



The USA'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	TaskHuman	https://www.linkedin.com/company/taskhuman	United States	561	145	25.85%
2	Internet Society	https://www.linkedin.com/company/internetsociety	United States	956	184	19.25%
3	SkillGigs.com	https://www.linkedin.com/company/skillgigs	United States	498	86	17.27%
4	AngellList	https://www.linkedin.com/company/angellist	United States	518	83	16.02%
5	MoEngage	https://www.linkedin.com/company/moengage	United States	751	118	15.71%
6	Rock Content	https://www.linkedin.com/company/rockcontent	United States	713	110	15.43%
7	ICANN	https://www.linkedin.com/company/icann	United States	742	114	15.36%
8	Anchor	https://www.linkedin.com/company/anchor	United States	660	97	14.70%
9	Meetup	https://www.linkedin.com/company/meetup	United States	678	98	14.45%
10	G2	https://www.linkedin.com/company/g2	United States	963	131	13.60%
11	ThriveDX	https://www.linkedin.com/company/thrivedx	United States	849	111	13.07%
12	InVision	https://www.linkedin.com/company/invision	United States	502	60	11.95%
13	CleverTap	https://www.linkedin.com/company/clevertap	United States	652	77	11.81%
14	1871	https://www.linkedin.com/company/1871	United States	710	81	11.41%
15	Uniphore	https://www.linkedin.com/company/uniphore	United States	903	99	10.96%
16	Seeking Alpha	https://www.linkedin.com/company/seekingalpha	United States	877	92	10.49%
17	Multiplier	https://www.linkedin.com/company/multiplier	United States	560	56	10.00%
18	Yotpo	https://www.linkedin.com/company/yotpo	United States	872	86	9.86%
19	Simplifi	https://www.linkedin.com/company/simplifi	United States	576	54	9.38%
20	Acoustic	https://www.linkedin.com/company/acoustic	United States	594	55	9.26%
21	Tegus	https://www.linkedin.com/company/tegus	United States	631	54	8.56%

22	FS.com	United States	753	64	8.50%
23	Guesty	United States	558	47	8.42%
24	RippleMatch	United States	633	53	8.37%
25	Ironclad	United States	559	46	8.23%
26	Dataminr	United States	821	66	8.04%
27	Patreon	United States	903	71	7.86%
28	NBC Sports Next	United States	701	55	7.85%
29	ezCater	United States	872	68	7.80%
30	Unite Us	United States	693	53	7.65%
31	FinOps Foundation	United States	686	50	7.29%
32	Wing	United States	579	41	7.08%
33	Fetch	United States	842	59	7.01%
34	Zwift	United States	518	35	6.76%
35	LTK	United States	982	65	6.62%
36	The Philadelphia Inquirer	United States	900	59	6.56%
37	Nextdoor	United States	947	62	6.55%
38	data.ai	United States	649	42	6.47%
39	lbotta	United States	908	58	6.39%
40	Headout	United States	560	35	6.25%
41	Prodege	United States	515	32	6.21%
42	Americaneagle.com	United States	697	43	6.17%
43	JustAnswer	United States	777	46	5.92%
44	Enago	United States	683	40	5.86%
45	Equinix Asia-Pacific	United States	551	32	5.81%
46	HighLevel	United States	599	34	5.68%
47	Xerago	United States	555	30	5.41%
48	Olo	United States	904	48	5.31%
49	Niche	United States	606	32	5.28%
50	Temu	United States	578	30	5.19%
51	TakeLessons	United States	579	30	5.18%
52	Guru	United States	631	32	5.07%
53	Workrise	United States	581	29	4.99%
54	Curated	United States	627	31	4.94%
55	Roadie	United States	764	37	4.84%
56	Cricut	United States	922	43	4.66%
57	Wonders	United States	540	24	4.44%
58	Quantcast	United States	544	24	4.41%
59	Conductor	United States	668	29	4.34%
60	Ideas2IT Technologies	United States	715	31	4.34%
61	Everyday Health	United States	558	24	4.30%
62	RJ Young	United States	845	36	4.26%
63	Luxury Presence	United States	612	26	4.25%
64	DLH	United States	948	40	4.22%
65	Yummy	United States	571	24	4.20%
66	Saks	United States	681	27	3.96%
67	Raptive	United States	514	20	3.89%
68	CareRev	United States	674	26	3.86%
69	Wing Assistant	United States	828	31	3.74%
70	Peapod Digital Labs	United States	885	33	3.73%
71	Climate	United States	857	31	3.62%
72	Qentelli	United States	767	27	3.52%
73	Nuro	United States	956	33	3.45%
74	Adobe Commerce	United States	585	20	3.42%
75	Tuya Smart	United States	591	20	3.38%
76	QuinStreet	United States	919	27	2.94%
77	Whatnot	United States	682	20	2.93%
78	Thomas	United States	820	23	2.80%
79	Vivid Seats	United States	596	16	2.68%
80	Weee!	United States	661	17	2.57%
81	Uber for Business	United States	886	22	2.48%
82	Vroom	United States	895	21	2.35%
83	Cloud5 Communications	United States	539	11	2.04%
84	Porch Group	United States	814	16	1.97%
85	Courier	United States	575	11	1.91%
86	PlanetArt	United States	803	15	1.87%
87	Capsule	United States	776	14	1.80%
88	X	United States	870	13	1.49%
89	Unified	United States	532	7	1.32%
90	Sittercity	United States	900	11	1.22%
91	Amazon Seller Association	United States	500	6	1.20%
92	Telenav	United States	588	5	0.85%
93	ENA by Zayo	United States	645	5	0.78%

94	delivery.com	https://www.linkedin.com	United States	665	2	0.30%
95	Advanced Internet Technol	https://www.linkedin.com	United States	594	0	0.00%



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