



The UK's Most Active Insurance Professionals on Social - April 2023

Industry at a glance:

Average Score: 8.11%	Total Companies: 27	Global Industry Average: 7.42%
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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	A-Plan Insurance	https://www.linkedin.com/company/a-plan-insurance	United Kingdom	1,005	169	16.82%	▲ 3
2	Marsh Commercial	https://www.linkedin.com/company/marsh-commercial	United Kingdom	1,046	150	14.34%	▲ 6
3	Beazley	https://www.linkedin.com/company/beazley	United Kingdom	1,992	277	13.91%	▲ 2
4	QBE Europe	https://www.linkedin.com/company/qbe-europe	United Kingdom	1,196	166	13.88%	▲ 5
5	Bupa Global	https://www.linkedin.com/company/bupa-global	United Kingdom	1,586	184	11.60%	▲ 8
6	Howden	https://www.linkedin.com/company/howden	United Kingdom	1,460	165	11.30%	▲ 5
7	Charles Taylor	https://www.linkedin.com/company/charles-taylor	United Kingdom	1,476	160	10.84%	▲ 8
8	Covéa Insurance	https://www.linkedin.com/company/covea-insurance	United Kingdom	1,251	134	10.71%	▲ 24
9	Liberty Specialty Markets	https://www.linkedin.com/company/liberty-specialty-markets	United Kingdom	1,581	163	10.31%	▲ 3
10	CFC	https://www.linkedin.com/company/cfc	United Kingdom	1,240	121	9.76%	▲ 11
11	NFU Mutual	https://www.linkedin.com/company/nfu-mutual	United Kingdom	4,838	448	9.26%	▲ 17
12	Lloyd's	https://www.linkedin.com/company/lloyds	United Kingdom	2,082	171	8.21%	▲ 12
13	NHBC	https://www.linkedin.com/company/nhbc	United Kingdom	1,127	92	8.16%	▲ 5
14	Gallagher Re	https://www.linkedin.com/company/gallagher-re	United Kingdom	2,078	169	8.13%	▲ 15
15	Hastings Direct	https://www.linkedin.com/company/hastings-direct	United Kingdom	2,193	168	7.66%	▲ 11
16	MS Amlin	https://www.linkedin.com/company/ms-amlin	United Kingdom	1,853	129	6.96%	▲ 15
17	esure Group	https://www.linkedin.com/company/esure-group	United Kingdom	1,121	64	5.71%	▲ 16
18	SunLife	https://www.linkedin.com/company/sunlife	United Kingdom	1,393	79	5.67%	▲ 19
19	Allianz Insurance	https://www.linkedin.com/company/allianz-insurance	United Kingdom	8,683	469	5.40%	▲ 20
20	Ageas UK	https://www.linkedin.com/company/ageas-uk	United Kingdom	1,674	86	5.14%	▲ 23
21	Towergate Insurance	https://www.linkedin.com/company/towergate-insurance	United Kingdom	1,314	67	5.10%	▲ 17
22	Markerstudy Insurance	https://www.linkedin.com/company/markerstudy-insurance	United Kingdom	1,251	58	4.64%	▲ 19
23	Davies	https://www.linkedin.com/company/davies	United Kingdom	3,510	147	4.19%	▲ 19

24	Direct Line Group	https://www.linkedin.com/company/direct-line-group	United Kingdom	5,775	208	3.60%	▲ 16
25	HomeServe UK	https://www.linkedin.com/company/home-serve-uk	United Kingdom	1,838	65	3.54%	▲ 20
26	RSA	https://www.linkedin.com/company/rsa	United Kingdom	10,464	356	3.40%	▲ 18
27	JLT Group	https://www.linkedin.com/company/jlt-group	United Kingdom	3,153	22	0.70%	▲ 21

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](https://www.dsmn8.com) [our contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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