



The World's Most Active Internet Professionals on Social - October 2023

Industry at a glance:

Average Score: 7.55%

Total Companies: 151

Average No. Employees: 6,920

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 companies including PagerDuty, Ascendion, Malt, Nova, Quora, Whatfix, Infopro Digital, HubSpot, BMJ, G-P, Upwork, astara, Leboncoin, AppsFlyer, Trustpilot, Ripple, StackAdapt, Brandwatch, OVHcloud, Pinterest, RTB House, TravelPerk, and ApplyBoard.

24	Grammarly	<a href="https://www.link€">https://www.link€</a>	United States	1,320		180	13.64%	▼ -19
25	UserTesting	<a href="https://www.link€">https://www.link€</a>	United States	1,802		237	13.15%	▼ -3
26	Nextdoor	<a href="https://www.link€">https://www.link€</a>	United States	1,021		132	12.93%	New Entry
27	TechTarget	<a href="https://www.link€">https://www.link€</a>	United States	1,046		134	12.81%	▼ -6
28	Slack	<a href="https://www.link€">https://www.link€</a>	United States	3,566		438	12.28%	▲ 2
29	PeoplePerHour	<a href="https://www.link€">https://www.link€</a>	United Kingdom	3,922		464	11.83%	▲ 15
30	Zelus	<a href="https://www.link€">https://www.link€</a>	United States	1,856		219	11.80%	▲ 5
31	DigitalOcean	<a href="https://www.link€">https://www.link€</a>	United States	1,465		169	11.54%	▼ -6
32	Intuit Mailchimp	<a href="https://www.link€">https://www.link€</a>	United States	1,722		196	11.38%	▲ 22
33	Preply	<a href="https://www.link€">https://www.link€</a>	United States	6,198		702	11.33%	New Entry
34	Intercom	<a href="https://www.link€">https://www.link€</a>	United States	1,337		151	11.29%	▼ -8
35	The Trade Desk	<a href="https://www.link€">https://www.link€</a>	United States	3,426		383	11.18%	▼ -12
36	Box	<a href="https://www.link€">https://www.link€</a>	United States	3,259		335	10.28%	▼ -22
37	Temper	<a href="https://www.link€">https://www.link€</a>	Netherlands	1,437		145	10.09%	▲ 33
38	Global Blue	<a href="https://www.link€">https://www.link€</a>	Switzerland	1,339		134	10.01%	▲ 7
39	Hawk-Eye Innovations	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,159		115	9.92%	New Entry
40	Shutterstock	<a href="https://www.link€">https://www.link€</a>	United States	6,019		593	9.85%	▲ 15
41	Duolingo	<a href="https://www.link€">https://www.link€</a>	United States	1,694		164	9.68%	▲ 6
42	Course Hero	<a href="https://www.link€">https://www.link€</a>	United States	3,087		296	9.59%	▲ 21
43	Domestika	<a href="https://www.link€">https://www.link€</a>	United States	1,211		113	9.33%	▲ 13
44	Thumbtack	<a href="https://www.link€">https://www.link€</a>	United States	1,338		123	9.19%	▲ 53
45	BlaBlaCar	<a href="https://www.link€">https://www.link€</a>	France	1,103		101	9.16%	New Entry
46	Dotdash Meredith	<a href="https://www.link€">https://www.link€</a>	United States	2,699		244	9.04%	▼ -10
47	WordPress	<a href="https://www.link€">https://www.link€</a>	United States	7,834		708	9.04%	▲ 11
48	YouTube	<a href="https://www.link€">https://www.link€</a>	United States	108,529		9,500	8.75%	▲ 18
49	Doctolib	<a href="https://www.link€">https://www.link€</a>	France	3,058		265	8.67%	▼ -3
50	Guru.com	<a href="https://www.link€">https://www.link€</a>	United States	1,736		146	8.41%	▲ 10
51	Zazzle	<a href="https://www.link€">https://www.link€</a>	United States	1,061		89	8.39%	▲ 35
52	Comscore	<a href="https://www.link€">https://www.link€</a>	United States	1,106		92	8.32%	▲ 13
53	Faire	<a href="https://www.link€">https://www.link€</a>	United States	1,410		116	8.23%	▲ 54
54	Varsity Tutors	<a href="https://www.link€">https://www.link€</a>	United States	5,163		423	8.19%	▲ 21
55	The Knot Worldwide	<a href="https://www.link€">https://www.link€</a>	United States	2,034		165	8.11%	▲ 7
56	Google Fiber	<a href="https://www.link€">https://www.link€</a>	United States	1,032		83	8.04%	New Entry
57	Nuro	<a href="https://www.link€">https://www.link€</a>	United States	1,006		80	7.95%	New Entry
58	Rakuten Advertising	<a href="https://www.link€">https://www.link€</a>	United States	1,018		79	7.76%	▼ -8
59	Allegro	<a href="https://www.link€">https://www.link€</a>	Poland	3,853		296	7.68%	▲ 0
60	Trainline	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,047		80	7.64%	New Entry
61	ModSquad	<a href="https://www.link€">https://www.link€</a>	United States	1,198		91	7.60%	▲ 28
62	Grupa Wirtualna Polska	<a href="https://www.link€">https://www.link€</a>	Poland	1,162		88	7.57%	▲ 29
63	Flatiron Health	<a href="https://www.link€">https://www.link€</a>	United States	1,732		131	7.56%	▼ -2
64	Etraveli Group	<a href="https://www.link€">https://www.link€</a>	Sweden	1,340		98	7.31%	New Entry
65	Lime	<a href="https://www.link€">https://www.link€</a>	United States	1,826		133	7.28%	New Entry
66	Toshiba Global Commerce	<a href="https://www.link€">https://www.link€</a>	United States	2,302		167	7.25%	▲ 10
67	BuzzFeed	<a href="https://www.link€">https://www.link€</a>	United States	1,581		113	7.15%	▲ 18
68	italki	<a href="https://www.link€">https://www.link€</a>	Spain	4,074		283	6.95%	New Entry
69	Cash App	<a href="https://www.link€">https://www.link€</a>	United States	3,649		245	6.71%	▲ 3
70	eDreams ODIGEO	<a href="https://www.link€">https://www.link€</a>	Spain	1,990		132	6.63%	▼ -17
71	Selectra	<a href="https://www.link€">https://www.link€</a>	France	1,214		80	6.59%	▲ 3
72	Chamberlain Group	<a href="https://www.link€">https://www.link€</a>	United States	2,282		149	6.53%	▲ 10
73	Facile.it	<a href="https://www.link€">https://www.link€</a>	Italy	1,119		73	6.52%	▼ -16
74	ABOUT YOU	<a href="https://www.link€">https://www.link€</a>	Germany	1,322		86	6.51%	▲ 10
75	KAYAK	<a href="https://www.link€">https://www.link€</a>	United States	1,212		77	6.35%	▲ 43
76	Indeed	<a href="https://www.link€">https://www.link€</a>	United States	17,856		1,131	6.33%	New Entry
77	Fanatics	<a href="https://www.link€">https://www.link€</a>	United States	6,735		425	6.31%	▲ 3
78	Hopper	<a href="https://www.link€">https://www.link€</a>	Canada	1,411		89	6.31%	▼ -51
79	Depop	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,971		124	6.29%	▼ -6
80	Yelp	<a href="https://www.link€">https://www.link€</a>	United States	6,639		408	6.15%	▲ 23
81	Wyzant	<a href="https://www.link€">https://www.link€</a>	United States	3,674		220	5.99%	▲ 14
82	eBay	<a href="https://www.link€">https://www.link€</a>	United States	18,142		1,069	5.89%	▲ 19
83	CloudFactory	<a href="https://www.link€">https://www.link€</a>	United States	3,408		195	5.72%	New Entry
84	iO	<a href="https://www.link€">https://www.link€</a>	Belgium	5,024		286	5.69%	▲ 14
85	AUTODOC	<a href="https://www.link€">https://www.link€</a>	Germany	1,661		94	5.66%	▼ -4
86	Waymo	<a href="https://www.link€">https://www.link€</a>	United States	2,796		158	5.65%	▼ -18
87	Glassdoor	<a href="https://www.link€">https://www.link€</a>	United States	1,526		85	5.57%	New Entry
88	Angi	<a href="https://www.link€">https://www.link€</a>	United States	3,615		201	5.56%	▼ -9
89	GOAT Group	<a href="https://www.link€">https://www.link€</a>	United States	1,125		62	5.51%	▲ 10
90	Realtor.com	<a href="https://www.link€">https://www.link€</a>	United States	2,780		153	5.50%	▲ 20
91	Konica Minolta Business S	<a href="https://www.link€">https://www.link€</a>	United States	6,680		367	5.49%	New Entry
92	OLX Autos	<a href="https://www.link€">https://www.link€</a>	Netherlands	2,506		137	5.47%	▼ -2
93	PayPal	<a href="https://www.link€">https://www.link€</a>	United States	30,642		1,675	5.47%	▲ 11
94	Semtech	<a href="https://www.link€">https://www.link€</a>	United States	1,374		75	5.46%	▲ 21
95	THG	<a href="https://www.link€">https://www.link€</a>	United Kingdom	4,563		247	5.41%	▲ 14

96	Red Ventures	<a href="https://www.link€">https://www.link€</a>	United States	2,685	145	5.40%	▼ -18
97	Bolt	<a href="https://www.link€">https://www.link€</a>	Estonia	8,854	476	5.38%	▼ -9
98	WebMD	<a href="https://www.link€">https://www.link€</a>	United States	2,573	138	5.36%	▼ -5
99	Yahoo	<a href="https://www.link€">https://www.link€</a>	United States	8,900	467	5.25%	▲ 12
100	Clover	<a href="https://www.link€">https://www.link€</a>	United States	1,132	59	5.21%	▼ -23
101	Wattpad	<a href="https://www.link€">https://www.link€</a>	Canada	3,969	203	5.11%	▲ 15
102	TMC	<a href="https://www.link€">https://www.link€</a>	Netherlands	4,391	220	5.01%	▲ 17
103	GoDaddy	<a href="https://www.link€">https://www.link€</a>	United States	8,133	407	5.00%	▲ 18
104	Yext	<a href="https://www.link€">https://www.link€</a>	United States	2,232	111	4.97%	▼ -40
105	CHECK24	<a href="https://www.link€">https://www.link€</a>	Germany	3,085	153	4.96%	▲ 12
106	Clipboard Health	<a href="https://www.link€">https://www.link€</a>	United States	1,365	66	4.84%	▼ -6
107	Automatic	<a href="https://www.link€">https://www.link€</a>	United States	4,031	191	4.74%	▼ -2
108	Hotmart	<a href="https://www.link€">https://www.link€</a>	Netherlands	10,901	508	4.66%	▲ 25
109	Cubic Transportation System	<a href="https://www.link€">https://www.link€</a>	United States	1,911	89	4.66%	▼ -1
110	Deliveroo	<a href="https://www.link€">https://www.link€</a>	United Kingdom	9,013	417	4.63%	New Entry
111	Instacart	<a href="https://www.link€">https://www.link€</a>	United States	18,488	851	4.60%	▲ 24
112	Flink	<a href="https://www.link€">https://www.link€</a>	Germany	2,460	112	4.55%	▲ 0
113	Vista	<a href="https://www.link€">https://www.link€</a>	United States	5,272	227	4.31%	▲ 11
114	Cars.com	<a href="https://www.link€">https://www.link€</a>	United States	1,835	78	4.25%	▼ -8
115	Seznam.cz	<a href="https://www.link€">https://www.link€</a>	Czechia	1,729	73	4.22%	▲ 16
116	Arrow Electronics	<a href="https://www.link€">https://www.link€</a>	United States	19,943	840	4.21%	▼ -2
117	OTTO	<a href="https://www.link€">https://www.link€</a>	Germany	3,736	152	4.07%	▲ 5
118	Grubhub	<a href="https://www.link€">https://www.link€</a>	United States	6,913	268	3.88%	▲ 10
119	Pandora	<a href="https://www.link€">https://www.link€</a>	United States	1,810	70	3.87%	▲ 1
120	Tripadvisor	<a href="https://www.link€">https://www.link€</a>	United States	5,799	211	3.64%	▲ 5
121	ClickBank	<a href="https://www.link€">https://www.link€</a>	United States	4,000	141	3.53%	▲ 22
122	SLB	<a href="https://www.link€">https://www.link€</a>	United States	115,144	4,000	3.47%	▲ 18
123	CIENCE	<a href="https://www.link€">https://www.link€</a>	United States	1,251	42	3.36%	New Entry
124	Hulu	<a href="https://www.link€">https://www.link€</a>	United States	2,590	83	3.20%	▲ 13
125	Ubiquiti	<a href="https://www.link€">https://www.link€</a>	United States	1,193	38	3.19%	▲ 14
126	Fusion BPO Services	<a href="https://www.link€">https://www.link€</a>	United States	4,453	140	3.14%	New Entry
127	Carvana	<a href="https://www.link€">https://www.link€</a>	United States	6,424	198	3.08%	▲ 0
128	eMAG	<a href="https://www.link€">https://www.link€</a>	Romania	3,082	92	2.99%	▲ 10
129	CareerBuilder	<a href="https://www.link€">https://www.link€</a>	United States	1,625	46	2.83%	▲ 0
130	Shiftsmart	<a href="https://www.link€">https://www.link€</a>	United States	1,051	29	2.76%	New Entry
131	Teachers Pay Teachers	<a href="https://www.link€">https://www.link€</a>	United States	3,932	105	2.67%	▲ 10
132	YOOX NET-A-PORTER	<a href="https://www.link€">https://www.link€</a>	United Kingdom	4,523	118	2.61%	▲ 2
133	Fareportal	<a href="https://www.link€">https://www.link€</a>	United States	3,058	73	2.39%	▲ 12
134	Gorillas	<a href="https://www.link€">https://www.link€</a>	Germany	2,095	49	2.34%	▼ -4
135	DoorDash Driver App	<a href="https://www.link€">https://www.link€</a>	United States	2,558	59	2.31%	▲ 7
136	Web Developer	<a href="https://www.link€">https://www.link€</a>	United States	1,872	42	2.24%	New Entry
137	Crypto	<a href="https://www.link€">https://www.link€</a>	Spain	1,519	31	2.04%	▲ 9
138	vente-privee	<a href="https://www.link€">https://www.link€</a>	France	1,769	35	1.98%	▲ 16
139	ADB	<a href="https://www.link€">https://www.link€</a>	Switzerland	1,210	23	1.90%	▲ 14
140	VERISIGN	<a href="https://www.link€">https://www.link€</a>	United States	1,269	24	1.89%	▲ 9
141	Delivery Hero	<a href="https://www.link€">https://www.link€</a>	Germany	31,238	519	1.66%	▲ 7
142	HomeAdvisor	<a href="https://www.link€">https://www.link€</a>	United States	1,049	17	1.62%	New Entry
143	Bosch	<a href="https://www.link€">https://www.link€</a>	Germany	159,166	2,500	1.57%	New Entry
144	Anyone	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,226	14	1.14%	New Entry
145	artnet	<a href="https://www.link€">https://www.link€</a>	United States	1,430	16	1.12%	▲ 11
146	Tumblr	<a href="https://www.link€">https://www.link€</a>	United States	2,072	23	1.11%	▲ 5
147	Web.com	<a href="https://www.link€">https://www.link€</a>	United States	2,318	25	1.08%	▲ 11
148	Internet Brands	<a href="https://www.link€">https://www.link€</a>	United States	5,915	59	1.00%	▲ 9
149	Postmates by Uber	<a href="https://www.link€">https://www.link€</a>	United States	4,665	39	0.84%	▲ 10
150	Cimpress	<a href="https://www.link€">https://www.link€</a>	Ireland	9,906	56	0.57%	▲ 10
151	Driver	<a href="https://www.link€">https://www.link€</a>	United States	4,695	21	0.45%	New Entry

## Ready to win at social?

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