



The USA's Most Active Mining and Metals Professionals on Social - November 2022

Industry at a glance:

Average Score: 3.96%

Total Companies: 79

Global Industry Average: 5.05%

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, and future employees.

Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, conversions, and prove ROI. Not bad, 'ey?

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!

So, 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 a minimum of 30-40% of employees regularly sharing company-approved content, with little effort required.

The DSMN8 platform has everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects. Isn't it time you added employee advocacy to your strategy?

Learn more at DSMN8.com

So, where does your company rank?

Table with 8 columns: Position, Company Name, LinkedIn URL, Location, Employees on LinkedIn, No. Employees Shared (Last 30 Days), % Shared (Last 30 Days), Rank Change. Lists 23 companies including SSR Mining, Martin Engineering, Flexco, etc.

24	AM/NS Calvert	https://www.link	United States	622	32	5.14%	▼ -1
25	Boart Longyear	https://www.link	United States	3,040	152	5.00%	▲ 7
26	Compass Minerals	https://www.link	United States	1,043	50	4.79%	▼ -1
27	Covia	https://www.link	United States	1,046	45	4.30%	▲ 3
28	Drummond Company	https://www.link	United States	722	31	4.29%	▲ 42
29	TMS	https://www.link	United States	682	28	4.11%	▼ -3
30	Alcoa	https://www.link	United States	14,435	564	3.91%	▲ 4
31	Castle Metals	https://www.link	United States	763	29	3.80%	▲ 5
32	Haynes International	https://www.link	United States	559	21	3.76%	▲ 24
33	Freeport-McMoRan	https://www.link	United States	7,280	271	3.72%	▲ 5
34	PJ	https://www.link	United States	889	33	3.71%	▲ 15
35	Martin Marietta	https://www.link	United States	3,425	126	3.68%	▲ 7
36	Marmon/Keystone	https://www.link	United States	520	19	3.65%	New Entry
37	Vulcan Materials	https://www.link	United States	4,147	148	3.57%	▲ 6
38	TIMET	https://www.link	United States	921	32	3.47%	▲ 17
39	Charter Steel	https://www.link	United States	589	20	3.40%	▲ 0
40	TimkenSteel Corporation	https://www.link	United States	784	26	3.32%	▲ 20
41	Schnitzer Steel	https://www.link	United States	1,383	43	3.11%	▲ 12
42	Commercial Metals	https://www.link	United States	3,903	117	3.00%	▼ -2
43	KloECKner Metals	https://www.link	United States	1,138	33	2.90%	▼ -6
44	Nucor Corporation	https://www.link	United States	5,720	165	2.88%	▼ -11
45	GraTEch International	https://www.link	United States	671	19	2.83%	▲ 17
46	O'Neal Steel	https://www.link	United States	708	20	2.82%	▲ 5
47	Evraz NA	https://www.link	United States	2,009	56	2.79%	▲ 10
48	thyssenkrupp Materials	https://www.link	United States	1,462	36	2.46%	▼ -47
49	Gerdau North America	https://www.link	United States	2,592	62	2.39%	▲ 5
50	Westmoreland Mining	https://www.link	United States	674	16	2.37%	▲ 0
51	Logan Aluminum	https://www.link	United States	689	15	2.18%	▲ 18
52	Waupaca Foundry	https://www.link	United States	1,185	24	2.03%	▲ 11
53	Century Aluminum	https://www.link	United States	617	12	1.94%	▼ -9
54	Precoat Metals	https://www.link	United States	521	10	1.92%	▲ 4
55	Steel Technologies	https://www.link	United States	964	18	1.87%	▲ 12
56	CONSOL Energy	https://www.link	United States	1,170	21	1.79%	▲ 21
57	North American Stainless	https://www.link	United States	619	11	1.78%	▲ 4
58	Peabody Energy	https://www.link	United States	2,712	48	1.77%	▲ 17
59	Kaiser Aluminum	https://www.link	United States	1,710	29	1.70%	▲ 15
60	Steel Warehouse	https://www.link	United States	783	13	1.66%	▲ 13
61	Arch Resources	https://www.link	United States	1,222	18	1.47%	▲ 5
62	AZZ Galvanizing	https://www.link	United States	679	10	1.47%	▲ 16
63	Buzzi Unicem USA	https://www.link	United States	561	8	1.43%	▲ 9
64	Steel Dynamics	https://www.link	United States	3,145	41	1.30%	▼ -33
65	ASARCO	https://www.link	United States	914	11	1.20%	▲ 6
66	Zimplats	https://www.link	United States	1,139	13	1.14%	▲ 2
67	Goldcorp	https://www.link	United States	3,304	36	1.09%	▲ 9
68	EMJ	https://www.link	United States	554	6	1.08%	▼ -3
69	Tube City IMS	https://www.link	United States	541	5	0.92%	▲ 11
70	Special Metals	https://www.link	United States	677	6	0.89%	▼ -24
71	Alliance Coal	https://www.link	United States	522	4	0.77%	▼ -7
72	Metals USA	https://www.link	United States	735	5	0.68%	▲ 7
73	Mining Job Source	https://www.link	United States	597	3	0.50%	▲ 13
74	Aleris	https://www.link	United States	1,319	6	0.45%	▲ 10
75	ArcelorMittal USA	https://www.link	United States	1,113	5	0.45%	▲ 10
76	MINERD & SONS	https://www.link	United States	2,328	9	0.39%	▲ 6
77	AK Steel	https://www.link	United States	2,609	10	0.38%	▲ 4
78	Noranda Aluminum	https://www.link	United States	1,314	5	0.38%	▲ 9
79	Bucyrus International	https://www.link	United States	616	1	0.16%	▲ 9

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