

DSMN8

Europe's Most Active Insurance Professionals on Social - September 2023

Industry at a glance:

Average Score:
7.63%

Total Companies:
160

Global Industry Average:
6.51%

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	Abeille Assurances	https://www.linkedin.com/company/abeille-assurances/	France	2,512	514	20.46%	▲ 1
2	Swiss Life France	https://www.linkedin.com/company/swiss-life-france/	France	2,650	516	19.47%	▼ -1
3	AXA Switzerland	https://www.linkedin.com/company/axa-switzerland/	Switzerland	1,214	204	16.80%	New Entry
4	SWICA	https://www.linkedin.com/company/swica/	Switzerland	1,250	195	15.60%	▲ 30
5	Allianz France	https://www.linkedin.com/company/allianz-france/	France	6,553	997	15.21%	▼ -1
6	MDS Group	https://www.linkedin.com/company/mds-group/	Portugal	1,313	193	14.70%	New Entry
7	Vaudoise Assurances	https://www.linkedin.com/company/vaudoise-assurances/	Switzerland	1,609	236	14.67%	▲ 6
8	Die Mobiliar	https://www.linkedin.com/company/die-mobiliar/	Switzerland	4,070	594	14.59%	▼ -3
9	Groupama Loire Bretagne	https://www.linkedin.com/company/groupama-loire-bretagne/	France	1,428	206	14.43%	▲ 5
10	Swiss Re Corporate Solutions	https://www.linkedin.com/company/swiss-re-corporate-solutions/	Switzerland	1,738	247	14.21%	▲ 5
11	Groupama d'Oc	https://www.linkedin.com/company/groupama-d-oc/	France	1,202	165	13.73%	▼ -8
12	Harmonie Mutuelle	https://www.linkedin.com/company/harmonie-mutuelle/	France	3,607	487	13.50%	▼ -6
13	Groupama Paris Val de Loire	https://www.linkedin.com/company/groupama-paris-val-de-loire/	France	1,010	135	13.37%	New Entry
14	Coface	https://www.linkedin.com/company/coface/	France	5,418	714	13.18%	▲ 5
15	Agirc-Arrco	https://www.linkedin.com/company/agirc-arrco/	France	1,159	149	12.86%	▼ -8
16	Groupama Grand Est	https://www.linkedin.com/company/groupama-grand-est/	France	1,036	133	12.84%	New Entry
17	GROUPAMA GAN VIE	https://www.linkedin.com/company/groupama-gan-vie/	France	1,188	149	12.54%	▲ 11
18	SMABTP	https://www.linkedin.com/company/smabtp/	France	2,285	286	12.52%	▼ -10
19	AXA en France	https://www.linkedin.com/company/axa-en-france/	France	8,479	1,057	12.47%	▼ -10
20	Groupama Rhone-Alpes Auvergne	https://www.linkedin.com/company/groupama-rhone-alpes-auvergne/	France	1,512	188	12.43%	▼ -9
21	Tranquilidade	https://www.linkedin.com/company/tranquilidade/	Portugal	1,198	144	12.02%	▲ 4
22	BARMER	https://www.linkedin.com/company/barmar/	Germany	2,239	265	11.84%	▲ 4
23	Matmut	https://www.linkedin.com/company/matmut/	France	3,452	404	11.70%	▼ -7

24	MMA Assurances	https://www.link	France	5,594	649	11.60%	▼ -3
25	AG2R LA MONDIALE	https://www.link	France	6,243	721	11.55%	▼ -15
26	Groupe Mutuel	https://www.link	Switzerland	1,805	204	11.30%	▲ 10
27	PRÉVOIR	https://www.link	France	1,127	127	11.27%	▲ 0
28	AÉSIO mutuelle	https://www.link	France	2,225	248	11.15%	▼ -10
29	Gan Assurances	https://www.link	France	3,803	423	11.12%	▼ -17
30	KLESIA	https://www.link	France	1,249	133	10.65%	▼ -6
31	LähiTapiola	https://www.link	Finland	2,635	272	10.32%	▲ 54
32	HDI Global	https://www.link	Germany	2,811	289	10.28%	▲ 25
33	Groupe Macsf	https://www.link	France	1,336	137	10.25%	▼ -16
34	DELA	https://www.link	Netherlands	1,666	169	10.14%	▼ -11
35	Henner Group	https://www.link	France	1,348	136	10.09%	▼ -5
36	Helvetia	https://www.link	Switzerland	3,582	359	10.02%	▲ 14
37	Allianz Suisse	https://www.link	Switzerland	1,669	167	10.01%	▼ -15
38	GMF Assurances	https://www.link	France	2,559	255	9.96%	▼ -6
39	Assurances Crédit Mutuel	https://www.link	France	1,623	157	9.67%	▼ -6
40	Ethniki Insurance	https://www.link	Greece	1,180	112	9.49%	New Entry
41	Groupe APICIL	https://www.link	France	1,231	116	9.42%	New Entry
42	ALLEANZA ASSICURAZIO	https://www.link	Italy	8,120	755	9.30%	▼ -13
43	Suva	https://www.link	Switzerland	2,488	231	9.28%	▲ 11
44	HDI Group	https://www.link	Germany	2,204	204	9.26%	▲ 31
45	Allianz España	https://www.link	Spain	1,598	146	9.14%	▼ -14
46	MAIF	https://www.link	France	5,673	518	9.13%	▼ -9
47	MACIF	https://www.link	France	6,116	549	8.98%	▼ -3
48	Vhi	https://www.link	Ireland	1,259	112	8.90%	▲ 14
49	MAAF Assurances	https://www.link	France	4,381	385	8.79%	▼ -10
50	La Mutuelle Générale	https://www.link	France	1,478	128	8.66%	▼ -9
51	Ethias	https://www.link	Belgium	1,329	115	8.65%	▲ 4
52	SegurCaixa Adeslas	https://www.link	Spain	1,893	163	8.61%	▼ -1
53	Groupe Saretec	https://www.link	France	1,086	93	8.56%	▲ 3
54	MGEN	https://www.link	France	4,090	348	8.51%	▼ -14
55	AXA Partners	https://www.link	France	5,265	441	8.38%	▲ 5
56	PRO BTP Groupe	https://www.link	France	2,685	223	8.31%	▼ -21
57	Societe Generale Assuranc	https://www.link	France	1,609	133	8.27%	▼ -37
58	Topdanmark	https://www.link	Denmark	2,511	205	8.16%	▲ 41
59	Baloise BE	https://www.link	Belgium	1,619	132	8.15%	▲ 14
60	Tryg	https://www.link	Denmark	4,540	370	8.15%	▲ 8
61	SCOR	https://www.link	France	4,006	319	7.96%	▲ 23
62	ASISA	https://www.link	Spain	1,517	120	7.91%	▲ 8
63	SACE	https://www.link	Italy	1,206	94	7.79%	▼ -21
64	Provinzial Konzern	https://www.link	Germany	1,577	122	7.74%	▲ 7
65	SIGNAL IDUNA Gruppe	https://www.link	Germany	1,997	154	7.71%	▲ 2
66	BNP Paribas Cardif	https://www.link	France	9,784	747	7.63%	▼ -8
67	Prima	https://www.link	Italy	1,017	77	7.57%	▼ -8
68	Crédit Agricole Assurances	https://www.link	France	4,648	349	7.51%	▼ -15
69	ARAG	https://www.link	Germany	1,801	135	7.50%	▼ -3
70	Helsana	https://www.link	Switzerland	2,208	165	7.47%	▼ -1
71	Coöperatie VGZ	https://www.link	Netherlands	2,210	163	7.38%	▼ -22
72	APRIL	https://www.link	France	2,251	166	7.37%	▲ 8
73	Chubb	https://www.link	Switzerland	34,209	2,500	7.31%	▲ 15
74	Länsförsäkringar	https://www.link	Sweden	7,614	552	7.25%	▲ 32
75	santalucia seguros	https://www.link	Spain	2,638	191	7.24%	▲ 6
76	Konzern Versicherungskan	https://www.link	Germany	1,367	98	7.17%	▲ 19
77	R+V Versicherung	https://www.link	Germany	4,762	340	7.14%	▲ 24
78	Stelliant	https://www.link	France	1,285	91	7.08%	▼ -33
79	Malakoff Humanis	https://www.link	France	6,331	445	7.03%	▼ -41
80	Gothaer	https://www.link	Germany	2,059	144	6.99%	▲ 6
81	Univé Verzekeringen	https://www.link	Netherlands	1,809	126	6.97%	▼ -18
82	Baloise CH	https://www.link	Switzerland	5,130	356	6.94%	▲ 23
83	Techniker Krankenkasse	https://www.link	Germany	2,242	155	6.91%	▼ -11
84	Grupo DKV	https://www.link	Spain	1,522	105	6.90%	▼ -41
85	Menzis	https://www.link	Netherlands	1,397	95	6.80%	▲ 13
86	DEVK Versicherungen	https://www.link	Germany	1,548	105	6.78%	▲ 18
87	Fidelidade	https://www.link	Portugal	3,306	224	6.78%	▼ -23
88	Gjensidige	https://www.link	Norway	3,893	263	6.76%	▲ 21
89	MAPFRE	https://www.link	Spain	32,549	2,175	6.68%	▲ 4
90	Swiss Re	https://www.link	Switzerland	14,321	947	6.61%	▲ 6
91	INTERAMERICAN	https://www.link	Greece	1,304	85	6.52%	▲ 20
92	Württembergische Versich	https://www.link	Germany	1,186	77	6.49%	New Entry
93	Mutua Madrileña	https://www.link	Spain	1,618	105	6.49%	▼ -47
94	Wiener Städtische Versich	https://www.link	Austria	1,672	107	6.40%	▲ 21
95	Reale Seguros	https://www.link	Spain	1,101	70	6.36%	▼ -19

96	CASER	https://www.link	Spain	2,708	172	6.35%	▼ -18
97	Europ Assistance	https://www.link	France	5,807	367	6.32%	▼ -8
98	If Insurance	https://www.link	Sweden	7,365	459	6.23%	▲ 26
99	Allianz Partners	https://www.link	France	10,422	641	6.15%	▲ 8
100	Allianz-Tiriac Asigurari	https://www.link	Romania	1,139	70	6.15%	▲ 27
101	Centraal Beheer	https://www.link	Netherlands	1,175	72	6.13%	▼ -40
102	Folksam	https://www.link	Sweden	3,183	193	6.06%	▲ 16
103	Zurich Insurance	https://www.link	Switzerland	41,317	2,500	6.05%	▲ 10
104	CNP Assurances	https://www.link	France	3,276	198	6.04%	▼ -30
105	Zilveren Kruis	https://www.link	Netherlands	1,490	90	6.04%	▼ -22
106	AGCS	https://www.link	Germany	3,723	222	5.96%	▼ -54
107	Barmenia Versicherungen	https://www.link	Germany	1,041	62	5.96%	New Entry
108	Vittoria Assicurazioni	https://www.link	Italy	1,835	109	5.94%	▼ -61
109	CZ	https://www.link	Netherlands	2,343	139	5.93%	▼ -15
110	KKH	https://www.link	Germany	1,251	74	5.92%	▲ 19
111	HUK-COBURG	https://www.link	Germany	1,701	100	5.88%	▼ -9
112	Sara Assicurazioni	https://www.link	Italy	1,490	87	5.84%	▲ 0
113	NÜRNBERGER	https://www.link	Germany	1,338	78	5.83%	▼ -36
114	Hannover Re	https://www.link	Germany	2,482	143	5.76%	▲ 7
115	AXA Italia	https://www.link	Italy	1,641	93	5.67%	▼ -33
116	Chubb Life	https://www.link	Switzerland	1,760	99	5.63%	▲ 22
117	Skandia	https://www.link	Sweden	2,993	164	5.48%	▲ 5
118	Catalana Occidente	https://www.link	Spain	1,811	98	5.41%	▼ -70
119	Trygg-Hansa	https://www.link	Sweden	1,950	104	5.33%	▲ 12
120	ERGO Group	https://www.link	Germany	6,517	347	5.32%	▲ 6
121	CSS	https://www.link	Switzerland	3,256	171	5.25%	▼ -56
122	Linea Directa Aseguradora	https://www.link	Spain	1,697	89	5.24%	▼ -22
123	Generali Italia	https://www.link	Italy	10,439	542	5.19%	▼ -32
124	ITALIANA ASSICURAZIONI	https://www.link	Italy	1,173	59	5.03%	▼ -14
125	Allianz Trade	https://www.link	France	4,438	221	4.98%	▼ -5
126	Atradius	https://www.link	Netherlands	3,077	151	4.91%	▼ -9
127	LVM Versicherung	https://www.link	Germany	1,406	68	4.84%	▲ 8
128	Debeka	https://www.link	Germany	2,979	144	4.83%	▼ -31
129	AG Insurance	https://www.link	Belgium	3,524	169	4.80%	▼ -50
130	Ocaso	https://www.link	Spain	3,966	190	4.79%	▼ -2
131	UnipolSai Assicurazioni	https://www.link	Italy	7,776	368	4.73%	▼ -39
132	Allianz Italia	https://www.link	Italy	3,451	160	4.64%	▼ -24
133	Generali Česká pojišťovna	https://www.link	Czechia	2,114	97	4.59%	▼ -14
134	a.s.r.	https://www.link	Netherlands	4,651	211	4.54%	▼ -18
135	AOK Baden-Württemberg	https://www.link	Germany	1,084	48	4.43%	New Entry
136	Generali	https://www.link	Italy	54,118	2,369	4.38%	▼ -6
137	Generali Deutschland	https://www.link	Germany	1,337	58	4.34%	▲ 3
138	Groupama Assicurazioni	https://www.link	Italy	1,851	78	4.21%	New Entry
139	Munich Re	https://www.link	Germany	18,855	784	4.16%	▼ -3
140	SOS International	https://www.link	Denmark	1,323	54	4.08%	▼ -7
141	Irish Life	https://www.link	Ireland	1,664	66	3.97%	▼ -38
142	Cattolica Assicurazioni	https://www.link	Italy	2,420	95	3.93%	▼ -19
143	Reale Mutua Assicurazioni	https://www.link	Italy	2,724	106	3.89%	▼ -18
144	Adeslas	https://www.link	Spain	1,618	59	3.65%	▼ -10
145	Groupama Asigurari Roma	https://www.link	Romania	1,113	38	3.41%	▲ 0
146	Kooperativa	https://www.link	Czechia	2,209	74	3.35%	▼ -14
147	ERGO Hestia	https://www.link	Poland	1,435	48	3.34%	▼ -5
148	AXA	https://www.link	France	123,614	4,000	3.24%	▼ -9
149	Ase	https://www.link	Denmark	1,252	39	3.12%	▼ -1
150	P&V	https://www.link	Belgium	1,119	34	3.04%	New Entry
151	Covéa	https://www.link	France	16,832	497	2.95%	▼ -14
152	PZU	https://www.link	Poland	8,876	248	2.79%	▼ -11
153	Croatia osiguranje	https://www.link	Croatia	1,198	33	2.75%	▼ -7
154	UNIQA Insurance Group	https://www.link	Austria	6,447	153	2.37%	▼ -7
155	Warta	https://www.link	Poland	2,017	45	2.23%	▼ -6
156	GCO	https://www.link	Spain	5,186	72	1.39%	New Entry
157	ZUS	https://www.link	Poland	3,683	41	1.11%	▼ -5
158	Groupama	https://www.link	France	27,661	245	0.89%	▼ -7
159	Gruppo Unipol	https://www.link	Italy	11,556	67	0.58%	▼ -6
160	TM	https://www.link	Iceland	1,088	5	0.46%	New Entry

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