

DSMN8

Europe's Most Active Accounting Professionals on Social - October 2023

Industry at a glance:

Average Score: 11.61%	Total Companies: 22	Global Industry Average: 10.86%
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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	PwC Denmark	https://www.linkedin.com/company/pwc-denmark	Denmark	1,716	357	20.80%	▲ 7
2	PwC Belgium	https://www.linkedin.com/company/pwc-belgium	Belgium	1,821	377	20.70%	▼ -1
3	PwC Switzerland	https://www.linkedin.com/company/pwc-switzerland	Switzerland	2,879	540	18.76%	▲ 0
4	Grant Thornton Sweden	https://www.linkedin.com/company/grant-thornton-sweden	Sweden	1,684	291	17.28%	▲ 13
5	PwC Nederland	https://www.linkedin.com/company/pwc-nederland	Netherlands	3,660	603	16.48%	▲ 1
6	KPMG Ireland	https://www.linkedin.com/company/kpmg-ireland	Ireland	2,915	450	15.44%	▲ 4
7	BDO Danmark	https://www.linkedin.com/company/bdo-danmark	Denmark	1,097	165	15.04%	▲ 6
8	FITECO	https://www.linkedin.com/company/fiteco	France	1,087	156	14.35%	New Entry
9	KPMG España	https://www.linkedin.com/company/kpmg-espana	Spain	4,456	619	13.89%	▼ -4
10	BDO Nederland	https://www.linkedin.com/company/bdo-nederland	Netherlands	2,354	317	13.47%	▼ -6
11	Beierholm	https://www.linkedin.com/company/beierholm	Denmark	1,508	185	12.27%	▼ -4
12	In Extenso	https://www.linkedin.com/company/in-extenso	France	3,631	442	12.17%	▼ -3
13	BDO Germany	https://www.linkedin.com/company/bdo-germany	Germany	1,353	155	11.46%	▲ 2
14	Grant Thornton Germany	https://www.linkedin.com/company/grant-thornton-germany	Germany	1,112	113	10.16%	▼ -2
15	Mazars Germany	https://www.linkedin.com/company/mazars-germany	Germany	1,341	126	9.40%	New Entry
16	Flynth	https://www.linkedin.com/company/flynth	Netherlands	2,028	184	9.07%	▲ 0
17	EXCO	https://www.linkedin.com/company/exco	France	1,036	85	8.20%	▼ -3
18	Mazars	https://www.linkedin.com/company/mazars	France	24,286	1,653	6.81%	▲ 0
19	CABINET D'EXPERTISE C	https://www.linkedin.com/company/cabinet-d-expertise-c	France	8,486	295	3.48%	▲ 1
20	Cerfrance	https://www.linkedin.com/company/cerfrance	France	4,577	133	2.91%	▼ -1
21	BDO	https://www.linkedin.com/company/bdo	Belgium	62,613	1,146	1.83%	▲ 1
22	CPA	https://www.linkedin.com/company/cpa	France	1,279	20	1.56%	▼ -1

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](#) [our contact us](#) at support@dsmn8.com



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