



The World's Most Active Gaming Industry Professionals on Social - May 2023

Industry at a glance:

| | | |
|----------------|------------------|------------------------|
| Average Score: | Total Companies: | Average No. Employees: |
| 4.88% | 33 | 2,333 |

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 | Bally's Interactive | https://www.linkedin.com/company/ballys-interactive | United States | 1,185 | 160 | 13.50% | ▲ 1 |
| 2 | BetMGM | https://www.linkedin.com/company/betmgm | United States | 1,052 | 134 | 12.74% | ▼ -1 |
| 3 | FDJ | https://www.linkedin.com/company/fdj | France | 2,448 | 302 | 12.34% | ▲ 0 |
| 4 | Kindred Group | https://www.linkedin.com/company/kindred-group | Malta | 2,020 | 197 | 9.75% | ▲ 3 |
| 5 | Resorts World Las Vegas | https://www.linkedin.com/company/resorts-world-las-vegas | United States | 1,243 | 120 | 9.65% | ▲ 0 |
| 6 | Everi Holdings | https://www.linkedin.com/company/everi-holdings | United States | 1,602 | 138 | 8.61% | ▲ 7 |
| 7 | Sky Betting & Gaming | https://www.linkedin.com/company/sky-betting-gaming | United Kingdom | 1,275 | 107 | 8.39% | ▼ -3 |
| 8 | BCLC | https://www.linkedin.com/company/bclc | Canada | 1,156 | 86 | 7.44% | ▲ 1 |
| 9 | Light & Wonder | https://www.linkedin.com/company/light-wonder | United States | 3,101 | 226 | 7.29% | ▲ 3 |
| 10 | Holland Casino | https://www.linkedin.com/company/holland-casino | Netherlands | 2,278 | 140 | 6.15% | ▼ -2 |
| 11 | PMU | https://www.linkedin.com/company/pmu | France | 2,388 | 145 | 6.07% | ▼ -1 |
| 12 | bet365 | https://www.linkedin.com/company/bet365 | United Kingdom | 4,777 | 280 | 5.86% | ▲ 3 |
| 13 | The Rank Group | https://www.linkedin.com/company/the-rank-group | United Kingdom | 1,512 | 84 | 5.56% | ▼ -7 |
| 14 | Live! Casino & Hotel | https://www.linkedin.com/company/live-casino-hotel | United States | 1,050 | 55 | 5.24% | ▲ 0 |
| 15 | Potawatomi Casino Hotel | https://www.linkedin.com/company/potawatomi-casino-hotel | United States | 1,058 | 51 | 4.82% | ▲ 1 |
| 16 | Choctaw Casinos & Resort | https://www.linkedin.com/company/choctaw-casinos-resort | United States | 1,286 | 48 | 3.73% | ▲ 2 |
| 17 | Seminole Hard Rock Hotel | https://www.linkedin.com/company/seminole-hard-rock-hotel | United States | 1,126 | 40 | 3.55% | ▲ 3 |
| 18 | The Venetian Resort Las Vegas | https://www.linkedin.com/company/the-venetian-resort-las-vegas | United States | 3,372 | 119 | 3.53% | ▲ 5 |
| 19 | Seminole Hard Rock Hotel | https://www.linkedin.com/company/seminole-hard-rock-hotel | United States | 1,779 | 54 | 3.04% | ▲ 3 |
| 20 | William Hill | https://www.linkedin.com/company/william-hill | United Kingdom | 5,872 | 167 | 2.84% | ▼ -1 |
| 21 | NOVOMATIC | https://www.linkedin.com/company/novomatic | Austria | 1,979 | 54 | 2.73% | ▼ -10 |
| 22 | Gateway | https://www.linkedin.com/company/gateway | Canada | 1,100 | 30 | 2.73% | ▼ -5 |
| 23 | Betfred | https://www.linkedin.com/company/betfred | United Kingdom | 2,441 | 56 | 2.29% | ▲ 3 |

| | | | | | | | |
|----|--------------------------|---|----------------|-------|-----|-------|------|
| 24 | PENN Entertainment | https://www.link | United States | 6,624 | 147 | 2.22% | ▲ 1 |
| 25 | Beau Rivage Resort & Cas | https://www.link | United States | 1,321 | 27 | 2.04% | ▲ 3 |
| 26 | Station Casinos | https://www.link | United States | 3,078 | 57 | 1.85% | ▼ -5 |
| 27 | Pechanga Resort Casino | https://www.link | United States | 1,438 | 24 | 1.67% | ▼ -3 |
| 28 | Mohegan Sun | https://www.link | United States | 2,271 | 32 | 1.41% | ▲ 1 |
| 29 | Boyd Gaming | https://www.link | United States | 5,343 | 67 | 1.25% | ▼ -2 |
| 30 | Foxwoods Resort Casino | https://www.link | United States | 2,087 | 20 | 0.96% | ▲ 0 |
| 31 | Ladbrokes Coral | https://www.link | United Kingdom | 4,913 | 36 | 0.73% | ▲ 0 |
| 32 | Horseshoe Hammond Casi | https://www.link | United States | 1,618 | 11 | 0.68% | ▲ 0 |
| 33 | Hollywood Casino Gulf Co | https://www.link | United States | 1,194 | 6 | 0.50% | ▲ 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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