SMN8

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

Industry at a glance:

Average Score:

3.45%

Total Companies:

227

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?									
Position	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)	Rank		
1	Comparion Insurance Ager	https://www.linke	United States	1,517	618	40.74%	▲ 0		
2	The Western and Southern	https://www.linke	United States	1,550	182	11.74%	New Entry		
3	Farm Bureau Financial Ser	https://www.linke	United States	2,396	270	11.27%	▲ 2		
4	Marsh McLennan Agency	https://www.linke	United States	8,355	860	10.29%	▲ 7		
5	USI Insurance Services	https://www.linke	United States	9,532	955	10.02%	▼ -2		
6	Horace Mann	https://www.linke	United States	1,197	100	8.35%	▲ 4		
7	Goosehead Insurance Age	https://www.linke	United States	3,124	250	8.00%	▲ 11		
8	Hylant	https://www.linke	United States	1,077	86	7.99%	▼ -4		
9	Risk Strategies Company	https://www.linke	United States	1,784	142	7.96%	▼ -2		
10	AssuredPartners	https://www.linke	United States	4,221	327	7.75%	▼ -4		
11	Bankers Life	https://www.linke	United States	9,332	694	7.44%	▲ 33		
12	BMI Companies	https://www.linke	United States	1,081	80	7.40%	▼ -4		
13	Lockton	https://www.linke	United States	10,519	752	7.15%	▲ 0		
14	Brighthouse Financial	https://www.linke	United States	1,391	99	7.12%	▲ 6		
15	Reinsurance Group of Ame	https://www.linke	United States	3,637	256	7.04%	▲ 6		
16	NFP	https://www.linke	United States	3,423	238	6.95%	▲ 29		
17	Berkshire Hathaway Specia	https://www.linke	United States	1,570	109	6.94%	▼ -8		
18	American Family Insurance	https://www.linke	United States	17,729	1,211	6.83%	▲ 25		
19	COUNTRY Financial	https://www.linke	United States	6,917	462	6.68%	▲ 5		
20	Insurance Office of America	https://www.linke	United States	1,357	89	6.56%	▼ -5		
21	Burns & Wilcox	https://www.linke	United States	1,201	76	6.33%	▼ -5		

22 Higginbotham	https://www.linkeuUnited States	1,451	90	6.20%	▼ -10
23 Philadelphia Insurance C	or https://www.linke	2,135	127	5.95%	▼ -1
24 Hagerty	https://www.linke United States	1,450	86	5.93%	▲ 12
25 Globe Life - Liberty Nation	na https://www.linke United States	1,160	67	5.78%	▲ 1
26 Global Atlantic Financial (Gr https://www.linke United States	1,565	88	5.62%	▲ 32
27 Symmetry Financial Grou	https://www.linkeUnited States	5,155	284	5.51%	▲ 3
28 HUB International	https://www.linke United States	14,031	768	5.47%	▲ 3
	G https://www.linke United States	1,264	69	5.46%	▲ 27
	n https://www.linke United States	1,911	104	5.44%	▼ -16
					▼ -2
31 Lemonade	https://www.linke United States	1,204	64	5.32%	
32 State Farm Agent	https://www.linke United States	14,518	733	5.05%	▲ 91
33 American National	https://www.linke United States	5,113	254	4.97%	▲ 28
34 Starr Insurance	https://www.linke	2,668	132	4.95%	▲ 19
35 Alliant Insurance Services	https://www.linke United States	4,862	238	4.90%	▼ -7
36 IMA Financial Group	https://www.linke United States	2,765	133	4.81%	▲ 24
37 Brown & Brown	https://www.linke	2,927	140	4.78%	▼ -10
38 ReSource Pro	https://www.linke	1,669	79	4.73%	▲ 83
39 Combined, a Chubb Com	https://www.linke United States	4,553	213	4.68%	▲ 42
40 ICW Group	https://www.linke United States	1,093	51	4.67%	▼ -18
41 Everest	https://www.linke United States	3,694	170	4.60%	▼ -3
	f https://www.linke United States	1,009	46	4.56%	New En
43 Gallagher	https://www.linke United States	35,015	1,596	4.56%	▲ 6
	a https://www.linke United States	1,749	79	4.52%	▲ 93
		2,589	116	4.48%	▼ -26
	https://www.linke United States				
46 Allstate	https://www.linke United States	56,078	2,500	4.46%	▲ 48
47 Colonial Life	https://www.linke United States	7,480	332	4.44%	▲ 28
48 RLI Insurance Company	https://www.linke United States	1,300	57	4.38%	▲ 34
49 USLI	https://www.linke United States	1,179	51	4.33%	▲ 57
50 MGIC	https://www.linke United States	1,101	47	4.27%	▲ 19
51 Allstate Benefits	https://www.linke	1,059	45	4.25%	▼ -10
52 Plymouth Rock Assurance	https://www.linke	1,837	78	4.25%	▲ 78
53 CRC Insurance Services	https://www.linke United States	2,073	88	4.25%	▼ -36
54 Xceedance	https://www.linke United States	3,039	129	4.24%	▼ -31
55 Equis Financial	https://www.linke United States	1,179	50	4.24%	New En
56 CareSource	https://www.linke United States	4,118	172	4.18%	▼ -16
57 Oscar Health	https://www.linke United States	2,250	93	4.13%	▲ 16
	et https://www.linke United States	2,009	83	4.13%	▲ 30
59 Penn Mutual		1,048	43	4.10%	▲ 17
	https://www.linke United States		49		
	https://www.linke United States	1,212		4.04%	▲ 31
61 Aflac	https://www.linke United States	18,665	739	3.96%	▲ 23
62 Excellus BCBS	https://www.linke United States	3,564	139	3.90%	▲ 21
63 Symetra	https://www.linke United States	2,278	88	3.86%	▼ -28
64 Point32Health	https://www.linke United States	1,745	67	3.84%	▼ -7
65 PMA Companies	https://www.linke	1,516	58	3.83%	▼ -23
66 West Bend Insurance Co	n https://www.linke	1,408	53	3.76%	▲ 75
67 Shelter Insurance Compa	n https://www.linke	3,906	146	3.74%	▲ 46
68 MVP Health Care	https://www.linke United States	1,868	69	3.69%	▲ 44
69 MetLife	https://www.linke United States	45,928	1,675	3.65%	▲ 75
70 Ameritas	https://www.linke United States	2,524	92	3.65%	▲ 7
71 BenefitMall	https://www.linke United States	1,106	40	3.62%	▼ -37
	es https://www.linke United States	4,400	158	3.59%	▲ 15
73 Amwins	https://www.linke United States	4,330	155	3.58%	▼ -21
			61		
74 McLarens	https://www.linke United States	1,709		3.57%	▼ -22
	https://www.linke United States	2,136	76	3.56%	▼ -16
	le https://www.linke United States	2,008	71	3.54%	▼ -29
77 Erie Insurance Group	https://www.linke United States	5,947	210	3.53%	▲ 43
78 Arch Insurance Group	https://www.linke United States	2,191	77	3.51%	▲ 1
79 Church Mutual Insurance	C https://www.linke United States	1,065	37	3.47%	▲ 17
80 Blue Cross and Blue Shie	lc https://www.linke United States	3,393	117	3.45%	▲ 48
81 McGriff	https://www.linke United States	3,192	110	3.45%	▼ -48
82 Globe Life	https://www.linke United States	2,826	96	3.40%	▼ -20
83 Gen Re	https://www.linke United States	1,698	57	3.36%	▼ -19
84 Brightway Insurance	https://www.linke United States	1,076	36	3.35%	▼ -13
	https://www.linke United States	1,436	48	3.34%	▼ -38
85 ACHITY Ingurance		2,281	76	3.33%	▼ -5 8
85 Acuity Insurance					
86 Arkansas Blue Cross and	https://www.linkell.lnited.Ctataa	2,732	91	3.33%	▼ -19
86 Arkansas Blue Cross and 87 Selective Insurance	https://www.linke United States		1,337	3.30%	▲ 83
86 Arkansas Blue Cross and87 Selective Insurance88 Liberty Mutual Insurance	https://www.linke United States	40,537			
 86 Arkansas Blue Cross and 87 Selective Insurance 88 Liberty Mutual Insurance 89 AmeriLife 	https://www.linke United States https://www.linke United States	1,184	39	3.29%	
86 Arkansas Blue Cross and87 Selective Insurance88 Liberty Mutual Insurance	https://www.linke United States		39 82	3.29%	
 86 Arkansas Blue Cross and 87 Selective Insurance 88 Liberty Mutual Insurance 89 AmeriLife 	https://www.linke United States https://www.linke United States	1,184	39		▲ 35 ▲ 79 ▲ 43
86 Arkansas Blue Cross and 87 Selective Insurance 88 Liberty Mutual Insurance 89 AmeriLife 90 RT Specialty	https://www.linke https://www.linke United States https://www.linke United States	1,184 2,491	39 82	3.29%	▲ 79

	•	https://www.linke		2,103	68	3.23%	▲ 17
95	Alacrity Solutions	https://www.linke	United States	1,682	54	3.21%	▲ 54
96	FM Global	https://www.linke	United States	6,191	198	3.20%	▼ -22
97	Wellmark Blue Cross and E	https://www.linke	United States	2,004	64	3.19%	▲ 25
98	Marsh	https://www.linke	United States	27,632	878	3.18%	▼ -59
99	PURE Insurance	https://www.linke	United States	1,048	33	3.15%	▼ -67
100	Indiana Farm Bureau Insur			1,461	46	3.15%	▲ 8
	Blue Cross and Blue Shield			1,376	43	3.13%	▼ -38
		https://www.linke		1,507	47	3.12%	▼ -30
		-			198	3.10%	▼ -1
	CareFirst BlueCross BlueS			6,386			
	The Hanover Insurance Gr			4,882	151	3.09%	▼ -1
	Citizens Property Insurance			1,521	47	3.09%	▲ 85
		https://www.linke		6,676	204	3.06%	▼ -28
		https://www.linke		8,931	271	3.03%	▼ -14
108	Physicians Mutual	https://www.linke	United States	1,333	40	3.00%	▼ -8
109	F&G	https://www.linke	United States	1,701	51	3.00%	▼ -44
110	FCCI Insurance Group	https://www.linke	United States	1,034	31	3.00%	▼ -55
111	American Modern Insuranc	https://www.linke	United States	1,120	33	2.95%	▼ -4
112	Nationwide	https://www.linke	United States	30,906	909	2.94%	▲ 19
113	Brown & Brown Insurance	https://www.linke	United States	9,062	266	2.94%	▼ -12
	Independence Blue Cross	-		4,693	137	2.92%	▲ 36
	•	https://www.linke		1,481	43	2.90%	▼ -64
		https://www.linke		2,159	62	2.87%	▼ -49
	,	https://www.linke		3,970	114	2.87%	▲ 29
	PacificSource Health Plans			1,151	33	2.87%	▲ 35 ▼ 32
	•	https://www.linke		5,894	168	2.85%	▼ -22
		https://www.linke		52,880	1,480	2.80%	▲ 25
		https://www.linke		1,130	31	2.74%	▲ 19
		https://www.linke	United States	2,456	67	2.73%	▼ -24
123	Stewart Title	https://www.linke	United States	6,508	177	2.72%	▲ 6
124	Acceptance Insurance	https://www.linke	United States	1,376	37	2.69%	▼ -44
125	SAIF Corporation	https://www.linke	United States	1,047	28	2.67%	▲ 2
126	Covered California	https://www.linke	United States	1,010	27	2.67%	New Ent
127	Blue Cross NC	https://www.linke	United States	5,838	155	2.66%	▼ -18
	Lincoln Heritage Life Insura			1,472	39	2.65%	▲ 33
		https://www.linke		4,397	115	2.62%	▼ -59
		https://www.linke		8,721	227	2.60%	▼ -20
		https://www.linke		4,618	120	2.60%	▼ -32
	Blue Cross and Blue Shield			1,120	29	2.59%	▼ -78
		•					
	-	https://www.linke		20,011	510	2.55%	▼ -8
		https://www.linke		1,101	28	2.54%	▲ 23
		https://www.linke		1,381	35	2.53%	▼ -50
		https://www.linke		3,202	80	2.50%	▲ 28
137	Intact Insurance Specialty	https://www.linke	United States	1,845	46	2.49%	▼ -22
138	Blue Cross and Blue Shield	https://www.linke	United States	2,093	52	2.48%	▼ -72
139	Blue Cross Blue Shield Ass	https://www.linke	United States	3,555	88	2.48%	▲ 21
140	Assurant	https://www.linke	United States	14,385	356	2.47%	▲ 3
	Great American Insurance			5,158	127	2.46%	▼ -51
		https://www.linke		2,545	62	2.44%	▼ -28
	CSAA Insurance Group, a			5,279	128	2.42%	▲ 55
		https://www.linke		1,412	34	2.41%	▲ 24
					75		
		https://www.linke		3,116		2.41%	▲ 25 ▼ 20
		https://www.linke		1,092	26	2.38%	▼ -29
		https://www.linke		41,048	976	2.38%	▲ 15
		https://www.linke		7,995	190	2.38%	▲ 3
149	The Doctors Company	https://www.linke	United States	1,133	26	2.29%	▲ 14
150	Capital Blue Cross	https://www.linke	United States	1,744	40	2.29%	▼ -14
151	Guy Carpenter	https://www.linke	United States	4,105	94	2.29%	▲ 14
152	Unum	https://www.linke	United States	10,780	246	2.28%	▼ -34
153		https://www.linke		1,317	30	2.28%	▼ -14
154		https://www.linke		110,916	2,500	2.25%	▲ 45
	Blue Cross Blue Shield of I			8,906	200	2.25%	▲ 22
		https://www.linke		1,255	28	2.23%	▲ 16
	Horizon Blue Cross Blue S	-		4,853	106	2.18%	▼ -3
		https://www.linke		1,937	42	2.17%	▲ 26
		https://www.linke		2,594	56	2.16%	▲ 0
	Texas Mutual Insurance Co			1,027	22	2.14%	▼ -112
		https://www.linke		2,926	62	2.12%	▼ -56
162	Assurance IQ	https://www.linke	United States	2,935	62	2.11%	▼ -36
163	Tokio Marine HCC	https://www.linke	United States	3,301	68	2.06%	▼ -16
164	GoHealth	https://www.linke	United States	2,577	52	2.02%	▲ 18
10-							

1675 Servey	166 Alfa Insurance	https://www.linke United States	2,040	41	2.01%	▲ 25
1981 GOE - North America						
1989 Mode Nearth	·					
171 Name International Company International Com						
171 AIG						
1772 Internation Insurance Company Billiance States 1.009 21 1.02% 4.11						-
172						
175 Convert International Internation Continued States 1,333 63 1,89% 1,333 175 effection 1,525 1,52						
175 The Cincinnal Insurance Citize Devices (Institute States 1.816 34 1.87% 1.416 1.816 34 1.87% 1.416 1.817 1.816 34 1.87% 1.816 34 1.87% 1.816 34 1.87% 1.816 34 1.87% 1.816 34 1.87% 1.816 34 1.87% 1.816 34 1.87% 1.816 34 1.87% 1.816 34 1.87% 1.816 34 1.87% 1.816 34 1.87% 1.816 34 1.87% 1.816 34 1.87% 1.816 34 1.87% 1.816 34 1.87% 1.816 34 1.87% 1.816 34 1.87% 1.816 34 35 36 36 36 36 36 36 36	·	1				
177 Sethacibo 1876 1876 2 1 1877 2 4 1 1877 2						
177 Kennucky Farm Bureau Inte Little-View Mich United States 1.124 21 1.87% 4.4 1.88% A.7 1.88%		· ·				
178 Genex Services						
175 Direct Anto Insurance https://www.inkel.unied.States 1.020 9 1.88% V-32 1.88% 1.89% V-22 1.88% 1.88% V-22 1.88% A.5 1.82% V-22 1.83% A.5 1.82% V-22 1.83% A.5 1.82% V-23	177 Kentucky Farm Bureau In	s https://www.linke United States	1,124	21	1.87%	
180 Blauchorea Blaus-Brief of Te Integrative Market States 181 Blaus	178 Genex Services	https://www.linke United States	2,361	44	1.86%	▲ 7
181 AAA-The Auth Cub Group Inter States 9,952 176 1,83% 4 5 182 CMS 183 Federated Insurance Inter States 1,206 22 1,83% ▼ 3 183 Federated Insurance Inter States 1,206 24,677 45 1,82% ▼ 28 183 Federated Insurance Inter States 1,407 45 1,82% ▼ 28 183 Selectious Insurance Inter States 1,407 45 47 45 1,82% ▼ 28 183 Selectious Insurance Inter States 1,407 47 47 47 47 47 47 47	179 Direct Auto Insurance	https://www.linke United States	1,020	19	1.86%	▼ -5
1812 CCANSI 1813 Februard Insurance 1815 Februar lank United States 2 467 45 1.82% ▼ .28 1.8	180 BlueCross BlueShield of	Γε https://www.linke United States	4,363	81	1.86%	▼ -22
183 Federated Insurance https://www.links United States 2,467 45 1,82%	181 AAA-The Auto Club Group	https://www.linke United States	9,592	176	1.83%	▲ 5
194 Genworth https://www.links United States 4,676 85 18,276 4 11 18,176 4 10 18,176 186 W. R. Berkley https://www.links United States 2,285 411 1,76% A 10 1,772% A 11 A 1	182 CCMSI	https://www.linke United States	1,205	22	1.83%	▼ -3
185 SelectiOute Insurance Set https://www.links/ United States 2,266 41 1,76% 4 10 166 W.R. Reakley 1000 (Favore Links) United States 2,335 41 1,76% 4 10 176 176 4 10 10 10 10 10 10 10	183 Federated Insurance	https://www.linke United States	2,467	45	1.82%	▼ -28
185 SelectiOute Insurance Set https://www.links/ United States 2,266 41 1,76% 4 10 166 W.R. Reakley 1000 (Favore Links) United States 2,335 41 1,76% 4 10 176 176 4 10 10 10 10 10 10 10	184 Genworth		4,676	85	1.82%	▲ 22
186 W.R. Benkley	185 SelectQuote Insurance Se			41		▼ -50
187 UPMC Health Plan						
188 National General	,					
189 VSP Vision Care https://www.links/ United States 2,781 46 1,65% ▲ 1 1						
190 Broadspire bttps://www.linkt United States 1,763 29 1,64% 4 1,64% 7 58 192 Medica bttps://www.linkt United States 3,291 54 1,64% 7 58 192 Medica bttps://www.linkt United States 3,351 54 1,60% 4 2,0 193 Pitot Catastrophe Service bttps://www.linkt United States 3,374 54 1,60% 4 2,0 194 Mercury Insurance bttps://www.linkt United States 3,374 54 1,60% 4 2,0 194 Mercury Insurance bttps://www.linkt United States 3,013 47 1,55% 4 1,55% 4 1,5						
191 HealthPlanOne https://www.links United States 3,291 54 1.64% ▼ -58 192 Medica 192 Medica 1 1052 //www.links United States 3,351 64 1.62% ▼ -4 133 Pitol Catastrophe Service https://www.links United States 3,374 54 1.60%						
192 Medica https://www.links.united States 3,351 64 1.62% ▼ 4 193 Pilot Catastrophe Service https://www.links.united States 3,374 54 1.66% A 20 194 Mercury Insurance https://www.links.united States 3,373 17 1.56% A 11 195 The Rawlings Group https://www.links.united States 1,093 17 1.56% ▼ 2 196 EmblemHealth https://www.links.united States 5,739 86 1.55% ▼ -9 197 BlueCross BlueShield of St https://www.links.united States 1,273 86 1.55% ▼ -9 198 N.M Insurance Group https://www.links.united States 1,812 27 1.44% ▲ 9 199 The General https://www.links.united States 1,812 27 1.44% ▼ -9 199 The General https://www.links.united States 1,812 27 1.44% ▼ -9 199 The General https://www.links.united States 1,812 27 1.44% ▼ -9 190 The General https://www.links.united States 1,812 27 1.44% ▼ -9 190 The General https://www.links.united States 1,812 27 1.44% ▼ -9 190 The General https://www.links.united States 1,812 27 1.44% ▼ -9 190 The General https://www.links.united States 1,812 27 1.44% ▼ -9 100 UPS Capital https://www.links.united States 1,812 27 1.44% ▼ -9 101 Lawlings.www.links.united States 1,812 1.00	·					
193 Pilot Catastrophe Service 194 Mercury Insurance 1155 The Rawlings Group 1156 EmbienHealth 1156 The Rawlings Group 1157 May Mink United States 1,093 117 11,56% 1,2 196 EmbienHealth 1157 May Mink United States 1,093 117 11,56% 1,2 197 198 LucTroes BlueShiel of St 115,0% 199 199 The General 199 The General 110 Pilot Catastrophe William United States 1,812 27 11,49% 1,9 199 The General 110 Pilot Catastrophe William United States 1,812 27 11,49% 1,9 199 The General 110 Pilot Catastrophe William United States 1,812 27 11,49% 1,9 199 The General 110 Pilot General 11						
194 Mercury Insurance https://www.links United States 1,093 17 1.56%						
198 The Rawlings Group https://www.links United States 1,093 17 1.56% ▼ -2 198 EmblemHealth https://www.links United States 2,738 42 1.53% ▼ -9 197 BlueCross BlueShield of St https://www.links United States 5,730 86 1.50% ▼ -9 199 The General https://www.links United States 1,812 27 1.49% ▲ 9 199 The General https://www.links United States 1,212 18 1.49% ▼ -23 1.49% ▲ 9 199 The General https://www.links United States 1,212 18 1.49% ▼ -23 1.49% ▲ 1 1.49% ▼ -23 1.49% ■ 1.44% ▼ -23 1.49% ■ 1.44% ▼ -23 1.49% ■ 1.44% ▼ -23 1.49% ■ 1.44% ▼ -24 1.49% ■ 1.44%	· ·					
196 EmblemHealth https://www.links/ United States						
197 BlueCross BlueShield of Sintps://www.links_United States						
198 NJM Insurance Group https://www.links United States 1,812 27 1.49% ▲ 9 199 The General https://www.links United States 1,212 18 1.49% ▼ -23 200 UPS Capital https://www.links United States 6,905 101 1.47% ▲ 1 201 Kemper https://www.links United States 6,905 101 1.46% ▼ -21 202 AAA Auto Club Enterprises https://www.links United States 6,171 89 1.44% ▼ -3 203 ESIS https://www.links United States 6,410 91 1.42% ▼ -3 204 Highmark https://www.links United States 6,410 91 1.42% ▼ -3 205 Progressive Insurance https://www.links United States 37,989 516 1.36% ▲ 3 206 Blue Cross and Blue Stales Https://www.links United States 37,989 516 1.36% ▲ 3 207 Premera Blue Cross https://www.links United States 37,989 516 1.32% ▼ -6 207 Premera Blue Cross https://www.links United States 34,497 46 1.32% ▼ -10 208 American Income Life Insu https://www.links United States 34,497 46 1.32% ▼ -10 209 GEICO https://www.links United States 3,497 46 1.32% ▼ -10 210 Auto-Cowners Insurance https://www.links United States 4,707 58 1.31% ▲ 2 211 ExamOne, a Quest Diagno https://www.links United States 4,707 58 1.23% ▼ -18 211 ExamOne, a Quest Diagno https://www.links United States 1,443 17 1.18% ▼ -16 212 Failon Health https://www.links United States 1,023 12 1.17%						
199 The General						
200 UPS Capital https://www.links United States	·					
201 Kemper https://www.links United States 6,905 101 1.46% V - 21						
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