

DSMN8

Europe's Most Active Insurance Professionals on Social - January 2024

Industry at a glance:

Average Score:
4.47%

Total Companies:
165

Global Industry Average:
3.84%

Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact are often greater than that of your corporate channels? Your employees are a more trusted source of information for 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, and conversions.

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 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.

To learn more about the potential impact of employee advocacy, and how to manage a successful program, enroll for our free course, The Employee Advocacy Certification (dsmn8.com/employee-advocacy-course), and you'll receive a complimentary copy of Bradley Keenan's acclaimed book, Employee Advocacy: 101 Cheat Codes.

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://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
1	Zurich Santander Insuranc	https://www.linkedin.com/company/zurich-santander-insurance	Spain	1,019	131	12.86%	New Entry
2	Abeille Assurances	https://www.linkedin.com/company/abeille-assurances	France	2,743	326	11.88%	▼ -1
3	Swiss Life France	https://www.linkedin.com/company/swiss-life-france	France	2,724	317	11.64%	▼ -1
4	AXA Switzerland	https://www.linkedin.com/company/axa-switzerland	Switzerland	1,371	146	10.65%	▼ -1
5	Allianz France	https://www.linkedin.com/company/allianz-france	France	6,669	676	10.14%	▲ 0
6	MDS Group	https://www.linkedin.com/company/mds-group	Portugal	1,399	127	9.08%	▲ 0
7	Agirc-Arrco	https://www.linkedin.com/company/agirc-arrco	France	1,228	101	8.22%	▲ 8
8	Harmonie Mutuelle	https://www.linkedin.com/company/harmonie-mutuelle	France	3,681	295	8.01%	▲ 4
9	Mutua Madrileña	https://www.linkedin.com/company/mutua-madrileña	Spain	1,696	135	7.96%	▲ 84
10	Tranquilidade	https://www.linkedin.com/company/tranquilidade	Portugal	1,221	97	7.94%	▲ 11
11	Coöperatie DELA	https://www.linkedin.com/company/coöperatie-dela	Netherlands	1,746	137	7.85%	▲ 23
12	BARMER	https://www.linkedin.com/company/barmar	Germany	2,343	182	7.77%	▲ 10
13	AXA en France	https://www.linkedin.com/company/axa-en-france	France	8,648	670	7.75%	▲ 6
14	Groupama d'Oc	https://www.linkedin.com/company/groupama-d-oc	France	1,223	94	7.69%	▼ -3
15	Groupama Rhone-Alpes Au	https://www.linkedin.com/company/groupama-rhone-alpes	France	1,550	119	7.68%	▲ 5
16	PRÉVOIR	https://www.linkedin.com/company/prevoir	France	1,148	86	7.49%	▲ 11
17	Allianz España	https://www.linkedin.com/company/allianz-espana	Spain	1,646	123	7.47%	▲ 28
18	AÉSIO mutuelle	https://www.linkedin.com/company/aesio-mutuelle	France	2,248	158	7.03%	▲ 10
19	ALLEANZA ASSICURAZIO	https://www.linkedin.com/company/alleanza-assicurazioni	Italy	8,162	572	7.01%	▲ 23
20	Vaudoise Assurances	https://www.linkedin.com/company/valdoise-assurances	Switzerland	1,656	116	7.00%	▼ -13
21	Swiss Re Corporate Soluti	https://www.linkedin.com/company/swiss-re-corporate-solutions	Switzerland	1,782	124	6.96%	▼ -11

22	SACE	https://www.link	Italy	1,189	80	6.73%	▲ 41
23	Groupe Macsf	https://www.link	France	1,378	92	6.68%	▲ 10
24	Techniker Krankenkasse	https://www.link	Germany	2,503	166	6.63%	▲ 59
25	Allianz Suisse	https://www.link	Switzerland	1,737	115	6.62%	▲ 12
26	Versipieren	https://www.link	France	1,016	67	6.59%	New Entry
27	MMA Assurances	https://www.link	France	5,710	376	6.58%	▼ -3
28	Groupama Grand Est	https://www.link	France	1,103	72	6.53%	▼ -12
29	Groupama Paris Val de Loi	https://www.link	France	1,052	68	6.46%	▼ -16
30	Prima	https://www.link	Italy	1,099	71	6.46%	▲ 37
31	Die Mobiliar	https://www.link	Switzerland	4,211	265	6.29%	▼ -23
32	Helvetia Insurance Switzer	https://www.link	Switzerland	3,713	233	6.28%	▲ 4
33	LähiTapiola	https://www.link	Finland	2,682	165	6.15%	▼ -2
34	Gan Assurances	https://www.link	France	3,905	239	6.12%	▼ -5
35	Occident	https://www.link	Spain	3,333	198	5.94%	▲ 83
36	SMABTP	https://www.link	France	2,365	140	5.92%	▼ -18
37	Henner Group	https://www.link	France	1,358	79	5.82%	▼ -2
38	Coface	https://www.link	France	5,540	322	5.81%	▼ -24
39	Ethniki Insurance	https://www.link	Greece	1,193	69	5.78%	▲ 1
40	Matmut	https://www.link	France	3,546	196	5.53%	▼ -17
41	AG2R LA MONDIALE	https://www.link	France	6,396	348	5.44%	▼ -16
42	INTERAMERICAN	https://www.link	Greece	1,338	72	5.38%	▲ 49
43	AG Insurance	https://www.link	Belgium	3,590	193	5.38%	▲ 86
44	Topdanmark	https://www.link	Denmark	2,527	134	5.30%	▲ 14
45	KLESIA	https://www.link	France	1,289	68	5.28%	▼ -15
46	Grupo DKV	https://www.link	Spain	1,517	80	5.27%	▲ 38
47	Centraal Beheer	https://www.link	Netherlands	1,151	60	5.21%	▲ 54
48	GROUPAMA GAN VIE	https://www.link	France	1,284	66	5.14%	▼ -31
49	ARAG	https://www.link	Germany	1,890	96	5.08%	▲ 20
50	Assurances Crédit Mutuel	https://www.link	France	1,654	84	5.08%	▼ -11
51	HDI Group	https://www.link	Germany	2,274	113	4.97%	▼ -7
52	NÜRNBERGER Versicheru	https://www.link	Germany	1,389	69	4.97%	▲ 61
53	Groupama Loire Bretagne	https://www.link	France	1,490	74	4.97%	▼ -44
54	Gothaer	https://www.link	Germany	2,313	114	4.93%	▲ 26
55	SIGNAL IDUNA Gruppe	https://www.link	Germany	2,121	103	4.86%	▲ 10
56	SWICA Organisation de Sa	https://www.link	Switzerland	1,307	63	4.82%	▼ -52
57	Württembergische Versich	https://www.link	Germany	1,248	60	4.81%	▲ 35
58	HDI Global SE	https://www.link	Germany	2,895	138	4.77%	▼ -26
59	Vhi	https://www.link	Ireland	1,296	61	4.71%	▼ -11
60	Länsförsäkringar	https://www.link	Sweden	7,766	363	4.67%	▲ 14
61	SegurCaixa Adeslas	https://www.link	Spain	1,937	90	4.65%	▼ -9
62	AXA Italia	https://www.link	Italy	1,679	78	4.65%	▲ 53
63	Univé Verzekeringen	https://www.link	Netherlands	1,830	85	4.64%	▲ 18
64	R+V Versicherung	https://www.link	Germany	5,111	237	4.64%	▲ 13
65	santalucia seguros	https://www.link	Spain	2,720	126	4.63%	▲ 10
66	Tryg	https://www.link	Denmark	4,557	211	4.63%	▼ -6
67	CNP Assurances	https://www.link	France	3,834	173	4.51%	▲ 37
68	AXA Partners	https://www.link	France	5,393	242	4.49%	▼ -13
69	Groupe APICIL	https://www.link	France	1,283	57	4.44%	▼ -28
70	Generali Česká pojišťovna	https://www.link	Czechia	2,235	97	4.34%	▲ 63
71	MAPFRE	https://www.link	Spain	33,162	1,436	4.33%	▲ 18
72	Konzern Versicherungskan	https://www.link	Germany	1,390	60	4.32%	▲ 4
73	CASER	https://www.link	Spain	2,824	121	4.28%	▲ 23
74	ASISA	https://www.link	Spain	1,566	66	4.21%	▼ -12
75	Gjensidige	https://www.link	Norway	3,980	164	4.12%	▲ 13
76	La Mutuelle Générale	https://www.link	France	1,506	62	4.12%	▼ -26
77	Zurich Insurance	https://www.link	Switzerland	40,873	1,662	4.07%	▲ 26
78	BNP Paribas Cardif	https://www.link	France	9,397	377	4.01%	▼ -12
79	Groupe Saretec	https://www.link	France	1,123	45	4.01%	▼ -26
80	Menzis	https://www.link	Netherlands	1,398	56	4.01%	▲ 5
81	DEVK Versicherungen	https://www.link	Germany	1,623	65	4.00%	▲ 5
82	SCOR	https://www.link	France	4,027	161	4.00%	▼ -21
83	MGEN	https://www.link	France	4,224	168	3.98%	▼ -29
84	Malakoff Humanis	https://www.link	France	6,442	256	3.97%	▼ -5
85	Coöperatie VGZ	https://www.link	Netherlands	2,210	87	3.94%	▼ -14
86	Skandia	https://www.link	Sweden	3,023	119	3.94%	▲ 31
87	Debeka	https://www.link	Germany	3,125	123	3.94%	▲ 41
88	PRO BTP Groupe	https://www.link	France	2,770	109	3.94%	▼ -32
89	Ethias	https://www.link	Belgium	1,363	53	3.89%	▼ -38
90	DAK-Gesundheit	https://www.link	Germany	1,081	42	3.89%	New Entry
91	MAIF	https://www.link	France	5,846	227	3.88%	▼ -45
92	Chubb	https://www.link	Switzerland	34,850	1,352	3.88%	▼ -19
93	MACIF	https://www.link	France	6,404	247	3.86%	▼ -46

94	Zilveren Kruis	https://www.link	Netherlands	1,510	58	3.84%	▲ 11
95	Trygg-Hansa	https://www.link	Sweden	2,005	77	3.84%	▲ 24
96	Crédit Agricole Assurances	https://www.link	France	4,543	174	3.83%	▼ -28
97	Europ Assistance	https://www.link	France	5,864	219	3.73%	▲ 0
98	Suva	https://www.link	Switzerland	2,528	94	3.72%	▼ -55
99	If Insurance	https://www.link	Sweden	7,397	273	3.69%	▼ -1
100	Allianz Italia	https://www.link	Italy	3,476	128	3.68%	▲ 32
101	Linea Directa Aseguradora	https://www.link	Spain	1,746	64	3.67%	▲ 21
102	Swiss Re	https://www.link	Switzerland	14,309	520	3.63%	▼ -12
103	ITALIANA ASSICURAZIONI	https://www.link	Italy	1,192	43	3.61%	▲ 21
104	Reale Seguros	https://www.link	Spain	1,110	40	3.60%	▼ -9
105	Fidelidade	https://www.link	Portugal	3,400	122	3.59%	▼ -18
106	Groupe Mutuel	https://www.link	Switzerland	1,857	66	3.55%	▼ -80
107	Provinzial Konzern	https://www.link	Germany	1,729	61	3.53%	▼ -43
108	Chubb Life	https://www.link	Switzerland	1,853	65	3.51%	▲ 8
109	HDI ASSICURAZIONI	https://www.link	Italy	1,206	42	3.48%	New Entry
110	Generali Italia	https://www.link	Italy	10,629	364	3.42%	▲ 13
111	Stelliant	https://www.link	France	1,329	45	3.39%	▼ -33
112	Barmenia Versicherungen	https://www.link	Germany	1,131	38	3.36%	▼ -55
113	MAAF Assurances	https://www.link	France	4,526	152	3.36%	▼ -64
114	Allianz Trade	https://www.link	France	4,598	152	3.31%	▲ 11
115	ERGO Group	https://www.link	Germany	6,875	227	3.30%	▲ 5
116	SV SparkassenVersicherung	https://www.link	Germany	1,064	35	3.29%	New Entry
117	Folksam	https://www.link	Sweden	3,226	106	3.29%	▼ -15
118	Societe Generale Assurances	https://www.link	France	1,647	54	3.28%	▼ -61
119	Allianz-Tiriac Asigurari	https://www.link	Romania	1,162	38	3.27%	▼ -19
120	AOK Baden-Württemberg	https://www.link	Germany	1,181	38	3.22%	▲ 15
121	Sara Assicurazioni S.p.A.	https://www.link	Italy	1,531	49	3.20%	▼ -9
122	Generali	https://www.link	Italy	55,189	1,752	3.17%	▲ 14
123	GMF Assurances	https://www.link	France	2,646	83	3.14%	▼ -85
124	HUK-COBURG	https://www.link	Germany	1,827	57	3.12%	▼ -13
125	CZ	https://www.link	Netherlands	2,405	74	3.08%	▼ -16
126	Baloise BE	https://www.link	Belgium	1,611	49	3.04%	▼ -67
127	APRIL	https://www.link	France	2,313	70	3.03%	▼ -55
128	Allianz Partners	https://www.link	France	10,516	318	3.02%	▼ -29
129	Helsana Insurance Company	https://www.link	Switzerland	2,218	67	3.02%	▼ -59
130	Groupama Assicurazioni	https://www.link	Italy	1,861	56	3.01%	▲ 8
131	Baloise CH	https://www.link	Switzerland	5,219	156	2.99%	▼ -49
132	ERGO Hestia	https://www.link	Poland	1,472	43	2.92%	▲ 15
133	Hannover Re	https://www.link	Germany	2,563	74	2.89%	▼ -19
134	a.s.r.	https://www.link	Netherlands	4,947	141	2.85%	▲ 0
135	P&V	https://www.link	Belgium	1,132	32	2.83%	▲ 15
136	Wiener Städtische Versicherung	https://www.link	Austria	1,770	50	2.82%	▼ -42
137	LVM Versicherung	https://www.link	Germany	1,494	41	2.74%	▼ -10
138	UnipolSai Assicurazioni SpA	https://www.link	Italy	8,070	220	2.73%	▼ -7
139	PZU	https://www.link	Poland	9,171	249	2.72%	▲ 13
140	Atradius	https://www.link	Netherlands	3,137	85	2.71%	▼ -14
141	SOS International	https://www.link	Denmark	1,325	35	2.64%	▼ -1
142	Vittoria Assicurazioni S.p.A.	https://www.link	Italy	1,893	50	2.64%	▼ -34
143	Irish Life	https://www.link	Ireland	1,653	40	2.42%	▼ -2
144	CSS	https://www.link	Switzerland	3,391	82	2.42%	▼ -23
145	Reale Mutua Assicurazioni	https://www.link	Italy	2,752	66	2.40%	▼ -2
146	Allianz Global Corporate & Personal	https://www.link	Germany	3,433	82	2.39%	▼ -40
147	Ocaso	https://www.link	Spain	4,047	96	2.37%	▼ -17
148	Cattolica Assicurazioni	https://www.link	Italy	2,365	56	2.37%	▼ -6
149	Munich Re	https://www.link	Germany	19,531	446	2.28%	▼ -10
150	KKH Kaufmännische Krankenkasse	https://www.link	Germany	1,337	30	2.24%	▼ -40
151	Kooperativa	https://www.link	Czechia	2,283	51	2.23%	▼ -5
152	Generali Deutschland AG	https://www.link	Germany	1,408	28	1.99%	▼ -15
153	AXA	https://www.link	France	128,105	2,500	1.95%	▼ -5
154	Ase	https://www.link	Denmark	1,278	23	1.80%	▼ -5
155	Warta	https://www.link	Poland	2,080	37	1.78%	▲ 0
156	UNIQA Insurance Group	https://www.link	Austria	6,610	116	1.75%	▼ -2
157	Croatia osiguranje d.d.	https://www.link	Croatia	1,201	19	1.58%	▼ -4
158	Adeslas	https://www.link	Spain	1,646	25	1.52%	▼ -14
159	GCO	https://www.link	Spain	4,077	54	1.32%	▼ -3
160	Covéa	https://www.link	France	17,321	215	1.24%	▼ -9
161	Groupama Asigurari Romania	https://www.link	Romania	1,117	13	1.16%	▼ -16
162	TM	https://www.link	Iceland	1,110	11	0.99%	▼ -2
163	ZUS	https://www.link	Poland	3,866	26	0.67%	▼ -6
164	Gruppo Unipol	https://www.link	Italy	11,915	53	0.44%	▼ -5
165	Groupama	https://www.link	France	28,435	125	0.44%	▼ -7

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.

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