



The USA's Most Active Utilities Professionals on Social - November 2023

Industry at a glance:

Average Score: 2.30%	Total Companies: 115	Global Industry Average: 3.50%
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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

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	EPRI	https://www.linkedin.com/company/epri	United States	2,026	149	7.35%	▲ 0
2	Duquesne Light	https://www.linkedin.com/company/duquesnelight	United States	1,289	75	5.82%	▲ 6
3	Baltimore Gas and Electric	https://www.linkedin.com/company/baltimore-gas-and-electric	United States	1,506	80	5.31%	New Entry
4	Midcontinent Independent	https://www.linkedin.com/company/midcontinent-independent	United States	1,145	60	5.24%	▼ -2
5	CLEARresult	https://www.linkedin.com/company/clearresult	United States	1,867	95	5.09%	▲ 1
6	CPS Energy	https://www.linkedin.com/company/cps-energy	United States	2,280	116	5.09%	▲ 6
7	The AES Corporation	https://www.linkedin.com/company/aes-corporation	United States	5,634	238	4.22%	▼ -4
8	SMUD	https://www.linkedin.com/company/smud	United States	1,994	83	4.16%	▲ 15
9	GE Hitachi Nuclear Energy	https://www.linkedin.com/company/ge-hitachi-nuclear-energy	United States	1,288	53	4.11%	New Entry
10	Evergy	https://www.linkedin.com/company/evergy	United States	1,493	59	3.95%	▼ -3
11	Conservice	https://www.linkedin.com/company/conservice	United States	1,449	56	3.86%	▲ 7
12	New York Power Authority	https://www.linkedin.com/company/new-york-power-authority	United States	1,885	72	3.82%	▼ -2
13	ENTRUST Solutions Group	https://www.linkedin.com/company/entrust-solutions-group	United States	2,281	86	3.77%	▲ 8
14	Seattle City Light	https://www.linkedin.com/company/seattle-city-light	United States	1,058	39	3.69%	▲ 3
15	Enercon Services	https://www.linkedin.com/company/enercon-services	United States	1,622	59	3.64%	▼ -6
16	APS	https://www.linkedin.com/company/aps	United States	2,935	106	3.61%	▲ 8
17	Vistra	https://www.linkedin.com/company/vistra	United States	1,550	55	3.55%	▼ -4
18	SEL	https://www.linkedin.com/company/sel	United States	5,810	206	3.55%	New Entry
19	EthosEnergy	https://www.linkedin.com/company/ethosenergy	United States	1,693	60	3.54%	▼ -14
20	Constellation	https://www.linkedin.com/company/constellation	United States	8,024	276	3.44%	▼ -9
21	Tampa Electric	https://www.linkedin.com/company/tampa-electric	United States	1,081	35	3.24%	▲ 21
22	San Diego Gas & Electric	https://www.linkedin.com/company/san-diego-gas-and-electric	United States	2,791	90	3.22%	▼ -6
23	Itron	https://www.linkedin.com/company/itron	United States	5,481	173	3.16%	▲ 3

24	Pepco Holdings	https://www.link	United States	1,841	56	3.04%	▼ -5
25	NextEra Energy Resources	https://www.link	United States	5,536	165	2.98%	▼ -11
26	Georgia Power Company	https://www.link	United States	4,597	136	2.96%	▼ -4
27	NW Natural	https://www.link	United States	1,014	29	2.86%	▲ 11
28	Metropolitan Water District	https://www.link	United States	1,541	44	2.86%	▲ 41
29	Southwest Gas Corporation	https://www.link	United States	1,730	49	2.83%	▲ 6
30	Omaha Public Power Distri	https://www.link	United States	1,843	52	2.82%	▲ 1
31	Regal Rexnord	https://www.link	United States	8,220	229	2.79%	New Entry
32	Valley Water	https://www.link	United States	1,010	28	2.77%	New Entry
33	Spire	https://www.link	United States	1,843	51	2.77%	▼ -1
34	Austin Energy	https://www.link	United States	1,456	40	2.75%	▲ 19
35	SCE	https://www.link	United States	11,904	317	2.66%	▲ 6
36	SoCalGas	https://www.link	United States	3,544	94	2.65%	▼ -7
37	LCRA	https://www.link	United States	1,897	49	2.58%	▼ -1
38	Eversource Energy	https://www.link	United States	7,278	186	2.56%	▼ -18
39	Alabama Power Company	https://www.link	United States	2,201	55	2.50%	▼ -14
40	Con Edison	https://www.link	United States	8,473	209	2.47%	▼ -6
41	Amos Energy	https://www.link	United States	4,113	101	2.46%	▼ -11
42	Westinghouse Electric Con	https://www.link	United States	9,340	228	2.44%	New Entry
43	Portland General Electric	https://www.link	United States	2,794	68	2.43%	▼ -16
44	San Francisco Public Utiliti	https://www.link	United States	1,205	29	2.41%	▲ 24
45	Pike Engineering	https://www.link	United States	1,207	29	2.40%	▼ -30
46	Avista	https://www.link	United States	1,445	34	2.35%	▲ 20
47	ComEd	https://www.link	United States	4,888	112	2.29%	▼ -2
48	Tennessee Valley Authority	https://www.link	United States	10,166	229	2.25%	▼ -5
49	Entergy	https://www.link	United States	11,261	252	2.24%	▼ -10
50	Alliant Energy	https://www.link	United States	2,458	55	2.24%	▼ -10
51	Consumers Energy	https://www.link	United States	6,313	138	2.19%	▲ 12
52	Avangrid	https://www.link	United States	5,431	118	2.17%	▼ -24
53	Black Hills Energy	https://www.link	United States	2,144	46	2.15%	▲ 11
54	NAES	https://www.link	United States	2,099	45	2.14%	▼ -5
55	NIPSCO	https://www.link	United States	1,030	22	2.14%	▲ 7
56	Colorado Springs Utilities	https://www.link	United States	1,781	38	2.13%	▼ -1
57	AWP Safety	https://www.link	United States	1,875	40	2.13%	New Entry
58	UGI Utilities	https://www.link	United States	1,127	24	2.13%	▼ -12
59	Ameren	https://www.link	United States	6,734	143	2.12%	▼ -3
60	NiSource	https://www.link	United States	5,596	118	2.11%	▲ 5
61	ITC	https://www.link	United States	1,310	27	2.06%	▼ -4
62	American Water	https://www.link	United States	3,124	64	2.05%	▼ -18
63	Xcel Energy	https://www.link	United States	10,770	217	2.01%	▲ 14
64	WSSC Water	https://www.link	United States	1,292	26	2.01%	▲ 16
65	JEA	https://www.link	United States	1,879	37	1.97%	▲ 5
66	NV Energy	https://www.link	United States	1,940	38	1.96%	▼ -14
67	Nicor Gas	https://www.link	United States	1,387	27	1.95%	▼ -19
68	Pacific Gas and Electric Co	https://www.link	United States	20,008	377	1.88%	New Entry
69	Tucson Electric Power	https://www.link	United States	1,279	24	1.88%	▼ -11
70	CenterPoint Energy	https://www.link	United States	6,039	113	1.87%	▼ -33
71	Osmose	https://www.link	United States	2,033	38	1.87%	▲ 7
72	American Electric Power	https://www.link	United States	11,612	217	1.87%	▼ -18
73	OGE Energy	https://www.link	United States	1,842	34	1.85%	▼ -13
74	Oncor Electric Delivery	https://www.link	United States	3,019	54	1.79%	▼ -15
75	Puget Sound Energy	https://www.link	United States	2,829	50	1.77%	▼ -28
76	Idaho Power	https://www.link	United States	1,374	24	1.75%	▲ 20
77	Sensus	https://www.link	United States	1,232	21	1.70%	▼ -5
78	DTE Energy	https://www.link	United States	8,858	150	1.69%	▼ -2
79	MLGW	https://www.link	United States	1,483	24	1.62%	▲ 11
80	Duke Energy	https://www.link	United States	24,245	392	1.62%	▼ -6
81	Santee Cooper	https://www.link	United States	1,241	20	1.61%	▼ -20
82	Salt River Project	https://www.link	United States	4,578	73	1.59%	▼ -9
83	FirstEnergy	https://www.link	United States	6,403	99	1.55%	▲ 6
84	Waste Pro USA	https://www.link	United States	1,367	21	1.54%	▲ 8
85	PacifiCorp	https://www.link	United States	2,691	41	1.52%	▲ 8
86	Southern Company	https://www.link	United States	11,141	168	1.51%	▼ -4
87	NextEra Energy	https://www.link	United States	10,620	158	1.49%	▼ -8
88	Southern Nuclear	https://www.link	United States	2,059	30	1.46%	▼ -55
89	Florida Power & Light	https://www.link	United States	7,168	103	1.44%	▼ -18
90	Just Energy	https://www.link	United States	1,960	28	1.43%	▼ -39
91	Bonneville Power Administr	https://www.link	United States	2,458	35	1.42%	▲ 0
92	Nebraska Public Power Dis	https://www.link	United States	1,131	16	1.41%	▼ -25
93	PSEG	https://www.link	United States	7,633	105	1.38%	▼ -18
94	TXU Energy	https://www.link	United States	1,024	14	1.37%	▼ -9
95	USIC	https://www.link	United States	3,800	51	1.34%	▲ 5

96	MidAmerican Energy Com	https://www.linkedin.com/company/midamerican-energy	United States	2,027	27	1.33%	▲ 11
97	BHI Energy	https://www.linkedin.com/company/bhi-energy	United States	1,765	23	1.30%	▼ -9
98	EBMUD	https://www.linkedin.com/company/ebmud	United States	1,404	17	1.21%	▼ -11
99	Dominion Energy	https://www.linkedin.com/company/dominion-energy	United States	26,774	318	1.19%	▼ -2
100	Sempra	https://www.linkedin.com/company/sempra	United States	2,612	30	1.15%	▼ -14
101	Los Angeles Department of	https://www.linkedin.com/company/los-angeles-department-of-water-supply	United States	4,340	48	1.11%	▲ 0
102	PREPA	https://www.linkedin.com/company/prepa	United States	2,205	23	1.04%	▲ 3
103	Edison International	https://www.linkedin.com/company/edison-international	United States	2,036	21	1.03%	▲ 5
104	PPL Corporation	https://www.linkedin.com/company/ppl-corporation	United States	6,128	63	1.03%	▼ -6
105	LG&E and KU Energy	https://www.linkedin.com/company/leg-and-ku-energy	United States	1,712	17	0.99%	▼ -22
106	Aqua	https://www.linkedin.com/company/aqua	United States	2,126	18	0.85%	New Entry
107	Calpine	https://www.linkedin.com/company/calpine	United States	2,103	17	0.81%	▼ -26
108	STP Nuclear Operating Co	https://www.linkedin.com/company/stp-nuclear-operating-co	United States	1,130	9	0.80%	▼ -24
109	UtiliQuest	https://www.linkedin.com/company/utiliquest	United States	1,114	8	0.72%	▲ 4
110	WEC Energy Group	https://www.linkedin.com/company/wec-energy-group	United States	2,659	19	0.71%	▼ -11
111	Reliant Energy	https://www.linkedin.com/company/reliant-energy	United States	1,060	7	0.66%	▼ -2
112	Hawaiian Electric	https://www.linkedin.com/company/hawaiian-electric	United States	1,556	9	0.58%	▼ -17
113	Stream	https://www.linkedin.com/company/stream	United States	1,046	6	0.57%	▼ -10
114	We Energies	https://www.linkedin.com/company/we-energies	United States	2,736	11	0.40%	▼ -3
115	Exelon	https://www.linkedin.com/company/exelon	United States	18,088	35	0.19%	▼ -21

Ready to win at social?

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