



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

Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
11.78%	22	11.18%

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 Belgium	https://www.linkedin.com/company/pwc-belgium	Belgium	1,721	399	23.18%	▲ 0
2	Grant Thornton Ireland	https://www.linkedin.com/company/grant-thornton-ireland	Ireland	2,411	418	17.34%	▲ 1
3	PwC Switzerland	https://www.linkedin.com/company/pwc-switzerland	Switzerland	2,755	449	16.30%	▲ 1
4	BDO Nederland	https://www.linkedin.com/company/bdo-nederland	Netherlands	2,319	363	15.65%	New Entry
5	KPMG España	https://www.linkedin.com/company/kpmg-espana	Spain	4,319	670	15.51%	▲ 0
6	PwC Nederland	https://www.linkedin.com/company/pwc-nederland	Netherlands	3,623	557	15.37%	▼ -4
7	Beierholm	https://www.linkedin.com/company/beierholm	Denmark	1,346	191	14.19%	▲ 4
8	PwC Danmark	https://www.linkedin.com/company/pwc-danmark	Denmark	1,608	227	14.12%	▼ -1
9	In Extenso	https://www.linkedin.com/company/in-extenso	France	3,598	488	13.56%	▼ -3
10	KPMG Ireland	https://www.linkedin.com/company/kpmg-ireland	Ireland	2,998	405	13.51%	▲ 3
11	KPMG Portugal	https://www.linkedin.com/company/kpmg-portugal	Portugal	1,192	160	13.42%	▲ 4
12	Grant Thornton Germany	https://www.linkedin.com/company/grant-thornton-germany	Germany	1,052	139	13.21%	New Entry
13	BDO Danmark	https://www.linkedin.com/company/bdo-danmark	Denmark	1,068	136	12.73%	▼ -3
14	EXCO	https://www.linkedin.com/company/exco	France	1,030	116	11.26%	New Entry
15	BDO Germany	https://www.linkedin.com/company/bdo-germany	Germany	1,261	140	11.10%	▼ -3
16	Flynth	https://www.linkedin.com/company/flynth	Netherlands	1,762	191	10.84%	▼ -2
17	Grant Thornton Sweden	https://www.linkedin.com/company/grant-thornton-sweden	Sweden	1,617	162	10.02%	▼ -9
18	Mazars	https://www.linkedin.com/company/mazars	France	23,435	1,550	6.61%	▼ -2
19	Cerfrance	https://www.linkedin.com/company/cerfrance	France	4,476	167	3.73%	▼ -2
20	CABINET D'EXPERTISE C	https://www.linkedin.com/company/cabinet-d-expertise-c	France	8,378	303	3.62%	New Entry
21	CPA	https://www.linkedin.com/company/cpa	France	1,265	25	1.98%	New Entry
22	BDO	https://www.linkedin.com/company/bdo	Belgium	61,135	1,169	1.91%	▼ -4

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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