

# DSMN8

Europe's Most Active Insurance Professionals on Social - September 2023

## Industry at a glance:

Average Score:  
**7.63%**

Total Companies:  
**160**

Global Industry Average:  
**6.51%**

## 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](https://www.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	Abeille Assurances	<a href="https://www.linkedin.com/company/abeille-assurances/">https://www.linkedin.com/company/abeille-assurances/</a>	France	2,512	514	20.46%	▲ 1
2	Swiss Life France	<a href="https://www.linkedin.com/company/swiss-life-france/">https://www.linkedin.com/company/swiss-life-france/</a>	France	2,650	516	19.47%	▼ -1
3	AXA Switzerland	<a href="https://www.linkedin.com/company/axa-switzerland/">https://www.linkedin.com/company/axa-switzerland/</a>	Switzerland	1,214	204	16.80%	New Entry
4	SWICA	<a href="https://www.linkedin.com/company/swica/">https://www.linkedin.com/company/swica/</a>	Switzerland	1,250	195	15.60%	▲ 30
5	Allianz France	<a href="https://www.linkedin.com/company/allianz-france/">https://www.linkedin.com/company/allianz-france/</a>	France	6,553	997	15.21%	▼ -1
6	MDS Group	<a href="https://www.linkedin.com/company/mds-group/">https://www.linkedin.com/company/mds-group/</a>	Portugal	1,313	193	14.70%	New Entry
7	Vaudoise Assurances	<a href="https://www.linkedin.com/company/vaudoise-assurances/">https://www.linkedin.com/company/vaudoise-assurances/</a>	Switzerland	1,609	236	14.67%	▲ 6
8	Die Mobiliar	<a href="https://www.linkedin.com/company/die-mobiliar/">https://www.linkedin.com/company/die-mobiliar/</a>	Switzerland	4,070	594	14.59%	▼ -3
9	Groupama Loire Bretagne	<a href="https://www.linkedin.com/company/groupama-loire-bretagne/">https://www.linkedin.com/company/groupama-loire-bretagne/</a>	France	1,428	206	14.43%	▲ 5
10	Swiss Re Corporate Solutions	<a href="https://www.linkedin.com/company/swiss-re-corporate-solutions/">https://www.linkedin.com/company/swiss-re-corporate-solutions/</a>	Switzerland	1,738	247	14.21%	▲ 5
11	Groupama d'Oc	<a href="https://www.linkedin.com/company/groupama-d-oc/">https://www.linkedin.com/company/groupama-d-oc/</a>	France	1,202	165	13.73%	▼ -8
12	Harmonie Mutuelle	<a href="https://www.linkedin.com/company/harmonie-mutuelle/">https://www.linkedin.com/company/harmonie-mutuelle/</a>	France	3,607	487	13.50%	▼ -6
13	Groupama Paris Val de Loire	<a href="https://www.linkedin.com/company/groupama-paris-val-de-loire/">https://www.linkedin.com/company/groupama-paris-val-de-loire/</a>	France	1,010	135	13.37%	New Entry
14	Coface	<a href="https://www.linkedin.com/company/coface/">https://www.linkedin.com/company/coface/</a>	France	5,418	714	13.18%	▲ 5
15	Agirc-Arrco	<a href="https://www.linkedin.com/company/agirc-arrco/">https://www.linkedin.com/company/agirc-arrco/</a>	France	1,159	149	12.86%	▼ -8
16	Groupama Grand Est	<a href="https://www.linkedin.com/company/groupama-grand-est/">https://www.linkedin.com/company/groupama-grand-est/</a>	France	1,036	133	12.84%	New Entry
17	GROUPAMA GAN VIE	<a href="https://www.linkedin.com/company/groupama-gan-vie/">https://www.linkedin.com/company/groupama-gan-vie/</a>	France	1,188	149	12.54%	▲ 11
18	SMABTP	<a href="https://www.linkedin.com/company/smabtp/">https://www.linkedin.com/company/smabtp/</a>	France	2,285	286	12.52%	▼ -10
19	AXA en France	<a href="https://www.linkedin.com/company/axa-en-france/">https://www.linkedin.com/company/axa-en-france/</a>	France	8,479	1,057	12.47%	▼ -10
20	Groupama Rhone-Alpes Auvergne	<a href="https://www.linkedin.com/company/groupama-rhone-alpes-auvergne/">https://www.linkedin.com/company/groupama-rhone-alpes-auvergne/</a>	France	1,512	188	12.43%	▼ -9
21	Tranquilidade	<a href="https://www.linkedin.com/company/tranquilidade/">https://www.linkedin.com/company/tranquilidade/</a>	Portugal	1,198	144	12.02%	▲ 4
22	BARMER	<a href="https://www.linkedin.com/company/barmers-gesundheit/">https://www.linkedin.com/company/barmers-gesundheit/</a>	Germany	2,239	265	11.84%	▲ 4
23	Matmut	<a href="https://www.linkedin.com/company/matmut/">https://www.linkedin.com/company/matmut/</a>	France	3,452	404	11.70%	▼ -7

24	MMA Assurances	<a href="https://www.link">https://www.link</a>	France	5,594	649	11.60%	▼ -3
25	AG2R LA MONDIALE	<a href="https://www.link">https://www.link</a>	France	6,243	721	11.55%	▼ -15
26	Groupe Mutuel	<a href="https://www.link">https://www.link</a>	Switzerland	1,805	204	11.30%	▲ 10
27	PRÉVOIR	<a href="https://www.link">https://www.link</a>	France	1,127	127	11.27%	▲ 0
28	AÉSIO mutuelle	<a href="https://www.link">https://www.link</a>	France	2,225	248	11.15%	▼ -10
29	Gan Assurances	<a href="https://www.link">https://www.link</a>	France	3,803	423	11.12%	▼ -17
30	KLESIA	<a href="https://www.link">https://www.link</a>	France	1,249	133	10.65%	▼ -6
31	LähiTapiola	<a href="https://www.link">https://www.link</a>	Finland	2,635	272	10.32%	▲ 54
32	HDI Global	<a href="https://www.link">https://www.link</a>	Germany	2,811	289	10.28%	▲ 25
33	Groupe Macsf	<a href="https://www.link">https://www.link</a>	France	1,336	137	10.25%	▼ -16
34	DELA	<a href="https://www.link">https://www.link</a>	Netherlands	1,666	169	10.14%	▼ -11
35	Henner Group	<a href="https://www.link">https://www.link</a>	France	1,348	136	10.09%	▼ -5
36	Helvetia	<a href="https://www.link">https://www.link</a>	Switzerland	3,582	359	10.02%	▲ 14
37	Allianz Suisse	<a href="https://www.link">https://www.link</a>	Switzerland	1,669	167	10.01%	▼ -15
38	GMF Assurances	<a href="https://www.link">https://www.link</a>	France	2,559	255	9.96%	▼ -6
39	Assurances Crédit Mutuel	<a href="https://www.link">https://www.link</a>	France	1,623	157	9.67%	▼ -6
40	Ethniki Insurance	<a href="https://www.link">https://www.link</a>	Greece	1,180	112	9.49%	New Entry
41	Groupe APICIL	<a href="https://www.link">https://www.link</a>	France	1,231	116	9.42%	New Entry
42	ALLEANZA ASSICURAZIO	<a href="https://www.link">https://www.link</a>	Italy	8,120	755	9.30%	▼ -13
43	Suva	<a href="https://www.link">https://www.link</a>	Switzerland	2,488	231	9.28%	▲ 11
44	HDI Group	<a href="https://www.link">https://www.link</a>	Germany	2,204	204	9.26%	▲ 31
45	Allianz España	<a href="https://www.link">https://www.link</a>	Spain	1,598	146	9.14%	▼ -14
46	MAIF	<a href="https://www.link">https://www.link</a>	France	5,673	518	9.13%	▼ -9
47	MACIF	<a href="https://www.link">https://www.link</a>	France	6,116	549	8.98%	▼ -3
48	Vhi	<a href="https://www.link">https://www.link</a>	Ireland	1,259	112	8.90%	▲ 14
49	MAAF Assurances	<a href="https://www.link">https://www.link</a>	France	4,381	385	8.79%	▼ -10
50	La Mutuelle Générale	<a href="https://www.link">https://www.link</a>	France	1,478	128	8.66%	▼ -9
51	Ethias	<a href="https://www.link">https://www.link</a>	Belgium	1,329	115	8.65%	▲ 4
52	SegurCaixa Adeslas	<a href="https://www.link">https://www.link</a>	Spain	1,893	163	8.61%	▼ -1
53	Groupe Saretec	<a href="https://www.link">https://www.link</a>	France	1,086	93	8.56%	▲ 3
54	MGEN	<a href="https://www.link">https://www.link</a>	France	4,090	348	8.51%	▼ -14
55	AXA Partners	<a href="https://www.link">https://www.link</a>	France	5,265	441	8.38%	▲ 5
56	PRO BTP Groupe	<a href="https://www.link">https://www.link</a>	France	2,685	223	8.31%	▼ -21
57	Societe Generale Assuranc	<a href="https://www.link">https://www.link</a>	France	1,609	133	8.27%	▼ -37
58	Topdanmark	<a href="https://www.link">https://www.link</a>	Denmark	2,511	205	8.16%	▲ 41
59	Baloise BE	<a href="https://www.link">https://www.link</a>	Belgium	1,619	132	8.15%	▲ 14
60	Tryg	<a href="https://www.link">https://www.link</a>	Denmark	4,540	370	8.15%	▲ 8
61	SCOR	<a href="https://www.link">https://www.link</a>	France	4,006	319	7.96%	▲ 23
62	ASISA	<a href="https://www.link">https://www.link</a>	Spain	1,517	120	7.91%	▲ 8
63	SACE	<a href="https://www.link">https://www.link</a>	Italy	1,206	94	7.79%	▼ -21
64	Provinzial Konzern	<a href="https://www.link">https://www.link</a>	Germany	1,577	122	7.74%	▲ 7
65	SIGNAL IDUNA Gruppe	<a href="https://www.link">https://www.link</a>	Germany	1,997	154	7.71%	▲ 2
66	BNP Paribas Cardif	<a href="https://www.link">https://www.link</a>	France	9,784	747	7.63%	▼ -8
67	Prima	<a href="https://www.link">https://www.link</a>	Italy	1,017	77	7.57%	▼ -8
68	Crédit Agricole Assurances	<a href="https://www.link">https://www.link</a>	France	4,648	349	7.51%	▼ -15
69	ARAG	<a href="https://www.link">https://www.link</a>	Germany	1,801	135	7.50%	▼ -3
70	Helsana	<a href="https://www.link">https://www.link</a>	Switzerland	2,208	165	7.47%	▼ -1
71	Coöperatie VGZ	<a href="https://www.link">https://www.link</a>	Netherlands	2,210	163	7.38%	▼ -22
72	APRIL	<a href="https://www.link">https://www.link</a>	France	2,251	166	7.37%	▲ 8
73	Chubb	<a href="https://www.link">https://www.link</a>	Switzerland	34,209	2,500	7.31%	▲ 15
74	Länsförsäkringar	<a href="https://www.link">https://www.link</a>	Sweden	7,614	552	7.25%	▲ 32
75	santalucia seguros	<a href="https://www.link">https://www.link</a>	Spain	2,638	191	7.24%	▲ 6
76	Konzern Versicherungskan	<a href="https://www.link">https://www.link</a>	Germany	1,367	98	7.17%	▲ 19
77	R+V Versicherung	<a href="https://www.link">https://www.link</a>	Germany	4,762	340	7.14%	▲ 24
78	Stelliant	<a href="https://www.link">https://www.link</a>	France	1,285	91	7.08%	▼ -33
79	Malakoff Humanis	<a href="https://www.link">https://www.link</a>	France	6,331	445	7.03%	▼ -41
80	Gothaer	<a href="https://www.link">https://www.link</a>	Germany	2,059	144	6.99%	▲ 6
81	Univé Verzekeringen	<a href="https://www.link">https://www.link</a>	Netherlands	1,809	126	6.97%	▼ -18
82	Baloise CH	<a href="https://www.link">https://www.link</a>	Switzerland	5,130	356	6.94%	▲ 23
83	Techniker Krankenkasse	<a href="https://www.link">https://www.link</a>	Germany	2,242	155	6.91%	▼ -11
84	Grupo DKV	<a href="https://www.link">https://www.link</a>	Spain	1,522	105	6.90%	▼ -41
85	Menzis	<a href="https://www.link">https://www.link</a>	Netherlands	1,397	95	6.80%	▲ 13
86	DEVK Versicherungen	<a href="https://www.link">https://www.link</a>	Germany	1,548	105	6.78%	▲ 18
87	Fidelidade	<a href="https://www.link">https://www.link</a>	Portugal	3,306	224	6.78%	▼ -23
88	Gjensidige	<a href="https://www.link">https://www.link</a>	Norway	3,893	263	6.76%	▲ 21
89	MAPFRE	<a href="https://www.link">https://www.link</a>	Spain	32,549	2,175	6.68%	▲ 4
90	Swiss Re	<a href="https://www.link">https://www.link</a>	Switzerland	14,321	947	6.61%	▲ 6
91	INTERAMERICAN	<a href="https://www.link">https://www.link</a>	Greece	1,304	85	6.52%	▲ 20
92	Württembergische Versich	<a href="https://www.link">https://www.link</a>	Germany	1,186	77	6.49%	New Entry
93	Mutua Madrileña	<a href="https://www.link">https://www.link</a>	Spain	1,618	105	6.49%	▼ -47
94	Wiener Städtische Versich	<a href="https://www.link">https://www.link</a>	Austria	1,672	107	6.40%	▲ 21
95	Reale Seguros	<a href="https://www.link">https://www.link</a>	Spain	1,101	70	6.36%	▼ -19

96	CASER	<a href="https://www.link">https://www.link</a>	Spain	2,708	172	6.35%	▼ -18
97	Europ Assistance	<a href="https://www.link">https://www.link</a>	France	5,807	367	6.32%	▼ -8
98	If Insurance	<a href="https://www.link">https://www.link</a>	Sweden	7,365	459	6.23%	▲ 26
99	Allianz Partners	<a href="https://www.link">https://www.link</a>	France	10,422	641	6.15%	▲ 8
100	Allianz-Tiriac Asigurari	<a href="https://www.link">https://www.link</a>	Romania	1,139	70	6.15%	▲ 27
101	Centraal Beheer	<a href="https://www.link">https://www.link</a>	Netherlands	1,175	72	6.13%	▼ -40
102	Folksam	<a href="https://www.link">https://www.link</a>	Sweden	3,183	193	6.06%	▲ 16
103	Zurich Insurance	<a href="https://www.link">https://www.link</a>	Switzerland	41,317	2,500	6.05%	▲ 10
104	CNP Assurances	<a href="https://www.link">https://www.link</a>	France	3,276	198	6.04%	▼ -30
105	Zilveren Kruis	<a href="https://www.link">https://www.link</a>	Netherlands	1,490	90	6.04%	▼ -22
106	AGCS	<a href="https://www.link">https://www.link</a>	Germany	3,723	222	5.96%	▼ -54
107	Barmenia Versicherungen	<a href="https://www.link">https://www.link</a>	Germany	1,041	62	5.96%	New Entry
108	Vittoria Assicurazioni	<a href="https://www.link">https://www.link</a>	Italy	1,835	109	5.94%	▼ -61
109	CZ	<a href="https://www.link">https://www.link</a>	Netherlands	2,343	139	5.93%	▼ -15
110	KKH	<a href="https://www.link">https://www.link</a>	Germany	1,251	74	5.92%	▲ 19
111	HUK-COBURG	<a href="https://www.link">https://www.link</a>	Germany	1,701	100	5.88%	▼ -9
112	Sara Assicurazioni	<a href="https://www.link">https://www.link</a>	Italy	1,490	87	5.84%	▲ 0
113	NÜRNBERGER	<a href="https://www.link">https://www.link</a>	Germany	1,338	78	5.83%	▼ -36
114	Hannover Re	<a href="https://www.link">https://www.link</a>	Germany	2,482	143	5.76%	▲ 7
115	AXA Italia	<a href="https://www.link">https://www.link</a>	Italy	1,641	93	5.67%	▼ -33
116	Chubb Life	<a href="https://www.link">https://www.link</a>	Switzerland	1,760	99	5.63%	▲ 22
117	Skandia	<a href="https://www.link">https://www.link</a>	Sweden	2,993	164	5.48%	▲ 5
118	Catalana Occidente	<a href="https://www.link">https://www.link</a>	Spain	1,811	98	5.41%	▼ -70
119	Trygg-Hansa	<a href="https://www.link">https://www.link</a>	Sweden	1,950	104	5.33%	▲ 12
120	ERGO Group	<a href="https://www.link">https://www.link</a>	Germany	6,517	347	5.32%	▲ 6
121	CSS	<a href="https://www.link">https://www.link</a>	Switzerland	3,256	171	5.25%	▼ -56
122	Linea Directa Aseguradora	<a href="https://www.link">https://www.link</a>	Spain	1,697	89	5.24%	▼ -22
123	Generali Italia	<a href="https://www.link">https://www.link</a>	Italy	10,439	542	5.19%	▼ -32
124	ITALIANA ASSICURAZIONI	<a href="https://www.link">https://www.link</a>	Italy	1,173	59	5.03%	▼ -14
125	Allianz Trade	<a href="https://www.link">https://www.link</a>	France	4,438	221	4.98%	▼ -5
126	Atradius	<a href="https://www.link">https://www.link</a>	Netherlands	3,077	151	4.91%	▼ -9
127	LVM Versicherung	<a href="https://www.link">https://www.link</a>	Germany	1,406	68	4.84%	▲ 8
128	Debeka	<a href="https://www.link">https://www.link</a>	Germany	2,979	144	4.83%	▼ -31
129	AG Insurance	<a href="https://www.link">https://www.link</a>	Belgium	3,524	169	4.80%	▼ -50
130	Ocaso	<a href="https://www.link">https://www.link</a>	Spain	3,966	190	4.79%	▼ -2
131	UnipolSai Assicurazioni	<a href="https://www.link">https://www.link</a>	Italy	7,776	368	4.73%	▼ -39
132	Allianz Italia	<a href="https://www.link">https://www.link</a>	Italy	3,451	160	4.64%	▼ -24
133	Generali Česká pojišťovna	<a href="https://www.link">https://www.link</a>	Czechia	2,114	97	4.59%	▼ -14
134	a.s.r.	<a href="https://www.link">https://www.link</a>	Netherlands	4,651	211	4.54%	▼ -18
135	AOK Baden-Württemberg	<a href="https://www.link">https://www.link</a>	Germany	1,084	48	4.43%	New Entry
136	Generali	<a href="https://www.link">https://www.link</a>	Italy	54,118	2,369	4.38%	▼ -6
137	Generali Deutschland	<a href="https://www.link">https://www.link</a>	Germany	1,337	58	4.34%	▲ 3
138	Groupama Assicurazioni	<a href="https://www.link">https://www.link</a>	Italy	1,851	78	4.21%	New Entry
139	Munich Re	<a href="https://www.link">https://www.link</a>	Germany	18,855	784	4.16%	▼ -3
140	SOS International	<a href="https://www.link">https://www.link</a>	Denmark	1,323	54	4.08%	▼ -7
141	Irish Life	<a href="https://www.link">https://www.link</a>	Ireland	1,664	66	3.97%	▼ -38
142	Cattolica Assicurazioni	<a href="https://www.link">https://www.link</a>	Italy	2,420	95	3.93%	▼ -19
143	Reale Mutua Assicurazioni	<a href="https://www.link">https://www.link</a>	Italy	2,724	106	3.89%	▼ -18
144	Adeslas	<a href="https://www.link">https://www.link</a>	Spain	1,618	59	3.65%	▼ -10
145	Groupama Asigurari Roma	<a href="https://www.link">https://www.link</a>	Romania	1,113	38	3.41%	▲ 0
146	Kooperativa	<a href="https://www.link">https://www.link</a>	Czechia	2,209	74	3.35%	▼ -14
147	ERGO Hestia	<a href="https://www.link">https://www.link</a>	Poland	1,435	48	3.34%	▼ -5
148	AXA	<a href="https://www.link">https://www.link</a>	France	123,614	4,000	3.24%	▼ -9
149	Ase	<a href="https://www.link">https://www.link</a>	Denmark	1,252	39	3.12%	▼ -1
150	P&V	<a href="https://www.link">https://www.link</a>	Belgium	1,119	34	3.04%	New Entry
151	Covéa	<a href="https://www.link">https://www.link</a>	France	16,832	497	2.95%	▼ -14
152	PZU	<a href="https://www.link">https://www.link</a>	Poland	8,876	248	2.79%	▼ -11
153	Croatia osiguranje	<a href="https://www.link">https://www.link</a>	Croatia	1,198	33	2.75%	▼ -7
154	UNIQA Insurance Group	<a href="https://www.link">https://www.link</a>	Austria	6,447	153	2.37%	▼ -7
155	Warta	<a href="https://www.link">https://www.link</a>	Poland	2,017	45	2.23%	▼ -6
156	GCO	<a href="https://www.link">https://www.link</a>	Spain	5,186	72	1.39%	New Entry
157	ZUS	<a href="https://www.link">https://www.link</a>	Poland	3,683	41	1.11%	▼ -5
158	Groupama	<a href="https://www.link">https://www.link</a>	France	27,661	245	0.89%	▼ -7
159	Gruppo Unipol	<a href="https://www.link">https://www.link</a>	Italy	11,556	67	0.58%	▼ -6
160	TM	<a href="https://www.link">https://www.link</a>	Iceland	1,088	5	0.46%	New Entry

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