



The World's Most Active PR & Communications Professionals on Social - May 2023

Industry at a glance:

Average Score: 11.83% Total Companies: 110 Average No. Employees: 664

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?

Table with 8 columns: Position, Company Name, LinkedIn URL, Location, Employees on LinkedIn, No. Employees Shared (Last 30 Days), % Shared (Last 30 Days), Rank Change. Lists 23 companies and their social media performance metrics.

24	Public Relations Society of	https://www.link	United States	534	102	19.10%	New Entry
25	APCO	https://www.link	United States	1,492	283	18.97%	▼ -23
26	NATIONAL Public Relation	https://www.link	Canada	286	54	18.88%	New Entry
27	MikeWorldWide	https://www.link	United States	360	67	18.61%	New Entry
28	Prosek Partners	https://www.link	United States	409	76	18.58%	New Entry
29	SKDK	https://www.link	United States	215	39	18.14%	New Entry
30	freuds	https://www.link	United Kingdom	265	47	17.74%	New Entry
31	M Booth	https://www.link	United States	347	59	17.00%	New Entry
32	Portland	https://www.link	United Kingdom	479	81	16.91%	New Entry
33	Kreab Worldwide	https://www.link	Sweden	274	42	15.33%	New Entry
34	Grayling	https://www.link	United Kingdom	646	99	15.33%	New Entry
35	Padilla	https://www.link	United States	224	33	14.73%	New Entry
36	GCI Health	https://www.link	United States	487	69	14.17%	New Entry
37	Onclusive	https://www.link	United Kingdom	832	115	13.82%	New Entry
38	Zeno Group	https://www.link	United States	881	121	13.73%	New Entry
39	G&S Business Communica	https://www.link	United States	246	33	13.41%	New Entry
40	M+R	https://www.link	United States	246	32	13.01%	New Entry
41	5WPR	https://www.link	United States	411	52	12.65%	New Entry
42	Cision	https://www.link	United States	2,345	295	12.58%	▼ -33
43	UNICEPTA	https://www.link	Germany	398	50	12.56%	New Entry
44	FleishmanHillard UK	https://www.link	United Kingdom	208	26	12.50%	New Entry
45	Golin	https://www.link	United States	1,264	155	12.26%	▼ -40
46	Wellcom	https://www.link	France	233	28	12.02%	New Entry
47	Weber Shandwick	https://www.link	United States	4,760	571	12.00%	▼ -39
48	ressourcenmangel GmbH	https://www.link	Germany	272	32	11.76%	New Entry
49	WE Communications	https://www.link	United States	1,824	214	11.73%	▼ -42
50	Ketchum	https://www.link	United States	1,528	179	11.71%	▼ -44
51	Hill+Knowlton	https://www.link	United States	4,811	551	11.45%	▼ -41
52	Edelman	https://www.link	United States	6,788	767	11.30%	▼ -41
53	Marina Maher Communica	https://www.link	United States	226	25	11.06%	New Entry
54	Brunswick Group	https://www.link	United Kingdom	1,506	166	11.02%	▼ -51
55	Sunshine Sachs Morgan &	https://www.link	United States	337	37	10.98%	New Entry
56	FAKTOR 3 AG	https://www.link	Germany	242	25	10.33%	New Entry
57	VSC	https://www.link	United States	247	24	9.72%	New Entry
58	MSL	https://www.link	France	2,969	276	9.30%	▼ -44
59	KARLA OTTO	https://www.link	United Kingdom	383	35	9.14%	New Entry
60	ICR	https://www.link	United States	660	60	9.09%	New Entry
61	FleishmanHillard	https://www.link	United States	2,586	234	9.05%	▼ -49
62	JCP	https://www.link	Norway	591	52	8.80%	New Entry
63	FGS Global	https://www.link	United States	1,611	137	8.50%	▼ -50
64	GMMB	https://www.link	United States	283	24	8.48%	New Entry
65	Cision Canada	https://www.link	Canada	211	17	8.06%	New Entry
66	Porter Novelli	https://www.link	United States	979	78	7.97%	New Entry
67	JIN	https://www.link	France	265	21	7.92%	New Entry
68	Agence Hopscotch	https://www.link	France	229	18	7.86%	New Entry
69	KWT Global	https://www.link	United States	382	30	7.85%	New Entry
70	R&CPMK	https://www.link	United States	371	28	7.55%	New Entry
71	Mercury Public Affairs	https://www.link	United States	386	29	7.51%	New Entry
72	Havas Formula	https://www.link	United States	214	16	7.48%	New Entry
73	Sutton	https://www.link	United Kingdom	173	12	6.94%	New Entry
74	Citigate Dewe Rogerson	https://www.link	United Kingdom	233	16	6.87%	New Entry
75	mc Group	https://www.link	Germany	212	13	6.13%	New Entry
76	DKC	https://www.link	United States	460	28	6.09%	New Entry
77	Business Wire	https://www.link	United States	832	49	5.89%	New Entry
78	Hunter	https://www.link	United States	831	48	5.78%	New Entry
79	LPM Comunicação	https://www.link	Portugal	213	12	5.63%	New Entry
80	Harvard	https://www.link	United Kingdom	399	22	5.51%	New Entry
81	Defense Media Activity	https://www.link	United States	456	24	5.26%	New Entry
82	UPR Benelux	https://www.link	Belgium	402	21	5.22%	New Entry
83	Finsbury Glover Hering	https://www.link	United States	257	13	5.06%	New Entry
84	Ruder Finn	https://www.link	United States	876	44	5.02%	New Entry
85	PREMIER	https://www.link	United Kingdom	522	26	4.98%	New Entry
86	Angie	https://www.link	France	224	11	4.91%	New Entry
87	Auto-Entreprise	https://www.link	France	510	23	4.51%	New Entry
88	CFC Big Ideas	https://www.link	Ukraine	551	20	3.63%	New Entry
89	500	https://www.link	Sweden	194	7	3.61%	New Entry
90	IQ Solutions	https://www.link	United States	288	9	3.13%	New Entry
91	DDC Public Affairs	https://www.link	United States	426	13	3.05%	New Entry
92	PR Newswire	https://www.link	United States	1,183	36	3.04%	▼ -76
93	KCD	https://www.link	United States	330	10	3.03%	New Entry
94	SVM PR and Marketing	https://www.link	United States	211	6	2.84%	New Entry
95	ESN	https://www.link	Belgium	255	7	2.75%	New Entry

96	PR Consulting	https://www.linkedin.com/company/pr-consulting/	United States	301	6	1.99%	New Entry
97	ID	https://www.linkedin.com/company/id/	United States	314	6	1.91%	New Entry
98	PRocon	https://www.linkedin.com/company/procon/	United States	220	4	1.82%	New Entry
99	Cohn & Wolfe	https://www.linkedin.com/company/cohn-wolfe/	United States	276	5	1.81%	New Entry
100	Nike Communications, Inc.	https://www.linkedin.com/company/nike-communications/	United States	666	11	1.65%	New Entry
101	H&M Communications	https://www.linkedin.com/company/hm-communications/	United States	202	3	1.49%	New Entry
102	Burson-Marsteller	https://www.linkedin.com/company/burson-marsteller/	United States	1,174	14	1.19%	▼ -85
103	St. Andrew's College	https://www.linkedin.com/company/st-andrews-college/	Canada	201	2	1.00%	New Entry
104	PRAXIS	https://www.linkedin.com/company/praxis/	Canada	405	3	0.74%	New Entry
105	HSL	https://www.linkedin.com/company/hsl/	United Kingdom	708	4	0.56%	New Entry
106	GCI	https://www.linkedin.com/company/gci/	Portugal	373	2	0.54%	New Entry
107	VMS	https://www.linkedin.com/company/vms/	United States	422	2	0.47%	New Entry
108	JKL	https://www.linkedin.com/company/jkl/	Sweden	477	2	0.42%	New Entry
109	MCS Healthcare Public Re	https://www.linkedin.com/company/mcs-healthcare-public-re/	United States	298	1	0.34%	New Entry
110	Luna	https://www.linkedin.com/company/luna/	Belgium	267	0	0.00%	New Entry

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) or [contact us at support@dsmn8.com](mailto:support@dsmn8.com)



DSMN8

[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

