



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

Industry at a glance:

| | | |
|----------------|------------------|--------------------------|
| Average Score: | Total Companies: | Global Industry Average: |
| 10.28% | 30 | 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 | Aprio | https://www.linkedin.com/company/aprio | United States | 1,795 | 389 | 21.67% | ▲ 0 |
| 2 | Marcum | https://www.linkedin.com/company/marcum | United States | 3,372 | 609 | 18.06% | ▲ 7 |
| 3 | Plante Moran | https://www.linkedin.com/company/plante-moran | United States | 4,076 | 614 | 15.06% | ▲ 0 |
| 4 | Weaver | https://www.linkedin.com/company/weaver | United States | 1,524 | 223 | 14.63% | ▲ 7 |
| 5 | Armanino | https://www.linkedin.com/company/armanino | United States | 2,625 | 380 | 14.48% | ▼ -1 |
| 6 | FORVIS | https://www.linkedin.com/company/forvis | United States | 7,149 | 1,029 | 14.39% | ▲ 2 |
| 7 | Cherry Bekaert | https://www.linkedin.com/company/cherry-bekaert | United States | 1,995 | 275 | 13.78% | ▲ 0 |
| 8 | Withum | https://www.linkedin.com/company/withum | United States | 2,235 | 304 | 13.60% | ▼ -2 |
| 9 | Mazars US | https://www.linkedin.com/company/mazars-us | United States | 1,149 | 156 | 13.58% | ▼ -4 |
| 10 | Carr, Riggs & Ingram | https://www.linkedin.com/company/carr-riggs-and-ingram | United States | 1,886 | 253 | 13.41% | ▲ 0 |
| 11 | AICPA | https://www.linkedin.com/company/aicpa | United States | 1,072 | 128 | 11.94% | ▲ 2 |
| 12 | CohnReznick | https://www.linkedin.com/company/cohnreznick | United States | 4,555 | 541 | 11.88% | ▲ 9 |
| 13 | Moss Adams | https://www.linkedin.com/company/moss-adams | United States | 5,198 | 589 | 11.33% | ▲ 3 |
| 14 | BDO USA | https://www.linkedin.com/company/bdo-usa | United States | 10,713 | 1,178 | 11.00% | ▲ 4 |
| 15 | Crowe | https://www.linkedin.com/company/crowe | United States | 9,104 | 962 | 10.57% | ▲ 2 |
| 16 | PKF O'Connor Davies | https://www.linkedin.com/company/pkf-oconnor-davies | United States | 1,475 | 153 | 10.37% | ▼ -1 |
| 17 | RSM US | https://www.linkedin.com/company/rsm-us | United States | 17,663 | 1,800 | 10.19% | ▲ 3 |
| 18 | Baker Tilly US | https://www.linkedin.com/company/baker-tilly-us | United States | 6,578 | 646 | 9.82% | ▲ 1 |
| 19 | CLA | https://www.linkedin.com/company/cla | United States | 8,709 | 835 | 9.59% | ▼ -5 |
| 20 | EisnerAmper | https://www.linkedin.com/company/eisneramper | United States | 3,150 | 265 | 8.41% | ▼ -8 |
| 21 | BPM | https://www.linkedin.com/company/bpm | United States | 1,703 | 131 | 7.69% | ▲ 2 |
| 22 | Eide Bailly | https://www.linkedin.com/company/eide-bailly | United States | 3,083 | 221 | 7.17% | ▲ 2 |
| 23 | The Siegfried Group | https://www.linkedin.com/company/the-siegfried-group | United States | 1,510 | 108 | 7.15% | ▲ 4 |

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|----|---------------------|---|--------|-----|-------|------|
| 24 | Grant Thornton | https://www.linkedin.com/company/grant-thornton/ United States | 13,734 | 970 | 7.06% | ▲ 1 |
| 25 | UHY | https://www.linkedin.com/company/uhy/ United States | 1,694 | 118 | 6.97% | ▼ -3 |
| 26 | CBIZ | https://www.linkedin.com/company/cbiz/ United States | 1,255 | 74 | 5.90% | ▲ 0 |
| 27 | BKD CPAs & Advisors | https://www.linkedin.com/company/bkd-cpas-and-advisors/ United States | 1,143 | 46 | 4.02% | ▲ 1 |
| 28 | DCAA | https://www.linkedin.com/company/dcaa/ United States | 2,617 | 60 | 2.29% | ▲ 1 |
| 29 | Liberty Tax | https://www.linkedin.com/company/liberty-tax/ United States | 7,118 | 86 | 1.21% | ▲ 1 |
| 30 | DFAS | https://www.linkedin.com/company/dfas/ United States | 7,231 | 86 | 1.19% | ▲ 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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