



The UK's Most Active Insurance Professionals on Social - January 2024

Industry at a glance:

Average Score: 3.99%

Total Companies: 26

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

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. Lists 21 insurance companies and their social media performance metrics.

22	SunLife	<a href="https://www.linkedin.com/company/sunlife">https://www.linkedin.com/company/sunlife</a>	United Kingdom	1,847	45	2.44%	▼ -1
23	Ageas UK	<a href="https://www.linkedin.com/company/ageas-uk">https://www.linkedin.com/company/ageas-uk</a>	United Kingdom	1,685	41	2.43%	▼ -4
24	Davies	<a href="https://www.linkedin.com/company/davies">https://www.linkedin.com/company/davies</a>	United Kingdom	4,226	82	1.94%	▼ -1
25	RSA	<a href="https://www.linkedin.com/company/rsa">https://www.linkedin.com/company/rsa</a>	United Kingdom	9,679	172	1.78%	▲ 2
26	Towergate Insurance	<a href="https://www.linkedin.com/company/towergate-insurance">https://www.linkedin.com/company/towergate-insurance</a>	United Kingdom	1,370	17	1.24%	▲ 0

## 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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