

The USA's Most Active Food & Beverages Professionals on Social - May 2023

Industry at a glance:

Average Score:

3.68%

Total Companies:

85

Global Industry Average:

4.65%

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 | GPN | https://www.linke | United States | 1,105 | 123 | 11.13% | ▲ 0 | |
| 2 | Coca-Cola Southwest Beve | https://www.linke | United States | 1,731 | 188 | 10.86% | ▲ 1 | |
| 3 | Ingredion | https://www.linke | United States | 7,102 | 634 | 8.93% | ▼ -1 | |
| 4 | The Chefs' Warehouse | https://www.linke | United States | 1,100 | 93 | 8.45% | ▲ 3 | |
| 5 | Monster Energy | https://www.linke | United States | 4,813 | 398 | 8.27% | ▲ 0 | |
| 6 | Ocean Spray Cranberries | https://www.linke | United States | 1,698 | 135 | 7.95% | ▲ 14 | |
| 7 | Chobani | https://www.linke | United States | 1,517 | 111 | 7.32% | ▼ -3 | |
| 8 | Niagara Bottling | https://www.linke | United States | 4,003 | 290 | 7.24% | ▲ 0 | |
| 9 | Coca-Cola Beverages Flor | https://www.linke | United States | 1,953 | 131 | 6.71% | ▲ 19 | |
| 10 | The Kraft Heinz Company | https://www.linke | United States | 22,068 | 1,449 | 6.57% | ▼ -4 | |
| 11 | Constellation Brands | https://www.linke | United States | 5,397 | 351 | 6.50% | ▲ 3 | |
| 12 | PepsiCo | https://www.linke | United States | 115,722 | 7,000 | 6.05% | ▼ -2 | |
| 13 | The Boston Beer Company | https://www.linke | United States | 1,892 | 113 | 5.97% | ▼ -1 | |
| 14 | Morrison Healthcare | https://www.linke | United States | 4,440 | 264 | 5.95% | ▲ 4 | |
| 15 | sweetgreen | https://www.linke | United States | 1,771 | 100 | 5.65% | ▲ 12 | |
| 16 | Fresh Del Monte | https://www.linke | United States | 3,024 | 169 | 5.59% | ▼ -5 | |
| 17 | B&G Foods | https://www.linke | United States | 1,221 | 68 | 5.57% | ▲ 26 | |
| 18 | Cooper's Hawk Winery and | https://www.linke | United States | 2,186 | 119 | 5.44% | ▲ 6 | |
| 19 | Reyes Coca-Cola Bottling | https://www.linke | United States | 2,576 | 140 | 5.43% | ▼ -4 | |
| 20 | Unidine | https://www.linke | United States | 1,355 | 73 | 5.39% | ▼ -7 | |
| 21 | Flik Hospitality Group | https://www.linke | United States | 1,419 | 76 | 5.36% | ▼ -4 | |
| 22 | Anheuser-Busch | https://www.linke | United States | 6,444 | 339 | 5.26% | ▼ -13 | |
| 23 | Canteen North America | https://www.linke | United States | 1,356 | 70 | 5.16% | ▼ -4 | |

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| 85 Supermarket News https://www.linke United States 1,080 5 0.46% | New Entry |

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