

DSMN8

The UK's Most Active Insurance Professionals on Social - September 2023

Industry at a glance:

Average Score:
7.34%

Total Companies:
29

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	A-Plan Insurance	https://www.linkedin.com/company/a-plan-insurance	United Kingdom	1,139	174	15.28%	▲ 0
2	QBE Europe	https://www.linkedin.com/company/qbe-europe	United Kingdom	1,285	170	13.23%	▲ 2
3	Marsh Commercial	https://www.linkedin.com/company/marsh-commercial	United Kingdom	1,042	122	11.71%	▼ -1
4	CFC	https://www.linkedin.com/company/cfc	United Kingdom	1,063	120	11.29%	▲ 6
5	Charles Taylor	https://www.linkedin.com/company/charles-taylor	United Kingdom	1,546	167	10.80%	▲ 2
6	Howden	https://www.linkedin.com/company/howden	United Kingdom	1,776	184	10.36%	▲ 0
7	BMS Group	https://www.linkedin.com/company/bms-group	United Kingdom	1,046	104	9.94%	New Entry
8	Beazley	https://www.linkedin.com/company/beazley	United Kingdom	2,219	218	9.82%	▼ -5
9	NHBC	https://www.linkedin.com/company/nhbc	United Kingdom	1,200	117	9.75%	▲ 4
10	Liberty Specialty Markets	https://www.linkedin.com/company/liberty-specialty-markets	United Kingdom	1,693	156	9.21%	▼ -1
11	Howden Broking	https://www.linkedin.com/company/howden-broking	United Kingdom	2,748	236	8.59%	New Entry
12	Gallagher Re	https://www.linkedin.com/company/gallagher-re	United Kingdom	2,349	192	8.17%	▲ 2
13	Hastings Direct	https://www.linkedin.com/company/hastings-direct	United Kingdom	2,324	188	8.09%	▲ 2
14	Bupa Global	https://www.linkedin.com/company/bupa-global	United Kingdom	1,689	128	7.58%	▼ -9
15	NFU Mutual	https://www.linkedin.com/company/nfu-mutual	United Kingdom	4,998	365	7.30%	▼ -4
16	Lloyd's	https://www.linkedin.com/company/lloyds	United Kingdom	2,409	171	7.10%	▼ -4
17	MS Amlin	https://www.linkedin.com/company/ms-amlin	United Kingdom	1,832	119	6.50%	▼ -1
18	Covéa Insurance	https://www.linkedin.com/company/covea-insurance	United Kingdom	1,160	73	6.29%	▼ -10
19	Ageas UK	https://www.linkedin.com/company/ageas-uk	United Kingdom	1,696	79	4.66%	▲ 1
20	Allianz Insurance	https://www.linkedin.com/company/allianz-insurance	United Kingdom	8,655	394	4.55%	▼ -1
21	SunLife	https://www.linkedin.com/company/sunlife	United Kingdom	1,801	81	4.50%	▼ -3
22	Direct Line Group	https://www.linkedin.com/company/direct-line-group	United Kingdom	6,077	262	4.31%	▲ 2
23	Davies	https://www.linkedin.com/company/davies	United Kingdom	3,665	153	4.17%	▲ 0

24	Markerstudy Insurance	https://www.link United Kingdom	1,343	56	4.17%	▼ -2
25	esure Group	https://www.link United Kingdom	1,154	46	3.99%	▼ -8
26	Towergate Insurance	https://www.link United Kingdom	1,389	53	3.82%	▼ -5
27	RSA	https://www.link United Kingdom	9,605	351	3.65%	▼ -1
28	HomeServe UK	https://www.link United Kingdom	1,942	67	3.45%	▼ -3
29	JLT Group	https://www.link United Kingdom	3,715	19	0.51%	▼ -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](mailto:support@dsmn8.com)



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