



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

Industry at a glance:

Average Score: 4.11%

Total Companies: 78

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?

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 RXO, NTG, Sound Transit, etc.

24	SpartanNash	https://www.link	United States	3,230	150	4.64%	▲ 10
25	Wabash	https://www.link	United States	2,058	95	4.62%	▲ 4
26	MHC Kenworth	https://www.link	United States	1,829	84	4.59%	▲ 0
27	U.S. Xpress	https://www.link	United States	3,158	144	4.56%	▲ 1
28	Hub Group	https://www.link	United States	2,127	93	4.37%	▼ -7
29	Saia	https://www.link	United States	3,134	137	4.37%	New Entry
30	J.B. Hunt Transport Service	https://www.link	United States	19,503	850	4.36%	▼ -6
31	Metra Commuter Rail	https://www.link	United States	1,336	58	4.34%	▲ 28
32	U.S. Department of Transp	https://www.link	United States	4,676	200	4.28%	▼ -14
33	Metropolitan Transit Author	https://www.link	United States	1,358	57	4.20%	▲ 16
34	Syncreon	https://www.link	United States	4,603	187	4.06%	New Entry
35	Great Dane	https://www.link	United States	1,951	78	4.00%	▲ 11
36	Thermo King	https://www.link	United States	2,092	82	3.92%	▲ 4
37	TMC Transportation	https://www.link	United States	1,637	62	3.79%	▼ -7
38	CFI	https://www.link	United States	1,483	56	3.78%	▲ 14
39	Transdev North America	https://www.link	United States	2,986	109	3.65%	▲ 24
40	PAM Transport	https://www.link	United States	1,315	47	3.57%	▲ 7
41	WMATA	https://www.link	United States	5,394	192	3.56%	▼ -8
42	BART	https://www.link	United States	2,344	82	3.50%	New Entry
43	GE Transportation	https://www.link	United States	3,539	120	3.39%	▼ -4
44	Dot Foods	https://www.link	United States	1,833	62	3.38%	▼ -9
45	ABF Freight	https://www.link	United States	3,469	115	3.32%	▲ 22
46	Virginia Department of Tra	https://www.link	United States	3,937	128	3.25%	▼ -5
47	Brink's	https://www.link	United States	8,873	286	3.22%	▼ -5
48	Illinois Department of Trans	https://www.link	United States	1,794	57	3.18%	▲ 18
49	RTD	https://www.link	United States	1,751	55	3.14%	▼ -5
50	TForce Logistics	https://www.link	United States	1,403	44	3.14%	▲ 3
51	Georgia Department of Tra	https://www.link	United States	1,916	59	3.08%	▲ 4
52	Dayton Freight Lines	https://www.link	United States	1,451	44	3.03%	▲ 18
53	AAA Cooper Transportator	https://www.link	United States	1,634	49	3.00%	▲ 18
54	SEPTA	https://www.link	United States	3,350	100	2.99%	▲ 10
55	The SYGMA Network	https://www.link	United States	1,195	35	2.93%	▲ 14
56	Estes Express Lines	https://www.link	United States	4,923	144	2.93%	▼ -6
57	Ruan	https://www.link	United States	1,880	53	2.82%	▼ -9
58	R+L Carriers	https://www.link	United States	3,394	95	2.80%	▼ -2
59	Central Transport	https://www.link	United States	2,167	60	2.77%	▼ -5
60	MoDOT	https://www.link	United States	1,743	48	2.75%	▼ -3
61	Werner Enterprises	https://www.link	United States	6,328	163	2.58%	▲ 4
62	Metro Transit	https://www.link	United States	1,347	33	2.45%	▼ -11
63	AC Transit	https://www.link	United States	1,063	26	2.45%	▲ 10
64	UPS	https://www.link	United States	144,218	3,500	2.43%	▼ -3
65	PennDOT	https://www.link	United States	2,599	60	2.31%	▲ 7
66	CSX	https://www.link	United States	11,408	258	2.26%	▼ -4
67	First Student First Transit	https://www.link	United States	1,487	33	2.22%	▼ -9
68	BNSF Railway	https://www.link	United States	16,072	311	1.94%	▲ 7
69	First Transit	https://www.link	United States	4,036	75	1.86%	▲ 9
70	Knight Transportation	https://www.link	United States	2,279	40	1.76%	▲ 7
71	Stevens Transport	https://www.link	United States	1,582	27	1.71%	▲ 9
72	Two Men and a Truck	https://www.link	United States	3,541	58	1.64%	▲ 4
73	FedEx Custom Critical	https://www.link	United States	1,662	26	1.56%	▲ 6
74	Marten Transport	https://www.link	United States	1,548	23	1.49%	▲ 7
75	Prime	https://www.link	United States	2,522	21	0.83%	▲ 7
76	FFE Transportation Service	https://www.link	United States	1,258	10	0.79%	▲ 8
77	All My Sons Moving & Stor	https://www.link	United States	1,265	9	0.71%	New Entry
78	YRC Freight	https://www.link	United States	6,304	38	0.60%	▲ 5

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



DSMN8

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

