



The UK's Most Active Transportation, Trucking & Railroad Professionals on Social - April 2023

Industry at a glance:

Average Score: 5.73%

Total Companies: 14

Global Industry Average: 5.35%

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?

Position	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)	Rank Change
1	Transport for Wales	https://www.linkedin.com/company/transportforwales	United Kingdom	1,152	177	15.36%	▲ 0
2	Northern	https://www.linkedin.com/company/northern	United Kingdom	1,088	130	11.95%	New Entry
3	Southeastern Railway	https://www.linkedin.com/company/southeastern-railway	United Kingdom	1,420	107	7.54%	▲ 3
4	Network Rail	https://www.linkedin.com/company/network-rail	United Kingdom	23,682	1,461	6.17%	▲ 0
5	FirstGroup	https://www.linkedin.com/company/firstgroup	United Kingdom	1,895	110	5.80%	▲ 0
6	National Express	https://www.linkedin.com/company/national-express	United Kingdom	1,478	82	5.55%	▼ -3
7	P&O Ferries	https://www.linkedin.com/company/p-o-ferries	United Kingdom	1,423	76	5.34%	▼ -5
8	DPD UK	https://www.linkedin.com/company/dpd-uk	United Kingdom	4,264	194	4.55%	▼ -1
9	Arriva Bus	https://www.linkedin.com/company/arriva-bus	United Kingdom	1,216	51	4.19%	▲ 0
10	Greater Anglia	https://www.linkedin.com/company/greater-anglia	United Kingdom	1,030	39	3.79%	▲ 1
11	Arriva Group	https://www.linkedin.com/company/arriva-group	United Kingdom	4,292	128	2.98%	▲ 2
12	Stagecoach Group	https://www.linkedin.com/company/stagecoach-group	United Kingdom	1,283	37	2.88%	▼ -2
13	Go Ahead London	https://www.linkedin.com/company/go-ahead-london	United Kingdom	1,250	31	2.48%	▼ -1
14	Royal Mail	https://www.linkedin.com/company/royal-mail	United Kingdom	30,055	471	1.57%	▲ 0

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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