



Europe's Most Active Insurance Professionals on Social - April 2023

Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
9.39%	153	7.42%

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	Swiss Life France	https://www.linkedin.com/company/swiss-life-france	France	2,437	644	26.43%	▲ 1
2	Abeille Assurances	https://www.linkedin.com/company/abeille-assurances	France	2,132	562	26.36%	▲ 1
3	Groupama d'Oc	https://www.linkedin.com/company/groupama-d-oc	France	1,097	242	22.06%	▲ 13
4	Allianz France	https://www.linkedin.com/company/allianz-france	France	6,345	1,277	20.13%	▲ 10
5	Die Mobiliar	https://www.linkedin.com/company/die-mobiliar	Switzerland	3,838	740	19.28%	▲ 71
6	Harmonie Mutuelle	https://www.linkedin.com/company/harmonie-mutuelle	France	3,526	657	18.63%	▲ 28
7	Agirc-Arrco	https://www.linkedin.com/company/agirc-arrco	France	1,046	190	18.16%	▲ 39
8	SMABTP	https://www.linkedin.com/company/smabtp	France	2,096	373	17.80%	▼ -3
9	AXA en France	https://www.linkedin.com/company/axa-en-france	France	8,194	1,433	17.49%	▲ 22
10	AG2R La Mondiale	https://www.linkedin.com/company/ag2r-la-mondiale	France	6,029	1,048	17.38%	▲ 35
11	Groupama Rhone-Alpes Auvergne	https://www.linkedin.com/company/groupama-rhone-alpes-auvergne	France	1,441	244	16.93%	▲ 26
12	Gan Assurances	https://www.linkedin.com/company/gan-assurances	France	3,680	600	16.30%	▲ 17
13	Vaudoise Assurances	https://www.linkedin.com/company/vaudoise-assurances	Switzerland	1,510	242	16.03%	▲ 54
14	Groupama Loire Bretagne	https://www.linkedin.com/company/groupama-loire-bretagne	France	1,341	211	15.73%	▲ 10
15	Swiss Re Corporate Solutions	https://www.linkedin.com/company/swiss-re-corporate-solutions	Switzerland	1,624	253	15.58%	▲ 41
16	Matmut	https://www.linkedin.com/company/matmut	France	3,280	509	15.52%	▲ 38
17	Groupe Macsf	https://www.linkedin.com/company/groupe-macsf	France	1,258	194	15.42%	▼ -7
18	AÉSIO mutuelle	https://www.linkedin.com/company/aesio-mutuelle	France	2,157	329	15.25%	▲ 41
19	Coface	https://www.linkedin.com/company/coface	France	5,103	753	14.76%	▲ 17
20	Societe Generale Assurances	https://www.linkedin.com/company/societe-generale-assurances	France	1,506	222	14.74%	▲ 48
21	MMA Assurances	https://www.linkedin.com/company/mma-assurances	France	5,289	778	14.71%	▲ 32
22	Allianz Suisse	https://www.linkedin.com/company/allianz-suisse	Switzerland	1,522	223	14.65%	▲ 22
23	Dela	https://www.linkedin.com/company/dela	Netherlands	1,529	223	14.58%	▲ 15

24	KLESIA	https://www.link	France	1,169	170	14.54%	▲ 11
25	Tranquilidade	https://www.link	Portugal	1,167	169	14.48%	▲ 2
26	BARMER	https://www.link	Germany	1,914	275	14.37%	▲ 38
27	PRÉVOIR	https://www.link	France	1,089	156	14.33%	▲ 50
28	GROUPAMA GAN VIE	https://www.link	France	1,091	156	14.30%	▲ 21
29	Alleanza Assicurazioni	https://www.link	Italy	7,879	1,126	14.29%	▲ 12
30	Henner Group	https://www.link	France	1,212	160	13.20%	▲ 45
31	Allianz España	https://www.link	Spain	1,471	193	13.12%	▲ 24
32	GMF Assurances	https://www.link	France	2,429	303	12.47%	▲ 71
33	Assurances Cr�dit Mutuel	https://www.link	France	1,498	185	12.35%	▲ 25
34	SWICA	https://www.link	Switzerland	1,142	141	12.35%	▲ 16
35	PRO BTP Groupe	https://www.link	France	2,503	306	12.23%	▲ 55
36	Groupe Mutuel	https://www.link	Switzerland	1,744	210	12.04%	▲ 42
37	MAIF	https://www.link	France	5,359	644	12.02%	▲ 26
38	Malakoff Humanis	https://www.link	France	6,221	745	11.98%	▲ 68
39	MAAF Assurances	https://www.link	France	4,240	495	11.67%	▲ 68
40	MGEN	https://www.link	France	3,909	453	11.59%	▲ 54
41	La Mutuelle G�n�rale	https://www.link	France	1,382	160	11.58%	▲ 74
42	SACE	https://www.link	Italy	1,161	134	11.54%	▲ 51
43	Grupo DKV	https://www.link	Spain	1,420	162	11.41%	▲ 57
44	MACIF	https://www.link	France	5,634	641	11.38%	▲ 51
45	Stelliant	https://www.link	France	1,174	133	11.33%	▲ 25
46	Mutua Madrile�a	https://www.link	Spain	1,479	163	11.02%	▲ 33
47	Vittoria Assicurazioni	https://www.link	Italy	1,721	189	10.98%	▲ 155
48	Catalana Occidente	https://www.link	Spain	1,705	186	10.91%	▲ 56
49	Co�peratie VGZ	https://www.link	Netherlands	2,166	236	10.90%	▲ 92
50	Helvetia	https://www.link	Switzerland	3,375	365	10.81%	▲ 39
51	SegurCaixa Adeslas	https://www.link	Spain	1,835	197	10.74%	▲ 47
52	AGCS	https://www.link	Germany	4,442	474	10.67%	▲ 53
53	Cr�dit Agricole Assurances	https://www.link	France	4,444	467	10.51%	▲ 80
54	Suva	https://www.link	Switzerland	2,144	219	10.21%	▲ 110
55	Ethias	https://www.link	Belgium	1,291	131	10.15%	▲ 16
56	Groupe Saretec	https://www.link	France	1,016	101	9.94%	▲ 70
57	HDI Global	https://www.link	Germany	2,576	254	9.86%	▲ 54
58	BNP Paribas Cardif	https://www.link	France	9,420	926	9.83%	▲ 60
59	Prima	https://www.link	Italy	1,144	110	9.62%	▼ -26
60	AXA Partners	https://www.link	France	4,944	475	9.61%	▲ 53
61	Centraal Beheer	https://www.link	Netherlands	1,178	113	9.59%	▲ 67
62	Vhi	https://www.link	Ireland	1,133	107	9.44%	▲ 93
63	Univ� Verzekerings	https://www.link	Netherlands	1,755	165	9.40%	▲ 102
64	Fidelidade	https://www.link	Portugal	3,053	286	9.37%	▲ 68
65	CSS	https://www.link	Switzerland	1,948	182	9.34%	▲ 1
66	ARAG	https://www.link	Germany	1,562	145	9.28%	▲ 61
67	SIGNAL IDUNA Gruppe	https://www.link	Germany	1,783	162	9.09%	▲ 62
68	Tryg	https://www.link	Denmark	4,333	392	9.05%	▲ 4
69	Helsana	https://www.link	Switzerland	2,025	183	9.04%	▲ 90
70	Asisa	https://www.link	Spain	1,445	129	8.93%	▲ 39
71	Provinzial Konzern	https://www.link	Germany	1,195	106	8.87%	▲ 146
72	Techniker Krankenkasse	https://www.link	Germany	1,934	171	8.84%	▲ 72
73	Baloise BE	https://www.link	Belgium	1,698	150	8.83%	▲ 37
74	CNP Assurances	https://www.link	France	3,134	276	8.81%	▲ 71
75	HDI Group	https://www.link	Germany	1,819	160	8.80%	▲ 50
76	Reale Seguros	https://www.link	Spain	1,056	91	8.62%	▲ 54
77	N�RNBERGER	https://www.link	Germany	1,201	103	8.58%	▲ 37
78	CASER	https://www.link	Spain	2,453	210	8.56%	▲ 57
79	AG Insurance	https://www.link	Belgium	3,427	293	8.55%	▲ 44
80	APRIL	https://www.link	France	2,099	176	8.38%	▲ 115
81	santaluc�a seguros	https://www.link	Spain	2,451	205	8.36%	▲ 50
82	AXA Italia	https://www.link	Italy	1,408	116	8.24%	▲ 37
83	Zilveren Kruis	https://www.link	Netherlands	1,469	121	8.24%	▲ 101
84	SCOR	https://www.link	France	3,872	314	8.11%	▲ 96
85	L�hiTapiola	https://www.link	Finland	2,502	202	8.07%	▲ 58
86	Gothaer	https://www.link	Germany	1,888	149	7.89%	▲ 93
87	Generali Italia	https://www.link	Italy	9,979	786	7.88%	▲ 89
88	Chubb	https://www.link	Switzerland	31,876	2,500	7.84%	▲ 64
89	Europ Assistance	https://www.link	France	5,465	417	7.63%	▲ 78
90	CONCORDIA	https://www.link	Switzerland	1,167	89	7.63%	▲ 56
91	Groupama Assicurazioni	https://www.link	Italy	1,788	135	7.55%	▲ 48
92	UnipolSai Assicurazioni	https://www.link	Italy	7,368	555	7.53%	▲ 109
93	MAPFRE	https://www.link	Spain	31,376	2,350	7.49%	▲ 57
94	CZ	https://www.link	Netherlands	2,168	161	7.43%	▲ 81
95	Konzern Versicherungska	https://www.link	Germany	1,332	98	7.36%	▲ 99

96	Swiss Re	https://www.link	Switzerland	13,663	1,003	7.34%	▲ 93
97	Debeka	https://www.link	Germany	2,675	195	7.29%	▲ 91
98	Menzis	https://www.link	Netherlands	1,345	98	7.29%	▲ 36
99	Topdanmark	https://www.link	Denmark	2,459	178	7.24%	▲ 21
100	Linea Directa Aseguradora	https://www.link	Spain	1,634	117	7.16%	▲ 48
101	R+V Versicherung	https://www.link	Germany	4,147	293	7.07%	▲ 92
102	HUK-COBURG	https://www.link	Germany	1,446	101	6.98%	▲ 111
103	Irish Life	https://www.link	Ireland	1,612	112	6.95%	▲ 103
104	DEVK Versicherungen	https://www.link	Germany	1,345	93	6.91%	▲ 56
105	Baloise CH	https://www.link	Switzerland	4,874	337	6.91%	▲ 104
106	Länsförsäkringar	https://www.link	Sweden	7,257	489	6.74%	▲ 79
107	Allianz Partners	https://www.link	France	9,414	633	6.72%	▲ 63
108	Allianz Italia	https://www.link	Italy	3,310	222	6.71%	▲ 54
109	Gjensidige	https://www.link	Norway	3,691	246	6.66%	▲ 94
110	ITALIANA ASSICURAZIONI	https://www.link	Italy	1,100	73	6.64%	▲ 62
111	INTERAMERICAN	https://www.link	Greece	1,269	83	6.54%	▲ 46
112	Sara Assicurazioni	https://www.link	Italy	1,451	93	6.41%	▲ 92
113	Zurich Insurance	https://www.link	Switzerland	39,019	2,500	6.41%	▲ 68
114	SPP	https://www.link	Sweden	1,038	66	6.36%	▲ 115
115	Wiener Städtische Versicherung	https://www.link	Austria	1,558	99	6.35%	▲ 97
116	a.s.r.	https://www.link	Netherlands	4,211	267	6.34%	▲ 66
117	Atradius	https://www.link	Netherlands	3,014	188	6.24%	▲ 39
118	Folksam	https://www.link	Sweden	3,066	191	6.23%	▲ 65
119	Generali Česká pojišťovna	https://www.link	Czech Republic	1,936	120	6.20%	▲ 88
120	Allianz Trade	https://www.link	France	4,195	258	6.15%	▲ 78
121	Hannover Re	https://www.link	Germany	2,276	135	5.93%	▲ 78
122	Skandia	https://www.link	Sweden	2,975	173	5.82%	▲ 78
123	Cattolica Assicurazioni	https://www.link	Italy	2,542	145	5.70%	▲ 64
124	If Insurance	https://www.link	Sweden	6,681	377	5.64%	▲ 67
125	Reale Mutua Assicurazioni	https://www.link	Italy	2,595	144	5.55%	▲ 100
126	ERGO Group	https://www.link	Germany	5,645	310	5.49%	▲ 97
127	Allianz-Tiriac Asigurari	https://www.link	Romania	1,070	58	5.42%	▲ 39
128	Ocaso	https://www.link	Spain	3,674	194	5.28%	▲ 87
129	KKH	https://www.link	Germany	1,109	57	5.14%	New Entry
130	Generali	https://www.link	Italy	51,933	2,500	4.81%	▲ 92
131	Trygg-Hansa	https://www.link	Sweden	1,765	84	4.76%	▲ 87
132	Kooperativa	https://www.link	Czech Republic	2,062	97	4.70%	▲ 109
133	SOS International	https://www.link	Denmark	1,240	58	4.68%	▲ 102
134	Adeslas	https://www.link	Spain	1,539	69	4.48%	▲ 99
135	LVM Versicherung	https://www.link	Germany	1,233	55	4.46%	New Entry
136	Munich Re	https://www.link	Germany	16,953	749	4.42%	▲ 94
137	Covéa	https://www.link	France	15,989	702	4.39%	▲ 99
138	Chubb Life	https://www.link	Switzerland	1,619	71	4.39%	▲ 4
139	AXA	https://www.link	France	114,115	5,000	4.38%	▲ 92
140	Generali Deutschland	https://www.link	Germany	1,213	53	4.37%	▲ 92
141	PZU	https://www.link	Poland	7,766	334	4.30%	▲ 97
142	ERGO Hestia	https://www.link	Poland	1,327	56	4.22%	▲ 77
143	Liberty Seguros (Portugal)	https://www.link	Portugal	1,110	46	4.14%	▲ 84
144	cbp	https://www.link	France	1,056	39	3.69%	New Entry
145	Groupama Asigurari Romania	https://www.link	Romania	1,086	36	3.31%	▲ 92
146	Croatia osiguranje	https://www.link	Croatia	1,146	37	3.23%	▲ 80
147	UNIQA Insurance Group	https://www.link	Austria	6,122	164	2.68%	▲ 96
148	Ase	https://www.link	Denmark	1,542	34	2.20%	New Entry
149	Warta	https://www.link	Poland	1,717	37	2.15%	▲ 91
150	GCO	https://www.link	Spain	5,026	81	1.61%	▲ 94
151	Groupama	https://www.link	France	26,602	326	1.23%	▲ 95
152	ZUS	https://www.link	Poland	3,486	35	1.00%	▲ 95
153	Gruppo Unipol	https://www.link	Italy	10,820	83	0.77%	▲ 95

Ready to win at social?

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