



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

Industry at a glance:



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	Coyne PR	https://www.linkedin.com/company/coyne-pr/	United States	207	71	34.30%	New Entry
2	Edelman Smithfield	https://www.linkedin.com/company/edelman-smithfield/	United States	210	66	31.43%	New Entry
3	GRI Club	https://www.linkedin.com/company/gri-club/	United States	214	67	31.31%	New Entry
4	PAN Communications	https://www.linkedin.com/company/pan-communications/	United States	281	85	30.25%	New Entry
5	Allison+Partners	https://www.linkedin.com/company/allison-partners/	United States	688	172	25.00%	New Entry
6	Citizen Relations	https://www.linkedin.com/company/citizen-relations/	United States	218	53	24.31%	New Entry
7	BerlinRosen	https://www.linkedin.com/company/berlinrosen/	United States	391	81	20.72%	New Entry
8	Matter Communications	https://www.linkedin.com/company/matter-communications/	United States	252	52	20.63%	New Entry
9	Current Global	https://www.linkedin.com/company/current-global/	United States	206	41	19.90%	New Entry
10	The Hoffman Agency	https://www.linkedin.com/company/the-hoffman-agency/	United States	343	67	19.53%	New Entry
11	BCW	https://www.linkedin.com/company/bcw/	United States	1,646	318	19.32%	New Entry
12	PRSA	https://www.linkedin.com/company/prsa/	United States	534	102	19.10%	New Entry
13	APCO	https://www.linkedin.com/company/apco/	United States	1,492	283	18.97%	New Entry
14	MikeWorldWide	https://www.linkedin.com/company/mikeworldwide/	United States	360	67	18.61%	New Entry
15	Prosek Partners	https://www.linkedin.com/company/prosek-partners/	United States	409	76	18.58%	New Entry
16	SKDK	https://www.linkedin.com/company/skdk/	United States	215	39	18.14%	New Entry
17	M Booth	https://www.linkedin.com/company/m-booth/	United States	347	59	17.00%	New Entry
18	Padilla	https://www.linkedin.com/company/padilla/	United States	224	33	14.73%	New Entry
19	GCI Health	https://www.linkedin.com/company/gci-health/	United States	487	69	14.17%	New Entry
20	Zeno Group	https://www.linkedin.com/company/zeno-group/	United States	881	121	13.73%	New Entry
21	G&S Business Communication	https://www.linkedin.com/company/g-s-business-communication/	United States	246	33	13.41%	New Entry
22	M+R	https://www.linkedin.com/company/m-r/	United States	246	32	13.01%	New Entry
23	5WPR	https://www.linkedin.com/company/5wpr/	United States	411	52	12.65%	New Entry

24	Cision	https://www.link	United States	2,345	295	12.58%	New Entry
25	Golin	https://www.link	United States	1,264	155	12.26%	New Entry
26	Weber Shandwick	https://www.link	United States	4,760	571	12.00%	New Entry
27	WE Communications	https://www.link	United States	1,824	214	11.73%	New Entry
28	Ketchum	https://www.link	United States	1,528	179	11.71%	New Entry
29	Hill+Knowlton	https://www.link	United States	4,811	551	11.45%	New Entry
30	Edelman	https://www.link	United States	6,788	767	11.30%	New Entry
31	Marina Maher Communicat	https://www.link	United States	226	25	11.06%	New Entry
32	Sunshine Sachs Morgan &	https://www.link	United States	337	37	10.98%	New Entry
33	VSC	https://www.link	United States	247	24	9.72%	New Entry
34	ICR	https://www.link	United States	660	60	9.09%	New Entry
35	FleishmanHillard	https://www.link	United States	2,586	234	9.05%	New Entry
36	FGS Global	https://www.link	United States	1,611	137	8.50%	New Entry
37	GMMB	https://www.link	United States	283	24	8.48%	New Entry
38	Porter Novelli	https://www.link	United States	979	78	7.97%	New Entry
39	KWT Global	https://www.link	United States	382	30	7.85%	New Entry
40	R&CPMK	https://www.link	United States	371	28	7.55%	New Entry
41	Mercury Public Affairs	https://www.link	United States	386	29	7.51%	New Entry
42	Havas Formula	https://www.link	United States	214	16	7.48%	New Entry
43	DKC	https://www.link	United States	460	28	6.09%	New Entry
44	Business Wire	https://www.link	United States	832	49	5.89%	New Entry
45	Hunter	https://www.link	United States	831	48	5.78%	New Entry
46	Defense Media Activity	https://www.link	United States	456	24	5.26%	New Entry
47	Finsbury Glover Hering	https://www.link	United States	257	13	5.06%	New Entry
48	Ruder Finn	https://www.link	United States	876	44	5.02%	New Entry
49	IQ Solutions	https://www.link	United States	288	9	3.13%	New Entry
50	DDC Public Affairs	https://www.link	United States	426	13	3.05%	New Entry
51	PR Newswire	https://www.link	United States	1,183	36	3.04%	New Entry
52	KCD	https://www.link	United States	330	10	3.03%	New Entry
53	SVM PR and Marketing	https://www.link	United States	211	6	2.84%	New Entry
54	PR Consulting	https://www.link	United States	301	6	1.99%	New Entry
55	ID	https://www.link	United States	314	6	1.91%	New Entry
56	PRocon	https://www.link	United States	220	4	1.82%	New Entry
57	Cohn & Wolfe	https://www.link	United States	276	5	1.81%	New Entry
58	Nike Communications	https://www.link	United States	666	11	1.65%	New Entry
59	H&M Communications	https://www.link	United States	202	3	1.49%	New Entry
60	Burson-Marsteller	https://www.link	United States	1,174	14	1.19%	New Entry
61	VMS	https://www.link	United States	422	2	0.47%	New Entry
62	MCS Healthcare Public Re	https://www.link	United States	298	1	0.34%	New Entry

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