



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

Industry at a glance:

Average Score: 4.09%

Total Companies: 76

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?

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 including RXO, Carrier Transicold, NTG, etc.

24	Hendrickson	https://www.link	United States	1,792	82	4.58%	▼ -7
25	U.S. Xpress	https://www.link	United States	3,174	145	4.57%	▲ 2
26	J.B. Hunt Transport Service	https://www.link	United States	20,207	863	4.27%	▲ 4
27	Los Angeles Metro	https://www.link	United States	2,567	109	4.25%	▼ -8
28	Landstar	https://www.link	United States	3,142	133	4.23%	▼ -12
29	WMATA	https://www.link	United States	5,479	220	4.02%	▲ 12
30	Forward Air Corporation	https://www.link	United States	2,581	103	3.99%	▼ -15
31	Thermo King	https://www.link	United States	2,143	85	3.97%	▲ 5
32	Great Dane	https://www.link	United States	2,033	80	3.94%	▲ 3
33	Kenworth Truck	https://www.link	United States	2,252	87	3.86%	▼ -10
34	PAM Transport	https://www.link	United States	1,351	52	3.85%	▲ 6
35	Mack Trucks	https://www.link	United States	1,753	67	3.82%	▼ -26
36	King County Metro Transit	https://www.link	United States	1,536	57	3.71%	▼ -18
37	Virginia Department of Transportation	https://www.link	United States	3,979	135	3.39%	▲ 9
38	Hub Group	https://www.link	United States	2,164	73	3.37%	▼ -10
39	Brink's	https://www.link	United States	8,952	294	3.28%	▲ 8
40	CFI	https://www.link	United States	1,478	47	3.18%	▼ -2
41	SEPTA	https://www.link	United States	3,417	107	3.13%	▲ 13
42	Illinois Department of Transportation	https://www.link	United States	1,790	56	3.13%	▲ 6
43	Ruan	https://www.link	United States	1,925	56	2.91%	▲ 14
44	Transdev North America	https://www.link	United States	3,074	89	2.90%	▼ -5
45	The SYGMA Network	https://www.link	United States	1,231	35	2.84%	▲ 10
46	R+L Carriers	https://www.link	United States	3,475	97	2.79%	▲ 12
47	TMC Transportation	https://www.link	United States	1,697	47	2.77%	▼ -10
48	Metropolitan Transit Authority	https://www.link	United States	1,374	38	2.77%	▼ -15
49	Metra Commuter Rail	https://www.link	United States	1,360	36	2.65%	▼ -18
50	AAA Cooper Transportation	https://www.link	United States	1,674	44	2.63%	▲ 3
51	Georgia Department of Transportation	https://www.link	United States	1,942	51	2.63%	▲ 0
52	MoDOT	https://www.link	United States	1,767	46	2.60%	▲ 8
53	Central Transport	https://www.link	United States	2,229	58	2.60%	▲ 6
54	CSX	https://www.link	United States	11,458	295	2.57%	▲ 12
55	Werner Enterprises	https://www.link	United States	6,464	163	2.52%	▲ 6
56	Dayton Freight Lines	https://www.link	United States	1,485	37	2.49%	▼ -4
57	TForce Logistics	https://www.link	United States	1,449	36	2.48%	▼ -7
58	AC Transit	https://www.link	United States	1,069	26	2.43%	▲ 5
59	ABF Freight	https://www.link	United States	3,541	86	2.43%	▼ -14
60	GE Transportation	https://www.link	United States	3,476	83	2.39%	▼ -17
61	Estes Express Lines	https://www.link	United States	5,018	119	2.37%	▼ -5
62	RTD	https://www.link	United States	1,770	40	2.26%	▼ -13
63	PennDOT	https://www.link	United States	2,684	56	2.09%	▲ 2
64	UPS	https://www.link	United States	149,519	3,000	2.01%	▲ 0
65	Stevens Transport	https://www.link	United States	1,626	32	1.97%	▲ 6
66	BNSF Railway	https://www.link	United States	16,309	282	1.73%	▲ 2
67	Knight Transportation	https://www.link	United States	2,322	39	1.68%	▲ 3
68	First Student Shared Services	https://www.link	United States	1,469	23	1.57%	▼ -1
69	First Transit	https://www.link	United States	4,043	59	1.46%	▲ 0
70	FedEx Custom Critical	https://www.link	United States	1,653	24	1.45%	▲ 3
71	All My Sons Moving & Storage	https://www.link	United States	1,339	18	1.34%	▲ 6
72	Two Men and a Truck	https://www.link	United States	3,571	38	1.06%	▲ 0
73	Prime	https://www.link	United States	3,075	30	0.98%	▲ 2
74	Marten Transport	https://www.link	United States	1,589	15	0.94%	▲ 0
75	FFE Transportation Services	https://www.link	United States	1,269	10	0.79%	▲ 1
76	YRC Freight	https://www.link	United States	6,316	26	0.41%	▲ 2

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) our contact us at support@dsmn8.com



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