



The USA's Most Active Law & Legal Professionals on Social - September 2023

Industry at a glance:

Average Score: 8.09%

Total Companies: 112

Global Industry Average: 9.59%

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 law firms and their social media performance metrics.

24	Polsinelli	https://www.link	United States	1,970	198	10.05%	▲ 13
25	Buchanan Ingersoll & Root	https://www.link	United States	1,120	112	10.00%	▼ -2
26	Sidley Austin	https://www.link	United States	4,696	467	9.94%	▲ 5
27	Step toe & Johnson	https://www.link	United States	1,148	114	9.93%	▼ -11
28	White & Case	https://www.link	United States	7,126	701	9.84%	▼ -9
29	Ballard Spahr	https://www.link	United States	1,476	145	9.82%	▼ -1
30	Baker Botts	https://www.link	United States	1,520	149	9.80%	▲ 5
31	Dechert	https://www.link	United States	2,268	219	9.66%	▲ 11
32	Cozen O'Connor	https://www.link	United States	1,737	167	9.61%	▼ -5
33	Marshall Dennehey	https://www.link	United States	1,110	106	9.55%	▲ 59
34	Gordon Rees Scully Mansu	https://www.link	United States	2,149	204	9.49%	▲ 52
35	Mintz	https://www.link	United States	1,303	122	9.36%	▼ -10
36	Goodwin	https://www.link	United States	3,498	322	9.21%	▲ 3
37	Haynes and Boone	https://www.link	United States	1,406	128	9.10%	▼ -16
38	Dinsmore & Shohl	https://www.link	United States	1,482	134	9.04%	▲ 15
39	Alston & Bird	https://www.link	United States	2,225	201	9.03%	▲ 22
40	Akerman	https://www.link	United States	1,722	155	9.00%	▲ 28
41	Axiom	https://www.link	United States	2,116	190	8.98%	▼ -15
42	Nixon Peabody	https://www.link	United States	1,695	151	8.91%	▲ 21
43	Sheppard Mullin Richter &	https://www.link	United States	1,947	171	8.78%	▲ 24
44	Fenwick & West	https://www.link	United States	1,165	101	8.67%	▲ 33
45	Baker McKenzie	https://www.link	United States	11,578	994	8.59%	▼ -12
46	BakerHostetler	https://www.link	United States	2,034	171	8.41%	▼ -16
47	Morrison Foerster	https://www.link	United States	2,837	238	8.39%	▼ -23
48	Wilson Sonsini Goodrich &	https://www.link	United States	2,152	178	8.27%	▼ -5
49	Cooley	https://www.link	United States	3,219	265	8.23%	▼ -11
50	Blank Rome	https://www.link	United States	1,482	120	8.10%	▼ -2
51	Hunton Andrews Kurth	https://www.link	United States	1,313	106	8.07%	▲ 0
52	Fox Rothschild	https://www.link	United States	2,027	163	8.04%	▼ -20
53	Winston & Strawn	https://www.link	United States	2,142	172	8.03%	▲ 3
54	WilmerHale	https://www.link	United States	2,228	178	7.99%	▲ 22
55	K&L Gates	https://www.link	United States	4,731	370	7.82%	▼ -8
56	Milbank	https://www.link	United States	1,359	106	7.80%	▲ 27
57	Locke Lord	https://www.link	United States	1,427	111	7.78%	▼ -28
58	Vinson & Elkins	https://www.link	United States	1,683	129	7.66%	▲ 11
59	Venable	https://www.link	United States	1,860	142	7.63%	▼ -15
60	Perkins Coie	https://www.link	United States	2,891	220	7.61%	▼ -11
61	Dickinson Wright	https://www.link	United States	1,040	79	7.60%	▲ 20
62	Latham & Watkins	https://www.link	United States	7,399	559	7.56%	▼ -16
63	Pillsbury Winthrop Shaw Pi	https://www.link	United States	1,831	137	7.48%	▼ -4
64	Jones Day	https://www.link	United States	5,714	424	7.42%	▲ 16
65	Quarles & Brady	https://www.link	United States	1,280	94	7.34%	▲ 6
66	Stinson	https://www.link	United States	1,066	78	7.32%	▲ 0
67	Mayer Brown	https://www.link	United States	4,315	311	7.21%	▼ -10
68	Duane Morris	https://www.link	United States	1,825	131	7.18%	▲ 5
69	Bracewell	https://www.link	United States	1,004	72	7.17%	New Entry
70	Arnold & Porter	https://www.link	United States	2,266	162	7.15%	▲ 0
71	Orrick, Herrington & Sutclif	https://www.link	United States	2,809	195	6.94%	▼ -30
72	Hinshaw & Culbertson	https://www.link	United States	1,057	73	6.91%	▲ 3
73	Morgan, Lewis & Bockius	https://www.link	United States	4,579	314	6.86%	▼ -11
74	McGuireWoods	https://www.link	United States	2,284	155	6.79%	▲ 15
75	Proskauer Rose	https://www.link	United States	1,948	132	6.78%	▼ -41
76	Holland & Hart	https://www.link	United States	1,153	78	6.76%	▲ 9
77	BAL	https://www.link	United States	1,248	84	6.73%	▼ -23
78	Katten Muchin Rosenman	https://www.link	United States	1,530	100	6.54%	▼ -13
79	Cleary Gottlieb Steen & Ha	https://www.link	United States	2,303	150	6.51%	▼ -15
80	Debevoise & Plimpton	https://www.link	United States	1,784	116	6.50%	▲ 8
81	Lewis Brisbois	https://www.link	United States	2,917	187	6.41%	▲ 3
82	King & Spalding	https://www.link	United States	2,670	171	6.40%	▲ 0
83	Jenner & Block	https://www.link	United States	1,083	69	6.37%	▼ -23
84	Willkie Farr & Gallagher	https://www.link	United States	1,878	118	6.28%	▼ -5
85	Gibson Dunn	https://www.link	United States	3,150	197	6.25%	▲ 2
86	Shook, Hardy & Bacon	https://www.link	United States	1,392	87	6.25%	▲ 4
87	Covington & Burling	https://www.link	United States	2,401	145	6.04%	▼ -15
88	Integreon	https://www.link	United States	2,898	171	5.90%	▲ 15
89	Wilson Elser	https://www.link	United States	2,156	127	5.89%	▲ 17
90	Ropes & Gray	https://www.link	United States	3,239	189	5.84%	▲ 6
91	Cole, Scott & Kissane	https://www.link	United States	1,020	59	5.78%	▼ -13
92	Dorsey & Whitney	https://www.link	United States	1,541	89	5.78%	▼ -18
93	Kilpatrick Townsend & Stoc	https://www.link	United States	1,563	88	5.63%	▲ 0
94	Fried Frank	https://www.link	United States	1,435	79	5.51%	▲ 3
95	Paul Hastings	https://www.link	United States	2,473	135	5.46%	▼ -50

96	Lighthouse	https://www.link	United States	1,403	75	5.35%	▲ 11
97	Shearman & Sterling	https://www.link	United States	1,938	99	5.11%	▼ -47
98	O'Melveny & Myers	https://www.link	United States	1,695	86	5.07%	▲ 3
99	Weil, Gotshal & Manges	https://www.link	United States	2,722	138	5.07%	▼ -1
100	Kirkland & Ellis	https://www.link	United States	6,733	324	4.81%	▼ -1
101	United States Attorneys' Of	https://www.link	United States	7,169	338	4.71%	▲ 3
102	Quinn Emanuel	https://www.link	United States	1,708	80	4.68%	▼ -11
103	Simpson Thacher & Bartlet	https://www.link	United States	2,506	108	4.31%	▼ -9
104	Paul, Weiss, Rifkind, Whar	https://www.link	United States	1,914	81	4.23%	▼ -9
105	Fish & Richardson	https://www.link	United States	1,400	59	4.21%	▼ -5
106	Sullivan & Cromwell	https://www.link	United States	1,902	75	3.94%	▲ 2
107	Davis Polk & Wardwell	https://www.link	United States	2,210	85	3.85%	▼ -5
108	Skadden, Arps, Slate, Mea	https://www.link	United States	4,375	155	3.54%	▼ -3
109	Texas Attorney General	https://www.link	United States	2,089	61	2.92%	New Entry
110	Cravath, Swaine & Moore	https://www.link	United States	1,343	39	2.90%	▼ -1
111	Ohio Attorney General's Of	https://www.link	United States	1,034	26	2.51%	▼ -111
112	Federal Defender Organiz	https://www.link	United States	2,061	50	2.43%	New Entry

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