2
50	Vanderlande	https://www.linke	Netherlands	6,810	459	6.74%	▼ -27
51	IPTE	https://www.linke	Belgium	508	33	6.50%	New Entry
52	Samson	https://www.linke	Germany	607	39	6.43%	▼ -28
53	SEW Eurodrive	https://www.linke	Germany	3,977	252	6.34%	▼ -10
54	Process Automation	https://www.linke	Germany	773	48	6.21%	▼ -25
55	Pilz	https://www.linke	Germany	647	40	6.18%	▼ -16
56	Sauter	https://www.linke	Switzerland	627	38	6.06%	▼ -7
57	Siemens	https://www.linke	Germany	262,753	15,000	5.71%	▼ -1
58	BEUMER Group	https://www.linke	Germany	2,937	167	5.69%	▼ -17
59	S&T	https://www.linke	Austria	1,798	99	5.51%	▲ 2
60	Festo	https://www.linke	Germany	7,093	386	5.44%	▼ -7
61	SIPA	https://www.linke	Italy	1,058	53	5.01%	▼ -7
62	thyssenkrupp	https://www.linke	Germany	791	38	4.80%	▼ -17
63	KUKA	https://www.linke	Germany	7,584	336	4.43%	▼ -25
64	Comau	https://www.linke	Italy	6,684	292	4.37%	▼ -18
65	AIUT	https://www.linke	Poland	547	23	4.20%	▼ -7
66	FFT	https://www.linke	Germany	626	23	3.67%	▼ -16
67	Zenith Technologies	https://www.linke	Ireland	584	21	3.60%	▼ -20
68	Unitec	https://www.linke	Italy	543	17	3.13%	New Entry
69	Mikron	https://www.linke	Switzerland	677	16	2.36%	▼ -12
70	Diagonal Gest	https://www.linke	Spain	535	12	2.24%	▼ -18

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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[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

