



The World's Most Active Computer Networks & Cyber Security Professionals on Social - February 2023

Industry at a glance:

Average Score: 20.91% Total Companies: 40 Average No. Employees: 2,979

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 Recorded Future, TryHackMe, Hack The Box, SentinelOne, Tenable, CrowdStrike, Bugcrowd, Snyk, Zscaler, SANS Institute, HackerOne, Darktrace, Rapid7, Arctic Wolf, EC-Council, Mimecast, Forescout Technologies, Fortinet, Check Point, Infoblox, KnowBe4, Optiv, and DigiCert.

24	Palo Alto Networks	https://www.link	United States	14,194	3,000	21.14%	▲ 19
25	Proofpoint	https://www.link	United States	4,414	915	20.73%	▲ 17
26	Imperva	https://www.link	United States	1,676	329	19.63%	▲ 26
27	Qualys	https://www.link	United States	2,298	384	16.71%	▲ 17
28	Mandiant	https://www.link	United States	1,323	210	15.87%	▲ 26
29	Secureworks	https://www.link	United States	2,376	370	15.57%	▲ 31
30	Coalfire	https://www.link	United States	1,072	160	14.93%	▲ 37
31	Trustwave	https://www.link	United States	1,273	159	12.49%	▲ 33
32	Gen	https://www.link	United States	1,559	194	12.44%	New Entry
33	SonicWall	https://www.link	United States	1,877	231	12.31%	▲ 37
34	RSA Security	https://www.link	United States	2,821	331	11.73%	▲ 35
35	Kaspersky	https://www.link	Switzerland	3,782	337	8.91%	▲ 39
36	NortonLifeLock	https://www.link	United States	1,429	79	5.53%	▲ 45
37	McAfee	https://www.link	United States	5,973	303	5.07%	▲ 45
38	F-Secure Corporation	https://www.link	Finland	1,610	75	4.66%	▲ 41
39	Avast	https://www.link	Czech Republic	1,327	60	4.52%	▲ 39
40	FireEye	https://www.link	United States	1,075	41	3.81%	▲ 40

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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