



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

Industry at a glance:

Average Score: 3.39%

Total Companies: 113

Global Industry Average: 5.24%

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 | APS | https://www.link | United States | 2,925 | 136 | 4.65% | ▼ -7 |
| 25 | Alabama Power | https://www.link | United States | 2,139 | 99 | 4.63% | ▼ -4 |
| 26 | Itron | https://www.link | United States | 5,364 | 242 | 4.51% | ▼ -1 |
| 27 | Portland General Electric | https://www.link | United States | 2,772 | 124 | 4.47% | ▼ -3 |
| 28 | AVANGRID | https://www.link | United States | 5,251 | 229 | 4.36% | ▲ 12 |
| 29 | SoCalGas | https://www.link | United States | 3,499 | 149 | 4.26% | ▲ 4 |
| 30 | Atmos Energy | https://www.link | United States | 3,983 | 168 | 4.22% | ▼ -1 |
| 31 | Omaha Public Power Distri | https://www.link | United States | 1,798 | 72 | 4.00% | ▼ -4 |
| 32 | Spire | https://www.link | United States | 1,802 | 70 | 3.88% | ▲ 2 |
| 33 | Southern Nuclear | https://www.link | United States | 2,061 | 80 | 3.88% | ▼ -10 |
| 34 | Con Edison | https://www.link | United States | 8,269 | 320 | 3.87% | ▲ 5 |
| 35 | Southwest Gas | https://www.link | United States | 1,696 | 65 | 3.83% | ▼ -5 |
| 36 | LCRA | https://www.link | United States | 1,864 | 71 | 3.81% | ▲ 0 |
| 37 | CenterPoint Energy | https://www.link | United States | 5,922 | 225 | 3.80% | ▲ 5 |
| 38 | NW Natural | https://www.link | United States | 1,004 | 38 | 3.78% | New Entry |
| 39 | Entergy | https://www.link | United States | 11,144 | 413 | 3.71% | ▼ -1 |
| 40 | Alliant Energy | https://www.link | United States | 2,436 | 90 | 3.69% | ▲ 8 |
| 41 | SCE | https://www.link | United States | 11,603 | 428 | 3.69% | ▲ 12 |
| 42 | Tampa Electric | https://www.link | United States | 1,051 | 38 | 3.62% | New Entry |
| 43 | Tennessee Valley Authority | https://www.link | United States | 9,987 | 353 | 3.53% | ▲ 8 |
| 44 | American Water | https://www.link | United States | 3,106 | 109 | 3.51% | ▼ -24 |
| 45 | ComEd | https://www.link | United States | 4,791 | 168 | 3.51% | ▼ -10 |
| 46 | UGI Utilities | https://www.link | United States | 1,116 | 39 | 3.49% | ▼ -15 |
| 47 | Puget Sound Energy | https://www.link | United States | 2,787 | 95 | 3.41% | ▲ 5 |
| 48 | Nicor Gas | https://www.link | United States | 1,361 | 46 | 3.38% | ▼ -7 |
| 49 | NAES | https://www.link | United States | 2,082 | 69 | 3.31% | ▲ 6 |
| 50 | AWP Safety | https://www.link | United States | 1,721 | 56 | 3.25% | ▼ -22 |
| 51 | Just Energy | https://www.link | United States | 1,922 | 62 | 3.23% | New Entry |
| 52 | NV Energy | https://www.link | United States | 1,884 | 60 | 3.18% | ▲ 6 |
| 53 | Austin Energy | https://www.link | United States | 1,420 | 45 | 3.17% | ▲ 11 |
| 54 | American Electric Power | https://www.link | United States | 11,391 | 356 | 3.13% | ▼ -8 |
| 55 | Colorado Springs Utilities | https://www.link | United States | 1,577 | 49 | 3.11% | ▼ -12 |
| 56 | Ameren | https://www.link | United States | 6,645 | 203 | 3.05% | ▼ -2 |
| 57 | ITC Holdings | https://www.link | United States | 1,319 | 40 | 3.03% | ▼ -8 |
| 58 | Tucson Electric Power | https://www.link | United States | 1,257 | 38 | 3.02% | ▲ 2 |
| 59 | Oncor Electric Delivery | https://www.link | United States | 2,968 | 89 | 3.00% | ▲ 18 |
| 60 | OGE Energy | https://www.link | United States | 1,810 | 54 | 2.98% | ▲ 8 |
| 61 | Santee Cooper | https://www.link | United States | 1,211 | 36 | 2.97% | ▲ 2 |
| 62 | NIPSCO | https://www.link | United States | 1,013 | 30 | 2.96% | New Entry |
| 63 | Consumers Energy | https://www.link | United States | 6,463 | 191 | 2.96% | ▼ -2 |
| 64 | Black Hills Energy | https://www.link | United States | 2,169 | 62 | 2.86% | ▼ -20 |
| 65 | NiSource | https://www.link | United States | 5,485 | 155 | 2.83% | ▲ 8 |
| 66 | Avista | https://www.link | United States | 1,419 | 40 | 2.82% | ▼ -21 |
| 67 | Nebraska Public Power Dis | https://www.link | United States | 1,109 | 31 | 2.80% | ▼ -1 |
| 68 | San Francisco Public Utiliti | https://www.link | United States | 1,177 | 32 | 2.72% | ▲ 17 |
| 69 | Metropolitan Water District | https://www.link | United States | 1,509 | 41 | 2.72% | ▲ 0 |
| 70 | JEA | https://www.link | United States | 1,856 | 50 | 2.69% | ▼ -14 |
| 71 | Florida Power & Light | https://www.link | United States | 7,074 | 189 | 2.67% | ▼ -4 |
| 72 | Sensus | https://www.link | United States | 1,238 | 33 | 2.67% | ▼ -35 |
| 73 | Salt River Project | https://www.link | United States | 4,455 | 109 | 2.45% | ▼ -3 |
| 74 | Duke Energy | https://www.link | United States | 24,064 | 588 | 2.44% | ▲ 1 |
| 75 | PSEG | https://www.link | United States | 7,595 | 185 | 2.44% | ▲ 3 |
| 76 | DTE Energy | https://www.link | United States | 8,838 | 213 | 2.41% | ▲ 4 |
| 77 | Xcel Energy | https://www.link | United States | 10,753 | 259 | 2.41% | ▼ -12 |
| 78 | Osмосe | https://www.link | United States | 1,932 | 46 | 2.38% | ▼ -16 |
| 79 | NextEra Energy | https://www.link | United States | 10,331 | 245 | 2.37% | ▲ 5 |
| 80 | WSSC Water | https://www.link | United States | 1,283 | 30 | 2.34% | ▼ -21 |
| 81 | Calpine | https://www.link | United States | 2,097 | 49 | 2.34% | ▲ 8 |
| 82 | Southern Company | https://www.link | United States | 11,090 | 250 | 2.25% | ▼ -6 |
| 83 | LG&E and KU Energy | https://www.link | United States | 1,720 | 38 | 2.21% | ▼ -12 |
| 84 | STP Nuclear Operating Co | https://www.link | United States | 1,108 | 24 | 2.17% | ▼ -12 |
| 85 | TXU Energy | https://www.link | United States | 1,027 | 22 | 2.14% | ▼ -38 |
| 86 | Sempra | https://www.link | United States | 2,630 | 56 | 2.13% | ▲ 0 |
| 87 | EBMUD | https://www.link | United States | 1,396 | 29 | 2.08% | ▲ 9 |
| 88 | BHI Energy | https://www.link | United States | 1,769 | 36 | 2.04% | ▼ -31 |
| 89 | FirstEnergy | https://www.link | United States | 6,271 | 123 | 1.96% | ▼ -6 |
| 90 | MLGW | https://www.link | United States | 1,444 | 27 | 1.87% | ▼ -2 |
| 91 | Bonneville Power | https://www.link | United States | 2,412 | 45 | 1.87% | ▼ -12 |
| 92 | Waste Pro USA | https://www.link | United States | 1,292 | 24 | 1.86% | ▼ -10 |
| 93 | PacifiCorp | https://www.link | United States | 2,650 | 47 | 1.77% | ▼ -19 |
| 94 | Exelon | https://www.link | United States | 17,828 | 312 | 1.75% | ▼ -3 |
| 95 | Hawaiian Electric | https://www.link | United States | 1,554 | 26 | 1.67% | ▼ -2 |

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|-----|---------------------------|---|---------------|--------|-----|-------|------------------|
| 96 | Idaho Power | https://www.link | United States | 1,351 | 22 | 1.63% | ▼ -9 |
| 97 | Dominion Energy | https://www.link | United States | 26,657 | 424 | 1.59% | ▼ -3 |
| 98 | PPL | https://www.link | United States | 6,059 | 95 | 1.57% | ▲ 1 |
| 99 | WEC Energy | https://www.link | United States | 2,617 | 41 | 1.57% | ▼ -4 |
| 100 | USIC | https://www.link | United States | 3,569 | 55 | 1.54% | ▼ -2 |
| 101 | Los Angeles Department of | https://www.link | United States | 4,269 | 65 | 1.52% | ▼ -9 |
| 102 | Ambit Energy | https://www.link | United States | 5,280 | 77 | 1.46% | ▼ -5 |
| 103 | Stream (Stream Energy) | https://www.link | United States | 1,076 | 15 | 1.39% | New Entry |
| 104 | Aqua | https://www.link | United States | 2,016 | 27 | 1.34% | ▼ -23 |
| 105 | PREPA | https://www.link | United States | 2,204 | 29 | 1.32% | ▼ -3 |
| 106 | TECO Energy | https://www.link | United States | 3,213 | 37 | 1.15% | ▼ -5 |
| 107 | MidAmerican | https://www.link | United States | 2,030 | 22 | 1.08% | ▼ -17 |
| 108 | Edison International | https://www.link | United States | 2,036 | 20 | 0.98% | ▼ -5 |
| 109 | Reliant Energy | https://www.link | United States | 1,061 | 7 | 0.66% | ▼ -5 |
| 110 | Direct Energy | https://www.link | United States | 2,246 | 13 | 0.58% | ▼ -5 |
| 111 | We Energies | https://www.link | United States | 2,737 | 13 | 0.47% | ▼ -5 |
| 112 | SCANA Corporation | https://www.link | United States | 1,852 | 5 | 0.27% | ▼ -5 |
| 113 | UtiliQuest | https://www.link | United States | 1,081 | 1 | 0.09% | ▼ -13 |

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