



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

Industry at a glance:



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)
1	awwwards.	https://www.linkedin.com/company/awwwards	Spain	545	124	22.75%
2	Expereo	https://www.linkedin.com/company/expereo	Netherlands	531	91	17.14%
3	ComeUp	https://www.linkedin.com/company/comeup	France	560	75	13.39%
4	DeepL	https://www.linkedin.com/company/deepl	Germany	880	96	10.91%
5	Catawiki	https://www.linkedin.com/company/catawiki	Netherlands	808	76	9.41%
6	Reworld Media	https://www.linkedin.com/company/reworld-media	France	830	74	8.92%
7	Better Collective	https://www.linkedin.com/company/better-collective	Denmark	990	85	8.59%
8	Brevo	https://www.linkedin.com/company/brevo	France	522	43	8.24%
9	Scaleway	https://www.linkedin.com/company/scaleway	France	554	43	7.76%
10	Voodoo	https://www.linkedin.com/company/voodoo	France	589	45	7.64%
11	VDE	https://www.linkedin.com/company/vde	Germany	685	52	7.59%
12	Back Market	https://www.linkedin.com/company/back-market	France	793	58	7.31%
13	Blip.pt	https://www.linkedin.com/company/blip-pt	Portugal	611	44	7.20%
14	HelloWork	https://www.linkedin.com/company/hellowork	France	564	40	7.09%
15	Devoteam Creative Tech	https://www.linkedin.com/company/devoteam-creative-tech	France	866	58	6.70%
16	Adevinta Spain	https://www.linkedin.com/company/adevinta-spain	Spain	877	53	6.04%
17	Student Pop	https://www.linkedin.com/company/student-pop	France	499	29	5.81%
18	Grupa Pracuj	https://www.linkedin.com/company/grupa-pracuj	Poland	571	33	5.78%
19	METRO Markets	https://www.linkedin.com/company/metro-markets	Germany	535	29	5.42%
20	Meero	https://www.linkedin.com/company/meero	France	808	43	5.32%
21	ManoMano	https://www.linkedin.com/company/mano-mano	France	913	47	5.15%

22	TheFork	https://www.linkedin.com/company/thefork/	France	978	50	5.11%
23	Leadtech Group	https://www.linkedin.com/company/leadtech-group/	Spain	554	28	5.05%
24	idealo internet	https://www.linkedin.com/company/idealo-internet/	Germany	930	42	4.52%
25	XING	https://www.linkedin.com/company/xing/	Germany	734	32	4.36%
26	Groupe SeLoger	https://www.linkedin.com/company/groupe-seloger/	France	521	22	4.22%
27	EOLO	https://www.linkedin.com/company/eolo/	Italy	834	35	4.20%
28	1&1 Mail & Media Applicati	https://www.linkedin.com/company/1-1-mail-media-applicati/	Germany	507	21	4.14%
29	trivago	https://www.linkedin.com/company/trivago/	Germany	906	34	3.75%
30	Global Savings Group	https://www.linkedin.com/company/global-savings-group/	Germany	988	35	3.54%
31	HUBSIDE	https://www.linkedin.com/company/hubside/	France	734	26	3.54%
32	Onet	https://www.linkedin.com/company/onet/	Poland	544	17	3.13%
33	Sitty	https://www.linkedin.com/company/sitty/	Netherlands	517	13	2.51%
34	E-Commerce Nation	https://www.linkedin.com/company/e-commerce-nation/	France	562	14	2.49%
35	Editor	https://www.linkedin.com/company/editor/	Slovenia	596	13	2.18%
36	EVO	https://www.linkedin.com/company/evo/	Ukraine	808	17	2.10%
37	B2B	https://www.linkedin.com/company/b2b/	Poland	600	12	2.00%
38	CRISTIAN LAY	https://www.linkedin.com/company/cristian-lay/	Spain	592	11	1.86%
39	Linkeo	https://www.linkedin.com/company/linkeo/	France	539	10	1.86%
40	FINN.no	https://www.linkedin.com/company/finn-no/	Norway	550	7	1.27%
41	Babysits	https://www.linkedin.com/company/babysits/	Netherlands	943	9	0.95%

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.

[Visit our website](#) [our contact us](#) at support@dsmn8.com



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