



The World's Most Active Internet Professionals on Social - January 2024

Industry at a glance:

Average Score: 6.35%

Total Companies: 156

Average No. Employees: 704

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 7 columns: Position, Company Name, LinkedIn URL, Location, Employees on LinkedIn, No. Employees Shared (Last 30 Days), % Shared (Last 30 Days). Lists 21 companies and their social media performance metrics.

22	Seeking Alpha	https://www.link	United States	877	92	10.49%
23	Multiplier	https://www.link	United States	560	56	10.00%
24	Yotpo	https://www.link	United States	872	86	9.86%
25	TikTok Shop	https://www.link	United Kingdom	989	96	9.71%
26	Index Exchange	https://www.link	Canada	595	56	9.41%
27	Catawiki	https://www.link	Netherlands	808	76	9.41%
28	Simpli.fi	https://www.link	United States	576	54	9.38%
29	Acoustic	https://www.link	United States	594	55	9.26%
30	Reworld Media	https://www.link	France	830	74	8.92%
31	Checkatrade.com	https://www.link	United Kingdom	612	53	8.66%
32	Better Collective	https://www.link	Denmark	990	85	8.59%
33	Tegus	https://www.link	United States	631	54	8.56%
34	FS.com	https://www.link	United States	753	64	8.50%
35	Guesty	https://www.link	United States	558	47	8.42%
36	RippleMatch	https://www.link	United States	633	53	8.37%
37	Rightmove	https://www.link	United Kingdom	948	79	8.33%
38	Brevo	https://www.link	France	522	43	8.24%
39	Ironclad	https://www.link	United States	559	46	8.23%
40	Dataminr	https://www.link	United States	821	66	8.04%
41	Patreon	https://www.link	United States	903	71	7.86%
42	NBC Sports Next	https://www.link	United States	701	55	7.85%
43	ezCater	https://www.link	United States	872	68	7.80%
44	Scaleway	https://www.link	France	554	43	7.76%
45	Unite Us	https://www.link	United States	693	53	7.65%
46	Voodoo	https://www.link	France	589	45	7.64%
47	VDE	https://www.link	Germany	685	52	7.59%
48	Back Market	https://www.link	France	793	58	7.31%
49	FinOps Foundation	https://www.link	United States	686	50	7.29%
50	Faculty	https://www.link	United Kingdom	690	50	7.25%
51	Blip.pt	https://www.link	Portugal	611	44	7.20%
52	HelloWork	https://www.link	France	564	40	7.09%
53	Wing	https://www.link	United States	579	41	7.08%
54	Fetch	https://www.link	United States	842	59	7.01%
55	THG Ingenuity	https://www.link	United Kingdom	544	37	6.80%
56	Zwift	https://www.link	United States	518	35	6.76%
57	Devoteam Creative Tech	https://www.link	France	866	58	6.70%
58	LTK	https://www.link	United States	982	65	6.62%
59	The Philadelphia Inquirer	https://www.link	United States	900	59	6.56%
60	Nextdoor	https://www.link	United States	947	62	6.55%
61	data.ai	https://www.link	United States	649	42	6.47%
62	lbotta	https://www.link	United States	908	58	6.39%
63	Headout	https://www.link	United States	560	35	6.25%
64	Prodege	https://www.link	United States	515	32	6.21%
65	Americaneagle.com	https://www.link	United States	697	43	6.17%
66	Adevinta Spain	https://www.link	Spain	877	53	6.04%
67	JustAnswer	https://www.link	United States	777	46	5.92%
68	Enago	https://www.link	United States	683	40	5.86%
69	Student Pop	https://www.link	France	499	29	5.81%
70	Equinix Asia-Pacific	https://www.link	United States	551	32	5.81%
71	Grupa Pracuj	https://www.link	Poland	571	33	5.78%
72	HighLevel	https://www.link	United States	599	34	5.68%
73	METRO Markets	https://www.link	Germany	535	29	5.42%
74	Xerago	https://www.link	United States	555	30	5.41%
75	CV-Library	https://www.link	United Kingdom	675	36	5.33%
76	Meero	https://www.link	France	808	43	5.32%
77	Olo	https://www.link	United States	904	48	5.31%
78	Niche	https://www.link	United States	606	32	5.28%
79	Temu	https://www.link	United States	578	30	5.19%
80	TakeLessons	https://www.link	United States	579	30	5.18%
81	Loblaw Digital	https://www.link	Canada	796	41	5.15%
82	ManoMano	https://www.link	France	913	47	5.15%
83	TheFork	https://www.link	France	978	50	5.11%
84	Guru	https://www.link	United States	631	32	5.07%
85	Time Out Group	https://www.link	United Kingdom	651	33	5.07%
86	Leadtech Group	https://www.link	Spain	554	28	5.05%
87	Workrise	https://www.link	United States	581	29	4.99%
88	Curated	https://www.link	United States	627	31	4.94%
89	Roadie	https://www.link	United States	764	37	4.84%
90	Cricut	https://www.link	United States	922	43	4.66%
91	Foodhub	https://www.link	United Kingdom	887	41	4.62%
92	Gett	https://www.link	United Kingdom	858	39	4.55%
93	idealo internet	https://www.link	Germany	930	42	4.52%

94	Computrabajo	https://www.link€	United Kingdom	630	28	4.44%
95	Wonders	https://www.link€	United States	540	24	4.44%
96	Quantcast	https://www.link€	United States	544	24	4.41%
97	XING	https://www.link€	Germany	734	32	4.36%
98	Conductor	https://www.link€	United States	668	29	4.34%
99	Ideas2IT Technologies	https://www.link€	United States	715	31	4.34%
100	Everyday Health	https://www.link€	United States	558	24	4.30%
101	RJ Young	https://www.link€	United States	845	36	4.26%
102	Luxury Presence	https://www.link€	United States	612	26	4.25%
103	Groupe SeLoger	https://www.link€	France	521	22	4.22%
104	DLH	https://www.link€	United States	948	40	4.22%
105	Yummy	https://www.link€	United States	571	24	4.20%
106	EOLO	https://www.link€	Italy	834	35	4.20%
107	1&1 Mail & Media Applicati	https://www.link€	Germany	507	21	4.14%
108	Saks	https://www.link€	United States	681	27	3.96%
109	Raptive	https://www.link€	United States	514	20	3.89%
110	CareRev	https://www.link€	United States	674	26	3.86%
111	trivago	https://www.link€	Germany	906	34	3.75%
112	Wing Assistant	https://www.link€	United States	828	31	3.74%
113	Peapod Digital Labs	https://www.link€	United States	885	33	3.73%
114	Climate	https://www.link€	United States	857	31	3.62%
115	MVF	https://www.link€	United Kingdom	617	22	3.57%
116	Global Savings Group	https://www.link€	Germany	988	35	3.54%
117	HUBSIDE	https://www.link€	France	734	26	3.54%
118	Qentelli	https://www.link€	United States	767	27	3.52%
119	Nuro	https://www.link€	United States	956	33	3.45%
120	MPB	https://www.link€	United Kingdom	553	19	3.44%
121	Adobe Commerce	https://www.link€	United States	585	20	3.42%
122	Tuya Smart	https://www.link€	United States	591	20	3.38%
123	Onet	https://www.link€	Poland	544	17	3.13%
124	QuinStreet	https://www.link€	United States	919	27	2.94%
125	Whatnot	https://www.link€	United States	682	20	2.93%
126	Thomas	https://www.link€	United States	820	23	2.80%
127	Vivid Seats	https://www.link€	United States	596	16	2.68%
128	Weee!	https://www.link€	United States	661	17	2.57%
129	Sitly	https://www.link€	Netherlands	517	13	2.51%
130	E-Commerce Nation	https://www.link€	France	562	14	2.49%
131	Uber for Business	https://www.link€	United States	886	22	2.48%
132	Vroom	https://www.link€	United States	895	21	2.35%
133	Editor	https://www.link€	Slovenia	596	13	2.18%
134	EVO	https://www.link€	Ukraine	808	17	2.10%
135	Cloud5 Communications	https://www.link€	United States	539	11	2.04%
136	B2B	https://www.link€	Poland	600	12	2.00%
137	Porch Group	https://www.link€	United States	814	16	1.97%
138	Courier	https://www.link€	United States	575	11	1.91%
139	PlanetArt	https://www.link€	United States	803	15	1.87%
140	CRISTIAN LAY	https://www.link€	Spain	592	11	1.86%
141	Linkeo	https://www.link€	France	539	10	1.86%
142	Capsule	https://www.link€	United States	776	14	1.80%
143	X	https://www.link€	United States	870	13	1.49%
144	JH	https://www.link€	United Kingdom	722	10	1.39%
145	Unified	https://www.link€	United States	532	7	1.32%
146	FINN.no	https://www.link€	Norway	550	7	1.27%
147	Sittercity	https://www.link€	United States	900	11	1.22%
148	Amazon Seller Association	https://www.link€	United States	500	6	1.20%
149	HungryPanda	https://www.link€	United Kingdom	553	6	1.08%
150	Babysits	https://www.link€	Netherlands	943	9	0.95%
151	UBIO	https://www.link€	United Kingdom	905	8	0.88%
152	Telenav	https://www.link€	United States	588	5	0.85%
153	ENA by Zayo	https://www.link€	United States	645	5	0.78%
154	Consigliamo Online	https://www.link€	United Kingdom	581	2	0.34%
155	delivery.com	https://www.link€	United States	665	2	0.30%
156	Advanced Internet Technol	https://www.link€	United States	594	0	0.00%

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

