



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

Industry at a glance:

Average Score: **6.05%** Total Companies: **214** Global Industry Average: **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

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	Companion Insurance Ager	https://www.linkedin.com/company/companion-insurance-agency	United States	1,430	708	49.51%	▲ 0
2	Western & Southern Life	https://www.linkedin.com/company/western-southern-life	United States	1,423	244	17.15%	▲ 8
3	Berkshire Hathaway Specia	https://www.linkedin.com/company/berkshire-hathaway-specialty	United States	1,375	226	16.44%	▲ 8
4	Brighthouse Financial	https://www.linkedin.com/company/brighthouse-financial	United States	1,364	213	15.62%	▲ 24
5	USI Insurance Services	https://www.linkedin.com/company/usi-insurance-services	United States	8,646	1,314	15.20%	▲ 2
6	Hylant	https://www.linkedin.com/company/hylant	United States	1,017	150	14.75%	▲ 15
7	Marsh McLennan Agency	https://www.linkedin.com/company/marsh-mcconnell-agency	United States	7,403	1,031	13.93%	▲ 10
8	Risk Strategies Company	https://www.linkedin.com/company/risk-strategies-company	United States	1,432	198	13.83%	▲ 10
9	Farm Bureau Financial Ser	https://www.linkedin.com/company/farm-bureau-financial-services	United States	2,337	322	13.78%	▼ -3
10	AssuredPartners	https://www.linkedin.com/company/assuredpartners	United States	3,575	479	13.40%	▲ 9
11	Lemonade	https://www.linkedin.com/company/lemonade	United States	1,145	144	12.58%	▲ 4
12	Horace Mann	https://www.linkedin.com/company/horace-mann	United States	1,165	143	12.27%	▲ 4
13	Brown & Brown	https://www.linkedin.com/company/brown-brown	United States	2,591	315	12.16%	▲ 24
14	Allstate Benefits	https://www.linkedin.com/company/allstate-benefits	United States	1,030	123	11.94%	▲ 18
15	Pan-American Life Insuran	https://www.linkedin.com/company/pan-american-life-insurance	United States	1,584	184	11.62%	▲ 12
16	Goosehead Insurance Age	https://www.linkedin.com/company/goosehead-insurance-agency	United States	2,879	323	11.22%	▼ -7
17	Bankers Life	https://www.linkedin.com/company/bankers-life	United States	8,291	885	10.67%	▲ 43
18	HUB International	https://www.linkedin.com/company/hub-international	United States	12,293	1,252	10.18%	▲ 22
19	F&G	https://www.linkedin.com/company/f-and-g	United States	1,042	106	10.17%	▲ 17
20	ESIS	https://www.linkedin.com/company/esis	United States	1,415	143	10.11%	▲ 259
21	Alliant Insurance Services	https://www.linkedin.com/company/alliant-insurance-services	United States	4,214	425	10.09%	▲ 42
22	Burns & Wilcox	https://www.linkedin.com/company/burns-wilcox	United States	1,099	109	9.92%	▲ 30
23	RGA	https://www.linkedin.com/company/rga	United States	3,298	325	9.85%	▲ 6

24	NFP	https://www.link	United States	3,210	316	9.84%	▲ 24
25	Higginbotham	https://www.link	United States	1,159	114	9.84%	▲ 31
26	Everest Insurance	https://www.link	United States	1,261	123	9.75%	▲ 12
27	Allied Solutions	https://www.link	United States	1,027	100	9.74%	▲ 6
28	Lockton Companies	https://www.link	United States	7,566	734	9.70%	▲ 7
29	McGriff	https://www.link	United States	2,953	285	9.65%	▲ 17
30	COUNTRY Financial	https://www.link	United States	6,451	614	9.52%	▲ 17
31	Xceedance	https://www.link	United States	2,480	232	9.35%	New Entry
32	Symmetry Financial Group	https://www.link	United States	4,396	407	9.26%	▼ -9
33	ICW Group	https://www.link	United States	1,022	94	9.20%	▲ 16
34	Philadelphia Insurance Cor	https://www.link	United States	1,952	179	9.17%	▲ 31
35	CRC Insurance Services	https://www.link	United States	1,863	170	9.13%	▲ 42
36	HSB	https://www.link	United States	1,699	153	9.01%	▲ 18
37	Insurance Office of America	https://www.link	United States	1,285	113	8.79%	▲ 4
38	American Modern Insuranc	https://www.link	United States	1,058	92	8.70%	▲ 29
39	Symetra	https://www.link	United States	1,971	171	8.68%	▲ 42
40	RLI Insurance Company	https://www.link	United States	1,133	97	8.56%	▲ 31
41	Oscar Health	https://www.link	United States	2,089	172	8.23%	▲ 56
42	Amwins	https://www.link	United States	3,708	302	8.14%	▲ 16
43	Arch Insurance Group	https://www.link	United States	1,955	159	8.13%	▲ 89
44	American Family Insurance	https://www.link	United States	16,996	1,345	7.91%	▲ 17
45	Grange Insurance	https://www.link	United States	1,446	114	7.88%	▲ 228
46	Gallagher	https://www.link	United States	30,920	2,425	7.84%	▲ 24
47	Point32Health	https://www.link	United States	1,411	110	7.80%	▼ -5
48	CareSource	https://www.link	United States	3,799	296	7.79%	▲ 42
49	Triple-S	https://www.link	United States	1,271	99	7.79%	▲ 63
50	Penn Mutual	https://www.link	United States	1,031	77	7.47%	▲ 26
51	Global Atlantic Financial G	https://www.link	United States	1,375	102	7.42%	▲ 34
52	Everest Reinsurance Comp	https://www.link	United States	1,069	78	7.30%	▲ 34
53	CNA Insurance	https://www.link	United States	6,170	449	7.28%	▲ 118
54	McLarens	https://www.link	United States	1,445	104	7.20%	▼ -4
55	Marsh	https://www.link	United States	26,073	1,858	7.13%	▲ 40
56	Paradigm	https://www.link	United States	1,286	91	7.08%	▲ 93
57	Colonial Life	https://www.link	United States	6,979	493	7.06%	▲ 50
58	American Fidelity	https://www.link	United States	1,986	138	6.95%	▲ 71
59	Combined	https://www.link	United States	4,242	293	6.91%	▲ 62
60	EMC Insurance Companies	https://www.link	United States	1,820	125	6.87%	▲ 45
61	Starr Insurance Companies	https://www.link	United States	2,333	159	6.82%	▲ 18
62	MGIC	https://www.link	United States	1,072	73	6.81%	▲ 21
63	Aflac	https://www.link	United States	18,746	1,261	6.73%	▲ 79
64	Gen Re	https://www.link	United States	1,553	104	6.70%	▲ 18
65	The Hanover Insurance Gr	https://www.link	United States	4,547	302	6.64%	New Entry
66	Church Mutual Insurance C	https://www.link	United States	1,014	67	6.61%	▼ -11
67	Ameritas	https://www.link	United States	2,340	154	6.58%	▲ 26
68	PMA Companies	https://www.link	United States	1,383	91	6.58%	▼ -6
69	Risk Placement Services	https://www.link	United States	1,389	91	6.55%	▲ 98
70	Protective Life	https://www.link	United States	2,982	194	6.51%	▲ 40
71	Utica National Insurance G	https://www.link	United States	1,127	73	6.48%	▲ 70
72	American National	https://www.link	United States	4,506	291	6.46%	▼ -6
73	Excellus BCBS	https://www.link	United States	3,304	213	6.45%	▲ 70
74	FM Global	https://www.link	United States	5,677	365	6.43%	▲ 119
75	Blue Cross of Idaho	https://www.link	United States	1,216	77	6.33%	▲ 103
76	Markel	https://www.link	United States	4,018	253	6.30%	▲ 90
77	Zurich North America	https://www.link	United States	8,649	543	6.28%	▲ 60
78	Blue Cross and Blue Shield	https://www.link	United States	1,346	84	6.24%	▲ 83
79	Farm Bureau Insurance of	https://www.link	United States	1,074	67	6.24%	▲ 29
80	Physicians Mutual	https://www.link	United States	1,269	79	6.23%	▲ 71
81	Assurance IQ	https://www.link	United States	1,467	90	6.13%	▲ 21
82	AmTrust Financial Services	https://www.link	United States	4,077	250	6.13%	▲ 14
83	Wellmark	https://www.link	United States	1,856	113	6.09%	▲ 108
84	North Carolina Farm Burea	https://www.link	United States	1,627	99	6.08%	▲ 27
85	Indiana Farm Bureau Insur	https://www.link	United States	1,357	82	6.04%	▲ 77
86	Selective Insurance	https://www.link	United States	2,492	150	6.02%	▲ 73
87	PacificSource Health Plans	https://www.link	United States	1,047	63	6.02%	▲ 46
88	Intact Insurance Specialty	https://www.link	United States	1,671	100	5.98%	▲ 95
89	BenefitMall	https://www.link	United States	1,070	64	5.98%	▲ 100
90	Shelter Insurance Compan	https://www.link	United States	3,615	216	5.98%	▲ 107
91	Reliance Standard	https://www.link	United States	1,076	64	5.95%	▲ 129
92	Acceptance Insurance	https://www.link	United States	1,408	82	5.82%	▲ 0
93	CareFirst BlueCross BlueS	https://www.link	United States	5,892	338	5.74%	▲ 61
94	Sentry	https://www.link	United States	3,706	211	5.69%	▲ 40
95	IMA Financial Group	https://www.link	United States	2,340	132	5.64%	▲ 19

96	Blue Cross Blue Shield of A	https://www.link	United States	1,900	107	5.63%	▲ 17
97	Great American Insurance	https://www.link	United States	4,726	265	5.61%	▲ 91
98	Priority Health	https://www.link	United States	1,856	104	5.60%	▲ 54
99	Brown & Brown Insurance	https://www.link	United States	7,979	447	5.60%	▲ 87
100	Allstate	https://www.link	United States	53,641	3,000	5.59%	▲ 90
101	Unum	https://www.link	United States	10,324	575	5.57%	▲ 142
102	USHEALTH Advisors	https://www.link	United States	2,914	162	5.56%	▲ 1
103	Acuity Insurance	https://www.link	United States	1,355	75	5.54%	▼ -5
104	Erie Insurance Group	https://www.link	United States	5,390	297	5.51%	▲ 101
105	Nationwide	https://www.link	United States	30,113	1,657	5.50%	▲ 97
106	Blue Shield of California	https://www.link	United States	7,170	393	5.48%	▲ 58
107	Gallagher Bassett	https://www.link	United States	5,312	290	5.46%	▲ 63
108	Blue Cross and Blue Shield	https://www.link	United States	1,088	59	5.42%	▲ 64
109	NCCI	https://www.link	United States	1,042	56	5.37%	▲ 115
110	Blue Cross and Blue Shield	https://www.link	United States	1,943	104	5.35%	▲ 15
111	Globe Life	https://www.link	United States	1,871	100	5.34%	▲ 17
112	RT Specialty	https://www.link	United States	2,174	114	5.24%	▲ 5
113	Guy Carpenter	https://www.link	United States	3,559	185	5.20%	▲ 100
114	Leavitt Group	https://www.link	United States	1,002	52	5.19%	▲ 46
115	QBE North America	https://www.link	United States	1,867	96	5.14%	▲ 116
116	Blue Cross NC	https://www.link	United States	5,338	273	5.11%	▲ 113
117	Crawford & Company	https://www.link	United States	7,839	400	5.10%	▲ 63
118	Arkansas Blue Cross and E	https://www.link	United States	2,118	107	5.05%	▲ 74
119	Tokio Marine HCC	https://www.link	United States	3,011	149	4.95%	▲ 100
120	Assurant	https://www.link	United States	13,718	678	4.94%	▲ 98
121	Prime Therapeutics	https://www.link	United States	3,884	190	4.89%	▲ 17
122	Blue Cross and Blue Shield	https://www.link	United States	3,276	160	4.88%	▲ 85
123	Liberty Mutual Insurance	https://www.link	United States	41,756	2,027	4.85%	▲ 100
124	Stewart Title	https://www.link	United States	5,899	286	4.85%	▲ 77
125	Plymouth Rock Assurance	https://www.link	United States	1,567	75	4.79%	▲ 115
126	Patra Corporation	https://www.link	United States	2,414	115	4.76%	▲ 50
127	Spring Venture Group	https://www.link	United States	1,071	51	4.76%	▲ 133
128	Federated Insurance	https://www.link	United States	2,354	112	4.76%	▲ 75
129	Independence Blue Cross	https://www.link	United States	4,406	209	4.74%	▲ 104
130	West Bend Mutual Insuran	https://www.link	United States	1,289	61	4.73%	▲ 18
131	SAIF	https://www.link	United States	1,015	48	4.73%	▲ 65
132	Crum & Forster	https://www.link	United States	2,230	105	4.71%	▲ 62
133	Sedgwick	https://www.link	United States	18,080	849	4.70%	▲ 62
134	GoHealth	https://www.link	United States	2,439	113	4.63%	▲ 2
135	AIG	https://www.link	United States	28,890	1,330	4.60%	▲ 116
136	Capital Blue Cross	https://www.link	United States	1,673	77	4.60%	▲ 94
137	State Farm Agent	https://www.link	United States	13,940	640	4.59%	▲ 45
138	UPMC Health Plan	https://www.link	United States	4,249	191	4.50%	▲ 104
139	WoodmenLife	https://www.link	United States	1,637	73	4.46%	▼ -45
140	Delta Dental	https://www.link	United States	4,589	204	4.45%	▲ 113
141	MVP Health Care	https://www.link	United States	1,766	78	4.42%	▲ 81
142	MetLife	https://www.link	United States	56,515	2,450	4.34%	▲ 75
143	The Cincinnati Insurance C	https://www.link	United States	4,039	175	4.33%	▲ 73
144	Travelers	https://www.link	United States	38,169	1,625	4.26%	▲ 104
145	Westfield	https://www.link	United States	2,148	91	4.24%	▲ 55
146	Zenith Insurance Company	https://www.link	United States	1,042	44	4.22%	▲ 103
147	HealthMarkets	https://www.link	United States	2,852	119	4.17%	▲ 124
148	Citizens Property Insuranc	https://www.link	United States	1,396	58	4.15%	▲ 99
149	Blue Cross Blue Shield Ass	https://www.link	United States	3,239	133	4.11%	▲ 126
150	Allianz Life	https://www.link	United States	3,855	157	4.07%	▲ 87
151	HealthPlanOne	https://www.link	United States	2,329	93	3.99%	▲ 60
152	ReSource Pro	https://www.link	United States	1,338	53	3.96%	▼ -37
153	CDPHP	https://www.link	United States	1,097	43	3.92%	▲ 28
154	Kemper	https://www.link	United States	6,751	261	3.87%	▲ 91
155	Horizon Blue	https://www.link	United States	4,580	176	3.84%	▲ 109
156	CSAA Insurance Group	https://www.link	United States	4,977	189	3.80%	▲ 130
157	EXL	https://www.link	United States	2,944	111	3.77%	▲ 28
158	CorVel Corporation	https://www.link	United States	3,144	118	3.75%	▲ 94
159	eHealth	https://www.link	United States	1,528	57	3.73%	▲ 77
160	National General	https://www.link	United States	5,346	195	3.65%	▲ 112
161	Farmers Insurance	https://www.link	United States	51,154	1,854	3.62%	▲ 66
162	Kentucky Farm Bureau Ins	https://www.link	United States	1,065	38	3.57%	▲ 143
163	American Income Life Insu	https://www.link	United States	7,452	262	3.52%	▲ 51
164	Amica Insurance	https://www.link	United States	2,795	98	3.51%	▲ 131
165	SelectHealth	https://www.link	United States	1,288	45	3.49%	▲ 34
166	BlueCross BlueShield of Te	https://www.link	United States	4,075	142	3.48%	▲ 104
167	SelectQuote Insurance Ser	https://www.link	United States	1,991	65	3.26%	▲ 118

168	Alacrity Solutions	https://www.link	United States	1,358	44	3.24%	▼ -50
169	Homesite Insurance	https://www.link	United States	1,397	45	3.22%	▲ 70
170	Blue Cross Blue Shield of I	https://www.link	United States	8,205	262	3.19%	▲ 107
171	Genex Services	https://www.link	United States	2,256	72	3.19%	▲ 119
172	CCMSI	https://www.link	United States	1,129	36	3.19%	▲ 97
173	Lincoln Heritage	https://www.link	United States	1,298	41	3.16%	▲ 68
174	Independent Health	https://www.link	United States	1,678	53	3.16%	▲ 151
175	AAA	https://www.link	United States	8,960	279	3.11%	▲ 109
176	NJM Insurance Group	https://www.link	United States	1,666	50	3.00%	▲ 82
177	State Farm	https://www.link	United States	100,982	3,000	2.97%	▲ 105
178	Medica	https://www.link	United States	3,200	95	2.97%	▲ 121
179	Alfa Insurance	https://www.link	United States	1,886	55	2.92%	▲ 77
180	ExamOne	https://www.link	United States	1,338	39	2.91%	▲ 131
181	Safeco Insurance	https://www.link	United States	2,412	70	2.90%	▲ 121
182	Blue Cross and Blue Shield	https://www.link	United States	2,437	70	2.87%	▲ 119
183	BlueCross BlueShield of S	https://www.link	United States	4,982	142	2.85%	▲ 106
184	VSP Vision Care	https://www.link	United States	2,384	67	2.81%	▲ 84
185	Highmark	https://www.link	United States	6,097	170	2.79%	▲ 130
186	Premera Blue Cross	https://www.link	United States	3,351	93	2.78%	▲ 77
187	UPS Capital	https://www.link	United States	3,322	89	2.68%	▲ 139
188	W. R. Berkley Corporation	https://www.link	United States	2,212	59	2.67%	▲ 77
189	Mercury Insurance	https://www.link	United States	2,866	75	2.62%	▲ 119
190	State Auto Insurance	https://www.link	United States	2,284	59	2.58%	▲ 129
191	Progressive Insurance	https://www.link	United States	33,941	868	2.56%	▲ 119
192	Likewise	https://www.link	United States	3,599	87	2.42%	▲ 91
193	Genworth	https://www.link	United States	4,405	106	2.41%	▲ 127
194	EmblemHealth	https://www.link	United States	2,691	64	2.38%	▲ 84
195	Auto-Owners Insurance	https://www.link	United States	4,279	98	2.29%	▲ 97
196	Automobile Club of Southe	https://www.link	United States	3,355	76	2.27%	▲ 98
197	GEICO	https://www.link	United States	26,875	607	2.26%	▲ 115
198	Broadspire	https://www.link	United States	1,657	37	2.23%	▲ 76
199	Sagicor Life Insurance US/	https://www.link	United States	2,095	46	2.20%	▲ 132
200	Pilot Catastrophe Service	https://www.link	United States	2,880	62	2.15%	▲ 113
201	Texas Farm Bureau Insura	https://www.link	United States	1,524	32	2.10%	▲ 134
202	Anthem	https://www.link	United States	11,018	204	1.85%	▲ 146
203	ISO	https://www.link	United States	1,282	23	1.79%	▲ 134
204	State Compensation Insura	https://www.link	United States	3,145	46	1.46%	▲ 148
205	WPS Health Insurance	https://www.link	United States	1,307	16	1.22%	▲ 150
206	Liberty National Life Insura	https://www.link	United States	2,572	28	1.09%	▲ 151
207	Tufts Health Plan	https://www.link	United States	1,718	18	1.05%	▲ 132
208	AXA US	https://www.link	United States	2,704	27	1.00%	▲ 151
209	Regence	https://www.link	United States	1,533	15	0.98%	▲ 151
210	Esurance	https://www.link	United States	1,361	13	0.96%	▲ 137
211	CNO Financial Group	https://www.link	United States	10,646	98	0.92%	▲ 145
212	National Government Servi	https://www.link	United States	1,248	11	0.88%	▲ 126
213	Health Net	https://www.link	United States	5,301	45	0.85%	▲ 145
214	Go	https://www.link	United States	1,127	4	0.35%	▲ 147

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