



The UK's Most Active Transportation, Trucking & Railroad Professionals on Social - June 2023

Industry at a glance:

Average Score: 4.73%

Total Companies: 14

Global Industry Average: 4.98%

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	Transport for Wales	https://www.linkedin.com/company/transportforwales	United Kingdom	1,186	167	14.08%	▲ 0
2	Network Rail	https://www.linkedin.com/company/networkrail	United Kingdom	23,949	1,340	5.60%	▲ 2
3	P&O Ferries	https://www.linkedin.com/company/po-ferries	United Kingdom	1,443	79	5.47%	▲ 4
4	National Express	https://www.linkedin.com/company/national-express	United Kingdom	1,517	77	5.08%	▲ 2
5	Southeastern Railway	https://www.linkedin.com/company/southeastern-railway	United Kingdom	1,453	73	5.02%	▼ -2
6	FirstGroup	https://www.linkedin.com/company/firstgroup	United Kingdom	1,874	93	4.96%	▼ -1
7	Arriva Bus	https://www.linkedin.com/company/arriva-bus	United Kingdom	1,246	59	4.74%	▲ 2
8	Greater Anglia	https://www.linkedin.com/company/greater-anglia	United Kingdom	1,051	46	4.38%	▲ 2
9	Gist	https://www.linkedin.com/company/gist	United Kingdom	2,128	92	4.32%	New Entry
10	DPD UK	https://www.linkedin.com/company/dpd-uk	United Kingdom	4,480	144	3.21%	▼ -2
11	Go Ahead London	https://www.linkedin.com/company/go-ahead-london	United Kingdom	1,266	36	2.84%	▲ 2
12	Stagecoach Group	https://www.linkedin.com/company/stagecoach-group	United Kingdom	1,312	36	2.74%	▲ 0
13	Arriva Group	https://www.linkedin.com/company/arriva-group	United Kingdom	4,282	98	2.29%	▼ -2
14	Royal Mail	https://www.linkedin.com/company/royal-mail	United Kingdom	30,387	469	1.54%	▲ 0

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

