



The UK's Most Active Utilities Professionals on Social - July 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	Utility Warehouse	https://www.linkedin.com/company/utilitywarehouse	United Kingdom	3,642	608	16.69%	▲ 0
2	Ofgem	https://www.linkedin.com/company/ofgem	United Kingdom	1,420	194	13.66%	New Entry
3	NWG	https://www.linkedin.com/company/nwg	United Kingdom	1,275	142	11.14%	▲ 6
4	Severn Trent	https://www.linkedin.com/company/severntrent	United Kingdom	3,018	312	10.34%	▲ 0
5	SP Energy Networks	https://www.linkedin.com/company/sp-energy-networks	United Kingdom	1,040	105	10.10%	New Entry
6	Drax Group	https://www.linkedin.com/company/drax-group	United Kingdom	2,082	206	9.89%	▼ -4
7	OVO	https://www.linkedin.com/company/ovo-energy	United Kingdom	2,861	272	9.51%	▼ -4
8	Aggreko	https://www.linkedin.com/company/aggreko	United Kingdom	7,015	663	9.45%	▼ -2
9	Northern Powergrid	https://www.linkedin.com/company/northern-powergrid	United Kingdom	1,152	101	8.77%	New Entry
10	Dŵr Cymru Welsh Water	https://www.linkedin.com/company/dwr-cymru-welsh-water	United Kingdom	1,781	151	8.48%	▲ 5
11	Octopus Energy	https://www.linkedin.com/company/octopus-energy	United Kingdom	2,873	241	8.39%	▲ 5
12	Anglian Water Services	https://www.linkedin.com/company/anglian-water-services	United Kingdom	3,138	263	8.38%	▼ -2
13	Electricity North West	https://www.linkedin.com/company/electricity-north-west	United Kingdom	1,197	95	7.94%	▲ 6
14	Morrison Water Services	https://www.linkedin.com/company/morrison-water-services	United Kingdom	1,437	114	7.93%	▲ 6
15	Cadent Gas	https://www.linkedin.com/company/cadent-gas	United Kingdom	2,541	199	7.83%	▼ -8
16	National Grid	https://www.linkedin.com/company/national-grid	United Kingdom	14,567	1,124	7.72%	▼ -5
17	Yorkshire Water	https://www.linkedin.com/company/yorkshire-water	United Kingdom	2,367	177	7.48%	▼ -9
18	ScottishPower	https://www.linkedin.com/company/scottishpower	United Kingdom	4,320	318	7.36%	▲ 0
19	South West Water	https://www.linkedin.com/company/south-west-water	United Kingdom	1,015	74	7.29%	New Entry
20	SGN	https://www.linkedin.com/company/sgn	United Kingdom	2,074	146	7.04%	▼ -15
21	Scottish Water	https://www.linkedin.com/company/scottish-water	United Kingdom	2,633	181	6.87%	▼ -4
22	Shell Energy	https://www.linkedin.com/company/shell-energy	United Kingdom	2,788	176	6.31%	▼ -9
23	Calor Gas	https://www.linkedin.com/company/calor-gas	United Kingdom	1,064	67	6.30%	▼ -1

24	Lanes Group	https://www.linkedin.com/company/lanes-group	United Kingdom	1,046	63	6.02%	New Entry
25	Southern Water	https://www.linkedin.com/company/southern-water	United Kingdom	2,047	121	5.91%	▼ -13
26	EDF (UK)	https://www.linkedin.com/company/edf-uk	United Kingdom	7,674	427	5.56%	▼ -12
27	Wessex Water	https://www.linkedin.com/company/wessex-water	United Kingdom	1,562	83	5.31%	▼ -6
28	Thames Water	https://www.linkedin.com/company/thames-water	United Kingdom	5,418	286	5.28%	▼ -5
29	Magnox	https://www.linkedin.com/company/magnox	United Kingdom	1,927	99	5.14%	▼ -5
30	E.ON UK	https://www.linkedin.com/company/eon-uk	United Kingdom	3,756	173	4.61%	▼ -3
31	United Utilities	https://www.linkedin.com/company/united-utilities	United Kingdom	4,087	184	4.50%	▼ -3
32	UK Power Networks	https://www.linkedin.com/company/uk-power-networks	United Kingdom	2,695	121	4.49%	▼ -7
33	Freedom	https://www.linkedin.com/company/freedom	United Kingdom	1,212	44	3.63%	New Entry
34	SSE	https://www.linkedin.com/company/sse	United Kingdom	11,885	381	3.21%	▼ -5
35	British Gas	https://www.linkedin.com/company/british-gas	United Kingdom	9,094	198	2.18%	▼ -5
36	Centrica	https://www.linkedin.com/company/centrica	United Kingdom	17,864	290	1.62%	▼ -5

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](mailto:support@dsmn8.com)



DSMN8

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

