

DSMN8

The UK's Most Active Accounting Professionals on Social - October 2023

Industry at a glance:

Average Score: **11.55%** Total Companies: **15** Global Industry Average: **10.86%**

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	Saffery	https://www.linkedin.com/company/saffery	United Kingdom	1,094	283	25.87%	▲ 4
2	ICAEW	https://www.linkedin.com/company/icaew	United Kingdom	1,459	271	18.57%	▼ -1
3	Mazars UK	https://www.linkedin.com/company/mazars-uk	United Kingdom	1,931	348	18.02%	▲ 1
4	Crowe UK	https://www.linkedin.com/company/crowe-uk	United Kingdom	1,227	181	14.75%	▼ -2
5	PwC UK	https://www.linkedin.com/company/pwc-uk	United Kingdom	12,531	1,654	13.20%	▼ -2
6	BDO UK	https://www.linkedin.com/company/bdo-uk	United Kingdom	6,774	800	11.81%	▲ 3
7	RSM UK	https://www.linkedin.com/company/rsm-uk	United Kingdom	5,004	590	11.79%	▼ -1
8	Grant Thornton UK	https://www.linkedin.com/company/grant-thornton-uk	United Kingdom	6,109	643	10.53%	▼ -1
9	ACCA	https://www.linkedin.com/company/acca	United Kingdom	4,428	434	9.80%	▼ -1
10	Azets	https://www.linkedin.com/company/azets	United Kingdom	6,182	558	9.03%	▲ 1
11	KPMG UK	https://www.linkedin.com/company/kpmg-uk	United Kingdom	15,791	1,350	8.55%	▼ -1
12	CIMA	https://www.linkedin.com/company/cima	United Kingdom	1,318	86	6.53%	▲ 0
13	MHA	https://www.linkedin.com/company/mha	United Kingdom	2,302	149	6.47%	▲ 1
14	Baker Tilly	https://www.linkedin.com/company/baker-tilly	United Kingdom	2,403	151	6.28%	▼ -1
15	Moore Global	https://www.linkedin.com/company/moore-global	United Kingdom	4,035	80	1.98%	▲ 0

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) or [contact us at support@dsmn8.com](mailto:support@dsmn8.com)

 @DSMN8

DSMN8

[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

