

DSMN8

The USA's Most Active Mining & Metals Professionals on Social - June 2023

Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
4.76%	22	5.75%

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	Aura Minerals	https://www.linkedin.com/company/aura-minerals	United States	1,010	131	12.97%	New Entry
2	The Mosaic Company	https://www.linkedin.com/company/the-mosaic-company	United States	4,097	324	7.91%	▼ -1
3	Weir Minerals	https://www.linkedin.com/company/weir-minerals	United States	6,990	512	7.32%	▼ -1
4	Komatsu Mining	https://www.linkedin.com/company/komatsu-mining	United States	4,740	311	6.56%	▲ 2
5	ESCO	https://www.linkedin.com/company/esco	United States	1,845	118	6.40%	▼ -2
6	Nevada Gold Mines	https://www.linkedin.com/company/nevada-gold-mines	United States	1,867	119	6.37%	▼ -1
7	Pyrotek	https://www.linkedin.com/company/pyrotek	United States	1,086	69	6.35%	▲ 1
8	Newmont	https://www.linkedin.com/company/newmont	United States	8,036	491	6.11%	▼ -4
9	Dyno Nobel	https://www.linkedin.com/company/dyno-nobel	United States	2,142	108	5.04%	▲ 0
10	Boart Longyear	https://www.linkedin.com/company/boart-longyear	United States	3,171	159	5.01%	▲ 0
11	Pace Industries	https://www.linkedin.com/company/pace-industries	United States	1,027	44	4.28%	New Entry
12	Vulcan Materials Company	https://www.linkedin.com/company/vulcan-materials-company	United States	4,337	172	3.97%	▲ 0
13	Freeport-McMoRan	https://www.linkedin.com/company/freeport-mcmoran	United States	7,713	305	3.95%	▲ 2
14	Alcoa	https://www.linkedin.com/company/alcoa	United States	14,815	582	3.93%	▼ -1
15	Compass Minerals	https://www.linkedin.com/company/compass-minerals	United States	1,076	42	3.90%	▼ -4
16	Martin Marietta	https://www.linkedin.com/company/martin-marietta	United States	3,615	126	3.49%	▼ -2
17	Gerdau North America	https://www.linkedin.com/company/gerdau-north-america	United States	2,678	68	2.54%	▲ 0
18	Schnitzer Steel	https://www.linkedin.com/company/schnitzer-steel	United States	1,419	33	2.33%	▼ -2
19	CONSOL Energy	https://www.linkedin.com/company/consol-energy	United States	1,165	24	2.06%	▲ 1
20	Peabody Energy	https://www.linkedin.com/company/peabody-energy	United States	2,743	51	1.86%	▼ -1
21	Waupaca Foundry	https://www.linkedin.com/company/waupaca-foundry	United States	1,248	20	1.60%	▼ -3
22	Aleris	https://www.linkedin.com/company/aleric	United States	1,302	9	0.69%	▼ -1

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](#) [our contact us at support@dsmn8.com](#)



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