



The USA's Most Active Insurance Professionals on Social - September 2023

Industry at a glance:

Average Score:
5.71%

Total Companies:
228

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	Companion Insurance Ager	https://www.linkedin.com/company/companion-insurance-agency	United States	1,512	755	49.93%	▲ 0
2	Western & Southern Life	https://www.linkedin.com/company/western-southern-life	United States	1,552	245	15.79%	▲ 0
3	USI Insurance Services	https://www.linkedin.com/company/us-insurance-services	United States	9,194	1,358	14.77%	▲ 2
4	Hylant	https://www.linkedin.com/company/hylant	United States	1,069	153	14.31%	▲ 2
5	Farm Bureau Financial Ser	https://www.linkedin.com/company/farm-bureau-financial-services	United States	2,417	345	14.27%	▲ 4
6	AssuredPartners	https://www.linkedin.com/company/assuredpartners	United States	4,035	547	13.56%	▲ 4
7	Risk Strategies Company	https://www.linkedin.com/company/risk-strategies-company	United States	1,691	216	12.77%	▲ 1
8	BMI Companies	https://www.linkedin.com/company/bmi-companies	United States	1,043	132	12.66%	New Entry
9	Berkshire Hathaway Specie	https://www.linkedin.com/company/berkshire-hathaway-species	United States	1,514	187	12.35%	▼ -6
10	Horace Mann	https://www.linkedin.com/company/horace-mann	United States	1,181	145	12.28%	▲ 2
11	Marsh McLennan Agency	https://www.linkedin.com/company/marsh-mc-lennan-agency	United States	8,153	979	12.01%	▼ -4
12	Higginbotham	https://www.linkedin.com/company/higginbotham	United States	1,338	157	11.73%	▲ 13
13	Lockton	https://www.linkedin.com/company/lockton	United States	8,883	1,031	11.61%	▲ 15
14	Pan-American Life Insuran	https://www.linkedin.com/company/pan-american-life-insurance	United States	1,837	212	11.54%	▲ 1
15	Insurance Office of Americ	https://www.linkedin.com/company/insurance-office-of-america	United States	1,343	154	11.47%	▲ 22
16	Burns & Wilcox	https://www.linkedin.com/company/burns-wilcox	United States	1,180	130	11.02%	▲ 6
17	CRC Insurance Services	https://www.linkedin.com/company/crc-insurance-services	United States	2,010	220	10.95%	▲ 18
18	Goosehead Insurance Age	https://www.linkedin.com/company/goosehead-insurance-agency	United States	3,055	325	10.64%	▼ -2
19	EPIC Insurance Brokers &	https://www.linkedin.com/company/epic-insurance-brokers	United States	2,605	272	10.44%	New Entry
20	Brighthouse Financial	https://www.linkedin.com/company/bighthouse-financial	United States	1,410	139	9.86%	▼ -16
21	RGA	https://www.linkedin.com/company/rga	United States	3,589	346	9.64%	▲ 2
22	Philadelphia Insurance Cor	https://www.linkedin.com/company/philadelphia-insurance	United States	2,111	200	9.47%	▲ 12
23	Xceedance	https://www.linkedin.com/company/xceedance	United States	3,065	288	9.40%	▲ 8

24	COUNTRY Financial®	https://www.link	United States	6,840	640	9.36%	▲ 6
25	ICW Group	https://www.link	United States	1,059	99	9.35%	▲ 8
26	Liberty National Division	https://www.link	United States	1,072	100	9.33%	▲ 180
27	Brown & Brown	https://www.link	United States	2,929	270	9.22%	▼ -14
28	Alliant Insurance Services	https://www.link	United States	4,648	419	9.01%	▼ -7
29	Lemonade	https://www.link	United States	1,226	110	8.97%	▼ -18
30	Symmetry Financial Group	https://www.link	United States	4,877	432	8.86%	▲ 2
31	HUB International	https://www.link	United States	13,657	1,203	8.81%	▼ -13
32	PURE Insurance	https://www.link	United States	1,023	90	8.80%	New Entry
33	McGriff	https://www.link	United States	3,203	278	8.68%	▼ -4
34	BenefitMall	https://www.link	United States	1,099	95	8.64%	▲ 55
35	Symetra	https://www.link	United States	2,218	188	8.48%	▲ 4
36	Hagerly	https://www.link	United States	1,439	120	8.34%	New Entry
37	Guidewire Software	https://www.link	United States	3,386	282	8.33%	New Entry
38	Everest	https://www.link	United States	3,437	286	8.32%	New Entry
39	Marsh	https://www.link	United States	27,205	2,250	8.27%	▲ 16
40	CareSource	https://www.link	United States	4,008	330	8.23%	▲ 8
41	Allstate Benefits	https://www.link	United States	1,054	86	8.16%	▼ -27
42	PMA Companies	https://www.link	United States	1,485	120	8.08%	▲ 26
43	American Family Insurance	https://www.link	United States	17,589	1,404	7.98%	▲ 1
44	Bankers Life	https://www.link	United States	8,986	716	7.97%	▼ -27
45	NFP	https://www.link	United States	3,367	265	7.87%	▼ -21
46	Amwins	https://www.link	United States	4,186	313	7.48%	▼ -4
47	HSB	https://www.link	United States	1,997	149	7.46%	▼ -11
48	Texas Mutual Insurance Co	https://www.link	United States	1,021	76	7.44%	New Entry
49	Gallagher	https://www.link	United States	33,688	2,500	7.42%	▼ -3
50	Acuity Insurance	https://www.link	United States	1,412	104	7.37%	▲ 53
51	Risk Placement Services	https://www.link	United States	1,473	107	7.26%	▲ 18
52	McLarens	https://www.link	United States	1,678	121	7.21%	▲ 2
53	Starr Insurance Companies	https://www.link	United States	2,606	186	7.14%	▲ 8
54	Blue Cross and Blue Shield	https://www.link	United States	1,107	79	7.14%	▲ 54
55	FCCI Insurance	https://www.link	United States	1,032	73	7.07%	New Entry
56	Utica National Insurance G	https://www.link	United States	1,231	86	6.99%	▲ 15
57	Point32Health	https://www.link	United States	1,629	112	6.88%	▼ -10
58	Global Atlantic Financial G	https://www.link	United States	1,516	103	6.79%	▼ -7
59	Blue Cross Blue Shield of A	https://www.link	United States	2,052	137	6.68%	▲ 37
60	IMA Financial Group	https://www.link	United States	2,703	179	6.62%	▲ 35
61	American National	https://www.link	United States	5,076	336	6.62%	▲ 11
62	Globe Life	https://www.link	United States	2,537	167	6.58%	▲ 49
63	Blue Cross and Blue Shield	https://www.link	United States	1,374	90	6.55%	▲ 15
64	Gen Re	https://www.link	United States	1,681	109	6.48%	▲ 0
65	F&G	https://www.link	United States	1,794	116	6.47%	▼ -46
66	Blue Cross and Blue Shield	https://www.link	United States	2,062	133	6.45%	▲ 44
67	American Fidelity	https://www.link	United States	2,099	134	6.38%	▼ -9
68	Selective Insurance	https://www.link	United States	2,662	168	6.31%	▲ 18
69	MGIC	https://www.link	United States	1,124	70	6.23%	▼ -7
70	Markel	https://www.link	United States	4,285	266	6.21%	New Entry
71	Brightway Insurance	https://www.link	United States	1,082	67	6.19%	New Entry
72	Grange Insurance	https://www.link	United States	1,491	92	6.17%	▼ -27
73	Oscar Health	https://www.link	United States	2,236	137	6.13%	▼ -32
74	FM Global	https://www.link	United States	6,042	370	6.12%	▲ 0
75	Colonial Life	https://www.link	United States	7,396	452	6.11%	▼ -18
76	Penn Mutual	https://www.link	United States	1,051	64	6.09%	▼ -26
77	Ameritas	https://www.link	United States	2,483	151	6.08%	▼ -10
78	CNA Insurance	https://www.link	United States	6,587	397	6.03%	▼ -25
79	Arch Insurance Group	https://www.link	United States	2,157	129	5.98%	▼ -36
80	Acceptance Insurance	https://www.link	United States	1,439	84	5.84%	▲ 12
81	Combined	https://www.link	United States	4,517	263	5.82%	▼ -22
82	RLI Insurance Company	https://www.link	United States	1,272	74	5.82%	▼ -42
83	Excellus BCBS	https://www.link	United States	3,470	201	5.79%	▼ -10
84	Aflac	https://www.link	United States	18,780	1,084	5.77%	▼ -21
85	Triple-S	https://www.link	United States	1,343	77	5.73%	▼ -36
86	Zenith Insurance Company	https://www.link	United States	1,100	63	5.73%	▲ 60
87	AmTrust Financial Services	https://www.link	United States	4,386	251	5.72%	▼ -5
88	EMC Insurance Companies	https://www.link	United States	1,962	111	5.66%	▼ -28
89	Protective Life	https://www.link	United States	3,171	179	5.64%	▼ -19
90	Great American Insurance	https://www.link	United States	5,083	284	5.59%	▲ 7
91	Farm Bureau Insurance of	https://www.link	United States	1,186	66	5.56%	▼ -12
92	Sentry	https://www.link	United States	3,972	219	5.51%	▲ 2
93	Zurich North America	https://www.link	United States	8,902	485	5.45%	▼ -16
94	Allstate	https://www.link	United States	55,603	3,000	5.40%	▲ 6
95	Blue Shield of California	https://www.link	United States	7,463	402	5.39%	▲ 11

96	Church Mutual Insurance C	https://www.link	United States	1,060	57	5.38%	▼ -30
97	Gallagher Bassett	https://www.link	United States	5,737	308	5.37%	▲ 10
98	Crum & Forster	https://www.link	United States	2,392	128	5.35%	▲ 34
99	Prime Therapeutics	https://www.link	United States	4,377	234	5.35%	▲ 22
100	Physicians Mutual	https://www.link	United States	1,336	71	5.31%	▼ -20
101	Brown & Brown Insurance	https://www.link	United States	8,876	460	5.18%	▼ -2
102	CareFirst BlueCross BlueS	https://www.link	United States	6,254	323	5.16%	▼ -9
103	The Hanover Insurance Gr	https://www.link	United States	4,818	248	5.15%	▼ -38
104	USHEALTH Advisors	https://www.link	United States	3,023	155	5.13%	▼ -2
105	Patra Corporation	https://www.link	United States	2,762	141	5.10%	▲ 21
106	USLI	https://www.link	United States	1,142	58	5.08%	▼ -106
107	American Modern Insuranc	https://www.link	United States	1,125	57	5.07%	▼ -69
108	Indiana Farm Bureau Insur	https://www.link	United States	1,428	72	5.04%	▼ -23
109	Blue Cross NC	https://www.link	United States	5,731	285	4.97%	▲ 7
110	Crawford & Company	https://www.link	United States	8,538	424	4.97%	▲ 7
111	Priority Health	https://www.link	United States	2,055	102	4.96%	▼ -13
112	MVP Health Care	https://www.link	United States	1,816	90	4.96%	▲ 29
113	Shelter Insurance Compan	https://www.link	United States	3,881	190	4.90%	▼ -23
114	Westfield	https://www.link	United States	2,494	122	4.89%	▲ 31
115	Intact Insurance Specialty	https://www.link	United States	1,831	88	4.81%	▼ -27
116	Kentucky Farm Bureau Ins	https://www.link	United States	1,104	53	4.80%	▲ 46
117	NCCI	https://www.link	United States	1,084	52	4.80%	▼ -8
118	Unum	https://www.link	United States	10,688	512	4.79%	▼ -17
119	UPMC Health Plan	https://www.link	United States	4,426	212	4.79%	▲ 19
120	Erie Insurance Group	https://www.link	United States	5,881	281	4.78%	▼ -16
121	ReSource Pro	https://www.link	United States	1,549	74	4.78%	▲ 31
122	Wellmar	https://www.link	United States	1,974	94	4.76%	▼ -39
123	State Farm Agent	https://www.link	United States	14,455	688	4.76%	▲ 14
124	AmeriLife	https://www.link	United States	1,156	55	4.76%	New Entry
125	Sedgwick	https://www.link	United States	19,366	919	4.75%	▲ 8
126	Assurance IQ	https://www.link	United States	2,837	134	4.72%	▼ -45
127	SAIF	https://www.link	United States	1,020	48	4.71%	▲ 4
128	Blue Cross and Blue Shield	https://www.link	United States	3,370	157	4.66%	▼ -6
129	Stewart Title	https://www.link	United States	6,435	299	4.65%	▼ -5
130	Plymouth Rock Assurance	https://www.link	United States	1,660	77	4.64%	▼ -5
131	Nationwide	https://www.link	United States	30,806	1,425	4.63%	▼ -26
132	eHealth	https://www.link	United States	1,755	81	4.62%	▲ 27
133	HealthPlanOne	https://www.link	United States	3,123	144	4.61%	▲ 18
134	WoodmenLife	https://www.link	United States	1,719	79	4.60%	▲ 5
135	SelectQuote Insurance Ser	https://www.link	United States	2,167	99	4.57%	▲ 32
136	Capital Blue Cross	https://www.link	United States	1,722	78	4.53%	▲ 0
137	North Carolina Farm Burea	https://www.link	United States	1,748	79	4.52%	▼ -53
138	Arkansas Blue Cross and F	https://www.link	United States	2,221	100	4.50%	▼ -20
139	Blue Cross of Idaho	https://www.link	United States	1,292	58	4.49%	▼ -64
140	Leavitt Group	https://www.link	United States	1,119	50	4.47%	▼ -26
141	West Bend Mutual Insuran	https://www.link	United States	1,373	61	4.44%	▼ -11
142	The Cincinnati Insurance C	https://www.link	United States	4,300	190	4.42%	▲ 1
143	Assurant	https://www.link	United States	14,233	613	4.31%	▼ -23
144	MetLife	https://www.link	United States	57,836	2,475	4.28%	▼ -2
145	Farmers Insurance	https://www.link	United States	53,199	2,250	4.23%	▲ 16
146	Allianz Life	https://www.link	United States	3,924	165	4.20%	▲ 4
147	Tokio Marine	https://www.link	United States	3,259	137	4.20%	▼ -28
148	QBE North America	https://www.link	United States	1,929	81	4.20%	▼ -33
149	Alacrity Solutions	https://www.link	United States	1,549	65	4.20%	▲ 19
150	Independence Blue Cross	https://www.link	United States	4,621	192	4.15%	▼ -21
151	Florida Blue	https://www.link	United States	7,801	324	4.15%	New Entry
152	AIG	https://www.link	United States	29,070	1,207	4.15%	▼ -17
153	PacificSource Health Plans	https://www.link	United States	1,134	47	4.14%	▼ -66
154	Horizon Blue	https://www.link	United States	4,764	196	4.11%	▲ 1
155	Federated Insurance	https://www.link	United States	2,460	101	4.11%	▼ -27
156	Moda Health	https://www.link	United States	1,038	42	4.05%	New Entry
157	CDPHP	https://www.link	United States	1,094	44	4.02%	▼ -4
158	BlueCross BlueShield of Te	https://www.link	United States	4,281	172	4.02%	▲ 8
159	Medical Mutual	https://www.link	United States	2,517	101	4.01%	New Entry
160	Blue Cross Blue Shield Ass	https://www.link	United States	3,372	135	4.00%	▼ -11
161	Lincoln Heritage	https://www.link	United States	1,455	58	3.99%	▲ 12
162	Travelers	https://www.link	United States	40,347	1,600	3.97%	▼ -18
163	The Doctors Company	https://www.link	United States	1,112	44	3.96%	New Entry
164	HealthMarkets	https://www.link	United States	3,170	123	3.88%	▼ -17
165	Guy Carpenter	https://www.link	United States	3,964	153	3.86%	▼ -52
166	ESIS	https://www.link	United States	1,327	51	3.84%	▼ -146
167	Delta Dental	https://www.link	United States	5,135	196	3.82%	▼ -27

168	Select Health	https://www.link	United States	1,372	51	3.72%	▼ -3
169	RT Specialty	https://www.link	United States	2,395	89	3.72%	▼ -57
170	Amica Insurance	https://www.link	United States	3,067	113	3.68%	▼ -6
171	Liberty Mutual Insurance	https://www.link	United States	41,006	1,500	3.66%	▼ -48
172	Spring Venture Group	https://www.link	United States	1,259	46	3.65%	▼ -45
173	CorVel Corporation	https://www.link	United States	3,266	117	3.58%	▼ -15
174	Direct Auto Insurance	https://www.link	United States	1,015	36	3.55%	New Entry
175	BlueCross BlueShield of S	https://www.link	United States	5,617	197	3.51%	▲ 8
176	The General®	https://www.link	United States	1,201	41	3.41%	New Entry
177	Blue Cross Blue Shield of I	https://www.link	United States	8,766	298	3.40%	▼ -7
178	National General	https://www.link	United States	5,545	188	3.39%	▼ -18
179	CCMSI	https://www.link	United States	1,182	40	3.38%	▼ -7
180	Kemper	https://www.link	United States	6,968	235	3.37%	▼ -26
181	Fallon Health	https://www.link	United States	1,015	34	3.35%	New Entry
182	GoHealth	https://www.link	United States	2,588	86	3.32%	▼ -48
183	Homesite Insurance	https://www.link	United States	1,451	47	3.24%	▼ -14
184	Safeco Insurance	https://www.link	United States	2,013	65	3.23%	▼ -3
185	Genex Services	https://www.link	United States	2,328	74	3.18%	▼ -14
186	AAA	https://www.link	United States	9,430	297	3.15%	▼ -11
187	EmblemHealth	https://www.link	United States	2,745	86	3.13%	▲ 7
188	Medica	https://www.link	United States	3,814	119	3.12%	▼ -10
189	Independent Health	https://www.link	United States	1,732	54	3.12%	▼ -15
190	Citizens Property Insuranc	https://www.link	United States	1,503	45	2.99%	▼ -42
191	Alfa Insurance	https://www.link	United States	2,006	59	2.94%	▼ -12
192	Auto-Owners Insurance	https://www.link	United States	4,626	133	2.88%	▲ 3
193	The Rawlings	https://www.link	United States	1,081	31	2.87%	New Entry
194	AAA Auto Club Enterprises	https://www.link	United States	6,108	174	2.85%	New Entry
195	ExamOne	https://www.link	United States	1,419	40	2.82%	▼ -15
196	W. R. Berkley Corporation	https://www.link	United States	2,315	65	2.81%	▼ -8
197	Premera Blue Cross	https://www.link	United States	3,493	98	2.81%	▼ -11
198	CSAA Insurance Group	https://www.link	United States	5,201	145	2.79%	▼ -42
199	State Farm	https://www.link	United States	108,316	3,000	2.77%	▼ -22
200	Blue Cross and Blue Shield	https://www.link	United States	2,465	65	2.64%	▼ -18
201	UPS Capital®	https://www.link	United States	3,391	88	2.60%	▼ -14
202	Highmark	https://www.link	United States	6,365	165	2.59%	▼ -17
203	Broadspire	https://www.link	United States	1,730	44	2.54%	▼ -5
204	VSP Vision Care	https://www.link	United States	2,723	67	2.46%	▼ -20
205	Mercury Insurance	https://www.link	United States	2,978	72	2.42%	▼ -16
206	Genworth	https://www.link	United States	4,634	110	2.37%	▼ -13
207	NJM Insurance Group	https://www.link	United States	1,750	41	2.34%	▼ -31
208	Progressive Insurance	https://www.link	United States	36,800	838	2.28%	▼ -17
209	GEICO	https://www.link	United States	28,271	636	2.25%	▼ -12
210	American Income Life Insu	https://www.link	United States	8,070	176	2.18%	▼ -47
211	State Auto Insurance	https://www.link	United States	2,185	45	2.06%	▼ -21
212	HMSA	https://www.link	United States	1,305	26	1.99%	New Entry
213	Pilot Catastrophe Service	https://www.link	United States	3,166	61	1.93%	▼ -13
214	Sagicor Life Insurance	https://www.link	United States	2,105	40	1.90%	▼ -15
215	Likewise	https://www.link	United States	4,779	85	1.78%	▼ -23
216	State Compensation Insur	https://www.link	United States	3,276	57	1.74%	▼ -12
217	National Government Servi	https://www.link	United States	1,278	22	1.72%	▼ -5
218	Cunningham Lindsey	https://www.link	United States	1,501	25	1.67%	New Entry
219	RAS	https://www.link	United States	2,224	33	1.48%	New Entry
220	Anthem	https://www.link	United States	11,039	161	1.46%	▼ -18
221	ISO	https://www.link	United States	1,496	20	1.34%	▼ -18
222	Tufts Health Plan	https://www.link	United States	1,671	21	1.26%	▼ -15
223	CNO Financial Group	https://www.link	United States	11,585	116	1.00%	▼ -12
224	Health Net	https://www.link	United States	5,270	48	0.91%	▼ -11
225	AXA US	https://www.link	United States	2,735	21	0.77%	▼ -17
226	WPS Health Insurance	https://www.link	United States	1,303	10	0.77%	▼ -21
227	Regence	https://www.link	United States	1,531	11	0.72%	▼ -18
228	York Risk	https://www.link	United States	1,415	7	0.49%	New Entry

Ready to win at social?

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