

DSMN8

The World's Most Active Accounting Professionals on Social - April 2023

Industry at a glance:

Average Score: **12.59%** Total Companies: **72** Average No. Employees: **22,488**

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](https://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	CFGI	https://www.linkedin.com/company/cfgi	United States	1,018	372	36.54%	▲ 53
2	Aprio	https://www.linkedin.com/company/aprio	United States	1,513	474	31.33%	▲ 0
3	PwC Belgium	https://www.linkedin.com/company/pwc-belgium	Belgium	1,748	532	30.43%	▼ -2
4	ICAEW	https://www.linkedin.com/company/icaew	United Kingdom	1,438	324	22.53%	▲ 3
5	Crowe UK	https://www.linkedin.com/company/crowe-uk	United Kingdom	1,110	234	21.08%	▲ 5
6	Wipfli	https://www.linkedin.com/company/wipfli	United States	3,134	636	20.29%	▼ -2
7	PwC Nederland	https://www.linkedin.com/company/pwc-nederland	Netherlands	3,592	652	18.15%	▲ 15
8	Mazars UK	https://www.linkedin.com/company/mazars-uk	United Kingdom	1,777	322	18.12%	▲ 4
9	Grant Thornton Ireland	https://www.linkedin.com/company/grant-thornton-ireland	Ireland	2,288	401	17.53%	▼ -6
10	Withum	https://www.linkedin.com/company/withum	United States	2,085	362	17.36%	▼ -5
11	PwC Switzerland	https://www.linkedin.com/company/pwc-switzerland	Switzerland	2,709	463	17.09%	▲ 0
12	PwC UK	https://www.linkedin.com/company/pwc-uk	United Kingdom	11,494	1,949	16.96%	▲ 28
13	BDO UK	https://www.linkedin.com/company/bdo-uk	United Kingdom	6,595	1,032	15.65%	▲ 22
14	KPMG España	https://www.linkedin.com/company/kpmg-espana	Spain	4,176	630	15.09%	▲ 7
15	Mazars US	https://www.linkedin.com/company/mazars-us	United States	1,127	170	15.08%	▲ 9
16	RSM UK	https://www.linkedin.com/company/rsm-uk	United Kingdom	4,738	714	15.07%	▲ 9
17	Armanino	https://www.linkedin.com/company/armanino	United States	2,571	386	15.01%	▼ -11
18	AICPA	https://www.linkedin.com/company/aicpa	United States	1,055	157	14.88%	▲ 21
19	Plante Moran	https://www.linkedin.com/company/plante-moran	United States	3,910	581	14.86%	▼ -4
20	In Extenso	https://www.linkedin.com/company/in-extenso	France	3,563	525	14.73%	▼ -2
21	PwC Denmark	https://www.linkedin.com/company/pwc-denmark	Denmark	1,570	227	14.46%	▼ -2
22	Cherry Bekaert	https://www.linkedin.com/company/cherry-bekaert	United States	1,645	236	14.35%	▼ -5
23	Grant Thornton Sweden	https://www.linkedin.com/company/grant-thornton-sweden	Sweden	1,617	231	14.29%	▲ 24

24	Mazars Germany	https://www.link€	Germany	1,114	159	14.27%	▲ 26
25	CLA	https://www.link€	United States	8,600	1,223	14.22%	▲ 24
26	Grant Thornton Canada	https://www.link€	Canada	2,477	350	14.13%	▲ 12
27	Carr, Riggs & Ingram	https://www.link€	United States	1,854	260	14.02%	▼ -11
28	BDO Denmark	https://www.link€	Denmark	1,050	146	13.90%	▼ -1
29	Moss Adams	https://www.link€	United States	4,858	670	13.79%	▲ 8
30	PKF O'Connor Davies	https://www.link€	United States	1,432	197	13.76%	▼ -16
31	CPA Canada	https://www.link€	Canada	1,158	157	13.56%	▼ -1
32	CohnReznick	https://www.link€	United States	4,539	600	13.22%	▲ 31
33	Beierholm	https://www.link€	Denmark	1,317	173	13.14%	▲ 0
34	BDO Germany	https://www.link€	Germany	1,059	138	13.03%	New Entry
35	Azets	https://www.link€	United Kingdom	5,549	721	12.99%	▲ 10
36	MNP	https://www.link€	Canada	7,339	950	12.94%	▲ 0
37	Grant Thornton UK	https://www.link€	United Kingdom	5,990	768	12.82%	▼ -5
38	KPMG Ireland	https://www.link€	Ireland	3,012	382	12.68%	▲ 4
39	Marcum	https://www.link€	United States	3,373	427	12.66%	▼ -19
40	Weaver	https://www.link€	United States	1,378	172	12.48%	▼ -32
41	FORVIS	https://www.link€	United States	6,835	851	12.45%	▼ -15
42	Flynth	https://www.link€	Netherlands	1,758	218	12.40%	▼ -1
43	EisnerAmper	https://www.link€	United States	2,862	348	12.16%	▼ -12
44	ACCA	https://www.link€	United Kingdom	4,125	496	12.02%	▲ 13
45	KPMG Portugal	https://www.link€	Portugal	1,158	134	11.57%	▼ -17
46	Baker Tilly US	https://www.link€	United States	6,586	737	11.19%	▼ -17
47	KPMG UK	https://www.link€	United Kingdom	16,072	1,772	11.03%	▲ 17
48	BPM	https://www.link€	United States	1,193	131	10.98%	▼ -4
49	RSM US	https://www.link€	United States	17,876	1,950	10.91%	▲ 4
50	Citrin Cooperman	https://www.link€	United States	1,970	213	10.81%	▼ -37
51	Crowe	https://www.link€	United States	8,589	912	10.62%	▲ 0
52	BDO USA	https://www.link€	United States	10,739	1,125	10.48%	▲ 13
53	GHJ	https://www.link€	United States	1,036	107	10.33%	▲ 14
54	EY	https://www.link€	United Kingdom	352,514	35,000	9.93%	▲ 8
55	Deloitte	https://www.link€	United States	426,604	42,000	9.85%	▲ 6
56	UHY	https://www.link€	United States	1,493	143	9.58%	▼ -4
57	Eide Bailly	https://www.link€	United States	3,010	285	9.47%	▼ -11
58	Grant Thornton US	https://www.link€	United States	14,252	1,302	9.14%	▲ 10
59	Baker Tilly	https://www.link€	United Kingdom	2,184	171	7.83%	▲ 7
60	Mazars	https://www.link€	France	23,457	1,775	7.57%	▼ -37
61	CBIZ	https://www.link€	United States	1,477	111	7.52%	▼ -5
62	The Siegfried Group	https://www.link€	United States	1,594	104	6.52%	▼ -19
63	PwC	https://www.link€	United Kingdom	267,634	14,000	5.23%	▼ -3
64	Cerfrance	https://www.link€	France	4,225	164	3.88%	▼ -30
65	KPMG	https://www.link€	Canada	234,782	6,000	2.56%	▼ -6
66	Moore Global	https://www.link€	United Kingdom	3,707	89	2.40%	▼ -11
67	DCAA	https://www.link€	United States	2,517	55	2.19%	▲ 3
68	BDO	https://www.link€	Belgium	59,712	1,262	2.11%	▼ -20
69	GVA	https://www.link€	France	1,005	18	1.79%	New Entry
70	Liberty Tax	https://www.link€	United States	6,509	90	1.38%	▲ 1
71	DFAS	https://www.link€	United States	6,974	77	1.10%	▲ 1
72	CPA	https://www.link€	United States	2,107	23	1.09%	▲ 1

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](https://www.dsmn8.com) [our contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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