



The World's Most Active Utilities Professionals on Social - July 2023

Industry at a glance:

Average Score: 5.24%

Total Companies: 234

Average No. Employees: 4,101

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 utility companies and their social media performance metrics.

24	Enexis Groep	https://www.link	Netherlands	4,430		442	9.98%	New Entry
25	Drax Group	https://www.link	United Kingdom	2,082		206	9.89%	▼ -10
26	Réseau de Transport d'Éle	https://www.link	France	6,194		595	9.61%	▼ -10
27	Snam	https://www.link	Italy	2,684		256	9.54%	▼ -7
28	OVO	https://www.link	United Kingdom	2,861		272	9.51%	▼ -10
29	Aggreko	https://www.link	United Kingdom	7,015		663	9.45%	▲ 3
30	Stedin	https://www.link	Netherlands	3,430		317	9.24%	▼ -17
31	Elia	https://www.link	Belgium	1,776		163	9.18%	▼ -12
32	EPRI	https://www.link	United States	1,975		179	9.06%	▼ -9
33	Terna	https://www.link	Italy	3,371		301	8.93%	▼ -27
34	Northern Powergrid	https://www.link	United Kingdom	1,152		101	8.77%	New Entry
35	Kinectrics	https://www.link	Canada	1,065		91	8.54%	▲ 22
36	Dŵr Cymru Welsh Water	https://www.link	United Kingdom	1,781		151	8.48%	▲ 13
37	Octopus Energy	https://www.link	United Kingdom	2,873		241	8.39%	▲ 16
38	Anglian Water Services	https://www.link	United Kingdom	3,138		263	8.38%	▲ 2
39	Fortum	https://www.link	Finland	4,659		389	8.35%	▼ -5
40	A2A	https://www.link	Italy	3,666		304	8.29%	▼ -7
41	MISO	https://www.link	United States	1,127		92	8.16%	▼ -12
42	Circe IRE & UK	https://www.link	Ireland	1,107		88	7.95%	▲ 21
43	Liander	https://www.link	Netherlands	1,990		158	7.94%	▲ 24
44	Electricity North West	https://www.link	United Kingdom	1,197		95	7.94%	▲ 21
45	Morrison Water Services	https://www.link	United Kingdom	1,437		114	7.93%	▲ 24
46	Cadent Gas	https://www.link	United Kingdom	2,541		199	7.83%	▼ -9
47	Vattenfall	https://www.link	Sweden	12,119		938	7.74%	▼ -6
48	National Grid	https://www.link	United Kingdom	14,567		1,124	7.72%	▼ -6
49	Yorkshire Water	https://www.link	United Kingdom	2,367		177	7.48%	▼ -11
50	The AES Corporation	https://www.link	United States	5,483		409	7.46%	▲ 11
51	Baltimore Gas and Electric	https://www.link	United States	1,477		110	7.45%	▼ -5
52	ScottishPower	https://www.link	United Kingdom	4,320		318	7.36%	▲ 10
53	Netze	https://www.link	Germany	1,353		99	7.32%	▼ -2
54	EthosEnergy	https://www.link	United States	1,645		120	7.29%	New Entry
55	South West Water	https://www.link	United Kingdom	1,015		74	7.29%	New Entry
56	E-Distribuzione	https://www.link	Italy	4,231		306	7.23%	▼ -26
57	ORES	https://www.link	Belgium	1,357		98	7.22%	▲ 7
58	Grupo Cobra	https://www.link	Spain	4,437		320	7.21%	▼ -8
59	CLEARresult	https://www.link	United States	1,826		130	7.12%	▲ 14
60	SGN	https://www.link	United Kingdom	2,074		146	7.04%	▼ -35
61	Alpiq	https://www.link	Switzerland	2,064		145	7.03%	▲ 20
62	Evergy	https://www.link	United States	1,439		101	7.02%	▲ 22
63	Duquesne Light	https://www.link	United States	1,278		89	6.96%	▼ -28
64	Nova Scotia Power	https://www.link	Canada	1,064		74	6.95%	▼ -6
65	Enercon Services	https://www.link	United States	1,603		111	6.92%	▲ 9
66	EnBW	https://www.link	Germany	3,701		255	6.89%	▼ -14
67	Scottish Water	https://www.link	United Kingdom	2,633		181	6.87%	▼ -13
68	Alliander	https://www.link	Netherlands	6,465		443	6.85%	▲ 0
69	New York Power Authority	https://www.link	United States	1,807		123	6.81%	▼ -14
70	Constellation	https://www.link	United States	7,616		503	6.60%	▲ 7
71	FortisBC	https://www.link	Canada	1,992		130	6.53%	▲ 22
72	Stadtwerke München	https://www.link	Germany	2,020		128	6.34%	▼ -45
73	REN	https://www.link	Portugal	1,060		67	6.32%	▲ 2
74	Shell Energy	https://www.link	United Kingdom	2,788		176	6.31%	▼ -27
75	Calor Gas	https://www.link	United Kingdom	1,064		67	6.30%	▲ 10
76	Fichtner	https://www.link	Germany	1,341		84	6.26%	▼ -10
77	CPS Energy	https://www.link	United States	2,191		134	6.12%	▲ 12
78	ACCIONA	https://www.link	Spain	23,432		1,425	6.08%	▼ -7
79	Lanes Group	https://www.link	United Kingdom	1,046		63	6.02%	New Entry
80	Southern Water	https://www.link	United Kingdom	2,047		121	5.91%	▼ -35
81	Vistra	https://www.link	United States	1,477		87	5.89%	▼ -21
82	Westnetz	https://www.link	Germany	1,263		74	5.86%	▼ -26
83	Ontario Power Generation	https://www.link	Canada	7,453		433	5.81%	▲ 12
84	Actavo	https://www.link	Ireland	1,087		62	5.70%	▼ -8
85	Axpo Group	https://www.link	Switzerland	3,507		200	5.70%	▼ -5
86	NextEra Energy Resources	https://www.link	United States	5,334		304	5.70%	▲ 5
87	ESB	https://www.link	Ireland	3,920		222	5.66%	▼ -1
88	EDF (UK)	https://www.link	United Kingdom	7,674		427	5.56%	▼ -40
89	Fluvious	https://www.link	Belgium	3,075		171	5.56%	▼ -30
90	Gruppo Hera	https://www.link	Italy	2,849		158	5.55%	▼ -12
91	Pike Engineering	https://www.link	United States	1,123		62	5.52%	▼ -21
92	ENMAX	https://www.link	Canada	1,517		83	5.47%	▲ 9
93	San Diego Gas & Electric	https://www.link	United States	2,733		149	5.45%	▲ 21
94	Seattle City Light	https://www.link	United States	1,029		56	5.44%	▼ -15
95	Conservice	https://www.link	United States	1,405		76	5.41%	▲ 31

96	Pepco Holdings	https://www.link	United States	1,857	100	5.39%	▼ -2
97	Canal de Isabel II	https://www.link	Spain	1,160	62	5.34%	▲ 7
98	ACEA	https://www.link	Italy	2,530	135	5.34%	▲ 0
99	Wessex Water	https://www.link	United Kingdom	1,562	83	5.31%	▼ -16
100	Thames Water	https://www.link	United Kingdom	5,418	286	5.28%	▼ -13
101	Magnox	https://www.link	United Kingdom	1,927	99	5.14%	▲ 5
102	EPCOR	https://www.link	Canada	2,293	117	5.10%	▼ -2
103	Gruppo Iren	https://www.link	Italy	3,013	152	5.04%	▼ -31
104	Eversource Energy	https://www.link	United States	7,127	350	4.91%	▼ -8
105	ENTRUST Solutions Group	https://www.link	United States	2,164	106	4.90%	▼ -17
106	SEPE	https://www.link	Spain	3,931	188	4.78%	▲ 3
107	Georgia Power Company	https://www.link	United States	4,535	214	4.72%	▼ -5
108	SMUD	https://www.link	United States	1,977	93	4.70%	▲ 43
109	DTEK	https://www.link	Ukraine	1,425	67	4.70%	New Entry
110	APS	https://www.link	United States	2,925	136	4.65%	▼ -18
111	Alabama Power	https://www.link	United States	2,139	99	4.63%	▼ -12
112	E.ON UK	https://www.link	United Kingdom	3,756	173	4.61%	▲ 7
113	ATCO Electric	https://www.link	Canada	1,309	60	4.58%	▼ -3
114	Itron	https://www.link	United States	5,364	242	4.51%	▼ -3
115	United Utilities	https://www.link	United Kingdom	4,087	184	4.50%	▲ 10
116	UK Power Networks	https://www.link	United Kingdom	2,695	121	4.49%	▼ -4
117	Portland General Electric	https://www.link	United States	2,772	124	4.47%	▼ -9
118	ENGIE Belgium	https://www.link	Belgium	3,856	172	4.46%	▲ 37
119	AVANGRID	https://www.link	United States	5,251	229	4.36%	▲ 17
120	Liberty	https://www.link	Canada	2,670	115	4.31%	▼ -30
121	SoCalGas	https://www.link	United States	3,499	149	4.26%	▲ 7
122	Bruce Power	https://www.link	Canada	3,600	152	4.22%	▼ -17
123	Atmos Energy	https://www.link	United States	3,983	168	4.22%	▼ -5
124	Endesa	https://www.link	Spain	8,017	338	4.22%	▼ -8
125	TransAlta	https://www.link	Canada	1,377	58	4.21%	▼ -43
126	ATCO Gas	https://www.link	Canada	1,142	48	4.20%	▲ 15
127	Vattenfall Services Nordic	https://www.link	Sweden	1,457	60	4.12%	▼ -83
128	Omaha Public Power Distri	https://www.link	United States	1,798	72	4.00%	▼ -13
129	Énergie NB Power	https://www.link	Canada	1,633	64	3.92%	▼ -9
130	Spire	https://www.link	United States	1,802	70	3.88%	▼ -1
131	Southern Nuclear	https://www.link	United States	2,061	80	3.88%	▼ -24
132	Con Edison	https://www.link	United States	8,269	320	3.87%	▲ 3
133	Southwest Gas	https://www.link	United States	1,696	65	3.83%	▼ -11
134	Hydro One	https://www.link	Canada	4,688	179	3.82%	▲ 5
135	LCRA	https://www.link	United States	1,864	71	3.81%	▼ -3
136	CenterPoint Energy	https://www.link	United States	5,922	225	3.80%	▲ 4
137	An Post	https://www.link	Ireland	2,456	93	3.79%	▼ -10
138	NW Natural	https://www.link	United States	1,004	38	3.78%	New Entry
139	Enel Group	https://www.link	Italy	31,535	1,172	3.72%	▼ -18
140	Entergy	https://www.link	United States	11,144	413	3.71%	▼ -6
141	Alliant Energy	https://www.link	United States	2,436	90	3.69%	▲ 7
142	SCE	https://www.link	United States	11,603	428	3.69%	▲ 12
143	Freedom	https://www.link	United Kingdom	1,212	44	3.63%	New Entry
144	Tampa Electric	https://www.link	United States	1,051	38	3.62%	New Entry
145	SaskPower	https://www.link	Canada	2,435	88	3.61%	▼ -14
146	Tennessee Valley Authority	https://www.link	United States	9,987	353	3.53%	▲ 6
147	American Water	https://www.link	United States	3,106	109	3.51%	▼ -50
148	ComEd	https://www.link	United States	4,791	168	3.51%	▼ -18
149	UGI Utilities	https://www.link	United States	1,116	39	3.49%	▼ -25
150	Dussmann Italy	https://www.link	Italy	1,980	69	3.48%	▲ 8
151	Puget Sound Energy	https://www.link	United States	2,787	95	3.41%	▲ 2
152	Nicor Gas	https://www.link	United States	1,361	46	3.38%	▼ -14
153	TMB	https://www.link	Spain	2,548	86	3.38%	▼ -30
154	NAES	https://www.link	United States	2,082	69	3.31%	▲ 3
155	EPZ	https://www.link	Netherlands	1,281	42	3.28%	▼ -52
156	AWP Safety	https://www.link	United States	1,721	56	3.25%	▼ -39
157	BC Hydro	https://www.link	Canada	5,844	189	3.23%	▲ 6
158	Just Energy	https://www.link	United States	1,922	62	3.23%	New Entry
159	SSE	https://www.link	United Kingdom	11,885	381	3.21%	▼ -22
160	NV Energy	https://www.link	United States	1,884	60	3.18%	▲ 1
161	Austin Energy	https://www.link	United States	1,420	45	3.17%	▲ 8
162	EDP	https://www.link	Portugal	13,235	416	3.14%	▼ -20
163	American Electric Power	https://www.link	United States	11,391	356	3.13%	▼ -17
164	Colorado Springs Utilities	https://www.link	United States	1,577	49	3.11%	▼ -21
165	Suara Cooperativa	https://www.link	Spain	1,234	38	3.08%	▲ 8
166	Ameren	https://www.link	United States	6,645	203	3.05%	▼ -10
167	ITC Holdings	https://www.link	United States	1,319	40	3.03%	▼ -17

168	Tucson Electric Power	https://www.link	United States	1,257	38	3.02%	▼ -3
169	Oncor Electric Delivery	https://www.link	United States	2,968	89	3.00%	▲ 19
170	OGE Energy	https://www.link	United States	1,810	54	2.98%	▲ 5
171	EVN	https://www.link	Austria	1,375	41	2.98%	▼ -22
172	Santee Cooper	https://www.link	United States	1,211	36	2.97%	▼ -4
173	NIPSCO	https://www.link	United States	1,013	30	2.96%	New Entry
174	Consumers Energy	https://www.link	United States	6,463	191	2.96%	▼ -8
175	Black Hills Energy	https://www.link	United States	2,169	62	2.86%	▼ -31
176	NiSource	https://www.link	United States	5,485	155	2.83%	▲ 7
177	Avista	https://www.link	United States	1,419	40	2.82%	▼ -32
178	Nebraska Public Power Dis	https://www.link	United States	1,109	31	2.80%	▼ -7
179	E.ON	https://www.link	Germany	26,024	723	2.78%	▼ -1
180	Manitoba Hydro	https://www.link	Canada	2,857	79	2.77%	▼ -18
181	San Francisco Public Utiliti	https://www.link	United States	1,177	32	2.72%	▲ 15
182	Metropolitan Water District	https://www.link	United States	1,509	41	2.72%	▼ -6
183	JEA	https://www.link	United States	1,856	50	2.69%	▼ -24
184	Florida Power & Light	https://www.link	United States	7,074	189	2.67%	▼ -10
185	Sensus	https://www.link	United States	1,238	33	2.67%	▼ -52
186	ENGIE	https://www.link	France	48,658	1,275	2.62%	▼ -6
187	Correos	https://www.link	Spain	11,764	301	2.56%	▼ -8
188	ATCO	https://www.link	Canada	6,122	155	2.53%	▼ -1
189	Salt River Project	https://www.link	United States	4,455	109	2.45%	▼ -12
190	Duke Energy	https://www.link	United States	24,064	588	2.44%	▼ -5
191	PSEG	https://www.link	United States	7,595	185	2.44%	▼ -2
192	DTE Energy	https://www.link	United States	8,838	213	2.41%	▼ -1
193	Xcel Energy	https://www.link	United States	10,753	259	2.41%	▼ -23
194	Osmose	https://www.link	United States	1,932	46	2.38%	▼ -27
195	NextEra Energy	https://www.link	United States	10,331	245	2.37%	▲ 0
196	WSSC Water	https://www.link	United States	1,283	30	2.34%	▼ -32
197	Calpine	https://www.link	United States	2,097	49	2.34%	▲ 3
198	Southern Company	https://www.link	United States	11,090	250	2.25%	▼ -12
199	LG&E and KU Energy	https://www.link	United States	1,720	38	2.21%	▼ -18
200	British Gas	https://www.link	United Kingdom	9,094	198	2.18%	▲ 5
201	STP Nuclear Operating Co	https://www.link	United States	1,108	24	2.17%	▼ -19
202	TXU Energy	https://www.link	United States	1,027	22	2.14%	▼ -55
203	Sempra	https://www.link	United States	2,630	56	2.13%	▼ -6
204	EBMUD	https://www.link	United States	1,396	29	2.08%	▲ 5
205	BHI Energy	https://www.link	United States	1,769	36	2.04%	▼ -45
206	FirstEnergy	https://www.link	United States	6,271	123	1.96%	▼ -12
207	MLGW	https://www.link	United States	1,444	27	1.87%	▼ -8
208	Bonneville Power	https://www.link	United States	2,412	45	1.87%	▼ -18
209	Waste Pro USA	https://www.link	United States	1,292	24	1.86%	▼ -16
210	PacifiCorp	https://www.link	United States	2,650	47	1.77%	▼ -26
211	Exelon	https://www.link	United States	17,828	312	1.75%	▼ -9
212	Hawaiian Electric	https://www.link	United States	1,554	26	1.67%	▼ -8
213	Idaho Power	https://www.link	United States	1,351	22	1.63%	▼ -15
214	Centrica	https://www.link	United Kingdom	17,864	290	1.62%	▼ -6
215	Dominion Energy	https://www.link	United States	26,657	424	1.59%	▼ -9
216	PPL	https://www.link	United States	6,059	95	1.57%	▼ -3
217	WEC Energy	https://www.link	United States	2,617	41	1.57%	▼ -10
218	USIC	https://www.link	United States	3,569	55	1.54%	▼ -7
219	Los Angeles Department of	https://www.link	United States	4,269	65	1.52%	▼ -16
220	Ambit Energy	https://www.link	United States	5,280	77	1.46%	▼ -10
221	Stream (Stream Energy)	https://www.link	United States	1,076	15	1.39%	New Entry
222	Aqua	https://www.link	United States	2,016	27	1.34%	▼ -30
223	PREPA	https://www.link	United States	2,204	29	1.32%	▼ -7
224	Electrica	https://www.link	Romania	1,750	23	1.31%	▼ -12
225	TECO Energy	https://www.link	United States	3,213	37	1.15%	▼ -10
226	MidAmerican	https://www.link	United States	2,030	22	1.08%	▼ -25
227	Sedena	https://www.link	Spain	3,955	42	1.06%	New Entry
228	Edison International	https://www.link	United States	2,036	20	0.98%	▼ -11
229	Reliant Energy	https://www.link	United States	1,061	7	0.66%	▼ -11
230	Direct Energy	https://www.link	United States	2,246	13	0.58%	▼ -11
231	We Energies	https://www.link	United States	2,737	13	0.47%	▼ -11
232	SCANA Corporation	https://www.link	United States	1,852	5	0.27%	▼ -11
233	innogy	https://www.link	Germany	7,544	17	0.23%	New Entry
234	UtiliQuest	https://www.link	United States	1,081	1	0.09%	▼ -20

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