



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

Industry at a glance:

Average Score:
3.54%

Total Companies:
213

Global Industry Average:
3.14%

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)	Rank Change
1	HORSE	https://www.linkedin.com/company/horse	Spain	1,097	143	13.04%	New Entry
2	RATIONAL	https://www.linkedin.com/company/rational	Germany	1,517	174	11.47%	▼ -1
3	Innomotics	https://www.linkedin.com/company/innomotics	Germany	1,981	220	11.11%	New Entry
4	Kardex	https://www.linkedin.com/company/kardex	Switzerland	1,482	120	8.10%	▲ 0
5	Balluff EMEA	https://www.linkedin.com/company/balluff-emea	Germany	1,698	131	7.71%	▲ 3
6	B&R Industrial Automation	https://www.linkedin.com/company/b-r-industrial-automation	Austria	1,870	137	7.33%	▲ 22
7	Accelleron	https://www.linkedin.com/company/acceleron	Switzerland	1,090	79	7.25%	New Entry
8	Kalmar	https://www.linkedin.com/company/kalmar	Finland	1,832	132	7.21%	▲ 25
9	Endress+Hauser Group	https://www.linkedin.com/company/endress-hauser-group	Switzerland	8,903	632	7.10%	▲ 4
10	Hoppenbrouwers	https://www.linkedin.com/company/hoppenbrouwers	Netherlands	1,151	80	6.95%	▲ 5
11	Omron Industrial Automatic	https://www.linkedin.com/company/omron-industrial-automatic	Netherlands	2,458	169	6.88%	▲ 5
12	Equans Nederland	https://www.linkedin.com/company/equans-nederland	Netherlands	2,434	167	6.86%	▲ 8
13	Belimo	https://www.linkedin.com/company/belimo	Switzerland	1,477	100	6.77%	▲ 1
14	Atlas Copco	https://www.linkedin.com/company/atlas-copco	Sweden	33,120	2,064	6.23%	▲ 52
15	Schneider Electric	https://www.linkedin.com/company/schneider-electric	France	81,130	5,000	6.16%	New Entry
16	De Nora	https://www.linkedin.com/company/de-nora	Italy	1,079	66	6.12%	▼ -13
17	Boccard	https://www.linkedin.com/company/boccard	France	1,437	87	6.05%	▲ 21
18	KION Group	https://www.linkedin.com/company/kion-group	Germany	2,571	153	5.95%	▲ 14
19	Northvolt	https://www.linkedin.com/company/northvolt	Sweden	4,716	280	5.94%	New Entry
20	Tecnimont	https://www.linkedin.com/company/tecnimont	Italy	5,144	303	5.89%	▲ 142
21	SICK Sensor Intelligence	https://www.linkedin.com/company/sick-sensor-intelligence	Germany	6,196	351	5.66%	▼ -12

22	ifm	https://www.linke	Germany	4,028		226	5.61%	▼ -20
23	Hiab	https://www.linke	Sweden	1,081		60	5.55%	New Entry
24	Böllhoff Group	https://www.linke	Germany	1,192		66	5.54%	▼ -17
25	Electrolux Professional Gr	https://www.linke	Sweden	2,331		128	5.49%	▲ 40
26	WIRTGEN GROUP	https://www.linke	Germany	2,024		106	5.24%	▲ 69
27	Munters	https://www.linke	Sweden	2,118		110	5.19%	▲ 48
28	GRUNDFOS	https://www.linke	Denmark	12,142		629	5.18%	▲ 11
29	Groupe Atlantic	https://www.linke	France	4,270		220	5.15%	▼ -24
30	Walter Tools	https://www.linke	Germany	1,840		94	5.11%	▼ -18
31	ZEISS Industrial Metrology	https://www.linke	Germany	1,609		82	5.10%	▼ -21
32	SACMI	https://www.linke	Italy	2,404		121	5.03%	▲ 38
33	Sandvik Coromant	https://www.linke	Sweden	4,593		229	4.99%	▲ 4
34	Kuipers	https://www.linke	Netherlands	1,190		59	4.96%	▲ 0
35	Busch Vacuum Solutions	https://www.linke	Germany	1,675		83	4.96%	▼ -29
36	Lenze	https://www.linke	Germany	1,137		56	4.93%	New Entry
37	Lely	https://www.linke	Netherlands	2,227		108	4.85%	▼ -8
38	STILL	https://www.linke	Germany	1,295		62	4.79%	▲ 49
39	Wilo Group	https://www.linke	Germany	2,591		121	4.67%	▲ 15
40	Alfa Laval	https://www.linke	Sweden	12,925		599	4.63%	▲ 32
41	Volvo Penta	https://www.linke	Sweden	2,083		95	4.56%	▼ -17
42	Burckhardt Compression	https://www.linke	Switzerland	1,626		74	4.55%	▼ -1
43	Körber Pharma	https://www.linke	Germany	1,627		74	4.55%	▼ -22
44	MAN Energy Solutions	https://www.linke	Germany	7,054		316	4.48%	▲ 15
45	Nordex Group	https://www.linke	Germany	6,543		293	4.48%	New Entry
46	Valmet	https://www.linke	Finland	11,319		504	4.45%	▲ 28
47	HARTING Technology Gro	https://www.linke	Germany	1,494		66	4.42%	▼ -16
48	Dalkia Froid Solutions	https://www.linke	France	1,023		45	4.40%	New Entry
49	STÄUBLI	https://www.linke	Switzerland	2,504		110	4.39%	▼ -30
50	Vestas	https://www.linke	Denmark	26,975	1,185		4.39%	▲ 28
51	Biesse	https://www.linke	Italy	2,744		120	4.37%	▲ 0
52	PALFINGER	https://www.linke	Austria	2,043		87	4.26%	▼ -7
53	Interroll Group	https://www.linke	Switzerland	1,072		45	4.20%	New Entry
54	MANITOU Group	https://www.linke	France	2,643		110	4.16%	▼ -28
55	Bystronic Group	https://www.linke	Switzerland	1,515		63	4.16%	▲ 35
56	Seco Tools	https://www.linke	Sweden	2,988		123	4.12%	▲ 17
57	Ingeteam	https://www.linke	Spain	3,240		133	4.10%	▼ -14
58	Komax	https://www.linke	Switzerland	1,146		47	4.10%	New Entry
59	Trescal	https://www.linke	France	2,982		122	4.09%	▲ 43
60	BOBST	https://www.linke	Switzerland	4,383		179	4.08%	▲ 8
61	Cefla	https://www.linke	Italy	1,347		55	4.08%	▼ -5
62	HYDAC Group	https://www.linke	Germany	2,385		97	4.07%	▼ -35
63	Bühler Group	https://www.linke	Switzerland	7,047		286	4.06%	▼ -23
64	GE Renewable Energy	https://www.linke	France	9,698		388	4.00%	▼ -3
65	Normet Group	https://www.linke	Finland	1,300		52	4.00%	▼ -18
66	GF Machining Solutions	https://www.linke	Switzerland	1,432		57	3.98%	▼ -20
67	Vanderlande	https://www.linke	Netherlands	7,275		287	3.95%	▲ 16
68	Phoenix Contact	https://www.linke	Germany	8,129		320	3.94%	▼ -15
69	Nilfisk	https://www.linke	Denmark	3,699		145	3.92%	▼ -7
70	Ammann Group	https://www.linke	Switzerland	1,148		45	3.92%	▲ 40
71	Etteplan	https://www.linke	Finland	2,896		113	3.90%	▲ 66
72	CGT	https://www.linke	Italy	1,240		47	3.79%	▲ 36
73	TK Elevator	https://www.linke	Germany	20,382		771	3.78%	▲ 57
74	Bosch Rexroth	https://www.linke	Germany	11,660		440	3.77%	▲ 24
75	EPTA GROUP	https://www.linke	Italy	2,158		81	3.75%	▼ -33
76	Carrier Commercial Refrige	https://www.linke	France	1,255		47	3.75%	▲ 71
77	Renco	https://www.linke	Italy	1,282		48	3.74%	▲ 73
78	Güntner	https://www.linke	Germany	1,318		49	3.72%	▲ 34
79	Sulzer	https://www.linke	Switzerland	8,996		334	3.71%	▲ 6
80	Groupe Institut de Soudure	https://www.linke	France	1,105		41	3.71%	▼ -69
81	Konecranes	https://www.linke	Finland	9,555		353	3.69%	▲ 38
82	Fenwick-Linde	https://www.linke	France	1,300		48	3.69%	▼ -65
83	Marposs	https://www.linke	Italy	1,260		46	3.65%	▼ -1
84	Syntegon	https://www.linke	Germany	2,792		101	3.62%	▼ -61
85	ABB	https://www.linke	Switzerland	97,504	3,500		3.59%	▲ 36
86	Kverneland Group	https://www.linke	Norway	1,087		39	3.59%	▲ 56
87	Stork, a Fluor company	https://www.linke	Netherlands	5,602		200	3.57%	▼ -1
88	Windmoeller & Hoelscher C	https://www.linke	Germany	1,069		38	3.55%	New Entry
89	Markem-Imaje	https://www.linke	Switzerland	2,984		106	3.55%	▲ 0
90	Pepperl+Fuchs Group	https://www.linke	Germany	2,421		86	3.55%	▼ -19
91	DF-Duro Felguera	https://www.linke	Spain	1,362		48	3.52%	▲ 22
92	DEUTZ	https://www.linke	Germany	1,183		41	3.47%	▲ 87
93	TRUMPF	https://www.linke	Germany	7,525		255	3.39%	▲ 16

94	Wärtsilä	https://www.link	Finland	14,208	480	3.38%	▲ 50
95	KROHNE	https://www.link	Germany	1,991	67	3.37%	▼ -60
96	FPT Industrial	https://www.link	Italy	2,501	84	3.36%	▼ -17
97	Poclair Hydraulics	https://www.link	France	1,191	40	3.36%	▼ -39
98	Kelvion	https://www.link	Germany	1,608	54	3.36%	▼ -1
99	BERGERAT MONNOYEUF	https://www.link	France	1,371	46	3.36%	▼ -69
100	BEUMER Group	https://www.link	Germany	3,429	115	3.35%	▲ 43
101	Voith Turbo	https://www.link	Germany	1,921	64	3.33%	▲ 4
102	GROB-WERKE GmbH & C	https://www.link	Germany	1,115	37	3.32%	New Entry
103	Volvo Construction Equipm	https://www.link	Sweden	7,415	246	3.32%	▲ 53
104	Sidel	https://www.link	France	5,146	170	3.30%	▲ 11
105	Marchesini Group	https://www.link	Italy	1,154	38	3.29%	▼ -42
106	SKF Group	https://www.link	Sweden	17,549	577	3.29%	▼ -5
107	Siemens	https://www.link	Germany	213,387	7,000	3.28%	▲ 31
108	Metso Outotec	https://www.link	Finland	5,826	189	3.24%	▼ -56
109	Paul Wurth	https://www.link	Luxembourg	1,423	46	3.23%	▲ 46
110	GEA Group	https://www.link	Germany	13,721	436	3.18%	▼ -29
111	Coperion	https://www.link	Germany	1,166	37	3.17%	▼ -31
112	EagleBurgmann	https://www.link	Germany	2,826	89	3.15%	▼ -36
113	Stabilus	https://www.link	Germany	1,133	35	3.09%	▲ 16
114	Actemium	https://www.link	France	5,774	178	3.08%	▼ -18
115	Bonfiglioli	https://www.link	Italy	2,143	66	3.08%	▲ 3
116	GROUPE ADF	https://www.link	France	2,076	63	3.03%	▼ -39
117	Onet Technologies	https://www.link	France	1,657	50	3.02%	▼ -24
118	CLAAS	https://www.link	Germany	4,636	139	3.00%	▲ 8
119	Scm Group	https://www.link	Italy	2,571	77	2.99%	▲ 15
120	FlexLink	https://www.link	Sweden	1,139	34	2.99%	▼ -60
121	Equans BeLux	https://www.link	Belgium	5,502	164	2.98%	▲ 30
122	Salvagnini	https://www.link	Italy	1,117	33	2.95%	New Entry
123	KHS Group	https://www.link	Germany	2,779	81	2.91%	▲ 8
124	Linde Material Handling	https://www.link	Germany	2,484	72	2.90%	▲ 22
125	Johnson Controls	https://www.link	Ireland	65,952	1,900	2.88%	▲ 27
126	Voith Paper	https://www.link	Germany	2,266	65	2.87%	New Entry
127	TSK Electrónica y Electrici	https://www.link	Spain	1,325	38	2.87%	▼ -16
128	Wittur Group	https://www.link	Germany	1,606	46	2.86%	▼ -29
129	Axima Réfrigération France	https://www.link	France	1,231	35	2.84%	▼ -80
130	NORMA Group	https://www.link	Germany	2,146	61	2.84%	▲ 6
131	Bosch France	https://www.link	France	1,068	30	2.81%	New Entry
132	FläktGroup	https://www.link	Germany	1,890	53	2.80%	▼ -88
133	Festo	https://www.link	Germany	7,842	218	2.78%	▼ -1
134	Trelleborg Sealing Solution	https://www.link	Germany	3,639	101	2.78%	▼ -27
135	Reel	https://www.link	France	1,370	38	2.77%	▼ -32
136	KUHN Group	https://www.link	France	1,048	29	2.77%	New Entry
137	FLSmidth	https://www.link	Denmark	13,959	386	2.77%	▲ 20
138	SEW Eurodrive	https://www.link	Germany	4,341	120	2.76%	▼ -3
139	Flender	https://www.link	Germany	1,921	72	6.25%	▼ -82
140	Groz-Beckert	https://www.link	Germany	1,197	33	2.76%	▼ -104
141	ISQ	https://www.link	Portugal	1,131	31	2.74%	▼ -91
142	Oerlikon	https://www.link	Switzerland	5,403	148	2.74%	▲ 44
143	Liebherr Group	https://www.link	Germany	9,195	251	2.73%	▼ -26
144	CLAUGER	https://www.link	France	1,614	44	2.73%	▼ -89
145	ENGEL	https://www.link	Austria	2,287	62	2.71%	▲ 8
146	Schunk Group	https://www.link	Germany	1,661	45	2.71%	▼ -24
147	John Cockerill	https://www.link	Belgium	4,764	129	2.71%	▼ -59
148	Marel	https://www.link	Iceland	5,097	138	2.71%	▼ -32
149	KONE	https://www.link	Finland	29,909	808	2.70%	▲ 16
150	CERATIZIT	https://www.link	Luxembourg	1,820	49	2.69%	▼ -58
151	Danfoss Power Solutions	https://www.link	Denmark	5,553	147	2.65%	▼ -47
152	NTN Europe	https://www.link	France	1,920	55	1.51%	▼ -88
153	Beckhoff Automation	https://www.link	Germany	1,120	29	2.59%	▼ -105
154	Herrenknecht	https://www.link	Germany	1,316	34	2.58%	▲ 6
155	HOERBIGER	https://www.link	Switzerland	2,672	69	2.58%	▲ 18
156	KONGSBERG	https://www.link	Norway	1,667	43	2.58%	▲ 22
157	KraussMaffei	https://www.link	Germany	1,765	45	2.55%	▼ -30
158	Koenig & Bauer	https://www.link	Germany	1,118	28	2.50%	New Entry
159	Krones	https://www.link	Germany	6,957	174	2.50%	▲ 4
160	DMG MORI	https://www.link	Germany	3,772	93	2.47%	▼ -1
161	Habasit	https://www.link	Switzerland	1,145	28	2.45%	▼ -70
162	Danfoss	https://www.link	Denmark	21,161	517	2.44%	▼ -4
163	Bizerba	https://www.link	Germany	1,956	47	2.40%	▼ -40
164	KUKA	https://www.link	Germany	9,186	220	2.39%	▲ 0
165	ANDRITZ	https://www.link	Austria	12,157	288	2.37%	▼ -20

166	SIPA	https://www.link€	Italy	1,075	25	2.33%	▲ 10
167	Metso	https://www.link€	Finland	17,789	409	2.30%	▲ 8
168	Dürr	https://www.link€	Germany	4,810	110	2.29%	New Entry
169	Körber Technologies	https://www.link€	Germany	1,359	31	2.28%	New Entry
170	MULTIVAC Group	https://www.link€	Germany	1,542	35	2.27%	New Entry
171	EOS	https://www.link€	Germany	1,454	33	2.27%	▼ -77
172	Schenck Process	https://www.link€	Germany	1,822	41	2.25%	▼ -31
173	Schuler Group	https://www.link€	Germany	1,837	41	2.23%	▼ -40
174	MEI	https://www.link€	Italy	1,976	44	2.23%	New Entry
175	IMA Group	https://www.link€	Italy	3,810	84	2.20%	▼ -47
176	KNAPP	https://www.link€	Austria	2,632	58	2.20%	▼ -36
177	Mersen	https://www.link€	France	2,510	102	1.20%	▼ -93
178	Clemessy	https://www.link€	France	2,213	47	2.12%	▼ -53
179	Heidelberger Druckmaschi	https://www.link€	Germany	3,070	65	2.12%	▼ -30
180	ERIKS	https://www.link€	Netherlands	3,291	69	2.10%	▼ -10
181	Zoppas Industries Heating	https://www.link€	Italy	1,545	32	2.07%	▼ -33
182	SMS group	https://www.link€	Germany	4,779	98	2.05%	New Entry
183	Rieter	https://www.link€	Switzerland	2,460	50	2.03%	▼ -11
184	Kärcher	https://www.link€	Germany	5,742	115	2.00%	▼ -10
185	ASMPT SMT Solutions	https://www.link€	Germany	1,013	20	1.97%	New Entry
186	LM Wind Power	https://www.link€	Denmark	4,317	84	1.95%	▼ -5
187	Ansaldo Energia	https://www.link€	Italy	2,680	52	1.94%	New Entry
188	G.D	https://www.link€	Italy	1,165	22	1.89%	▼ -11
189	Rolls-Royce Power System	https://www.link€	Germany	4,707	88	1.87%	▼ -2
190	Danielli Group	https://www.link€	Italy	5,324	98	1.84%	▼ -23
191	ALTRAD ENDEL	https://www.link€	France	2,541	46	1.81%	New Entry
192	HOMAG	https://www.link€	Germany	2,249	40	1.78%	▼ -86
193	KSB Company	https://www.link€	Germany	6,502	114	1.75%	▼ -24
194	Tenova	https://www.link€	Italy	2,225	38	1.71%	New Entry
195	Comau	https://www.link€	Italy	5,293	90	1.70%	▼ -34
196	Orona	https://www.link€	Spain	1,871	31	1.66%	▼ -127
197	Fives	https://www.link€	France	4,441	73	1.64%	▼ -17
198	STIHL	https://www.link€	Germany	6,755	102	1.51%	▼ -9
199	VDL Enabling Technologies	https://www.link€	Netherlands	1,400	21	1.50%	▼ -33
200	Wacker Neuson Group	https://www.link€	Germany	2,570	36	1.40%	▼ -46
201	Georg Fischer	https://www.link€	Switzerland	6,493	85	1.31%	▼ -30
202	Jungheinrich	https://www.link€	Germany	8,836	112	1.27%	▼ -12
203	SDF	https://www.link€	Italy	1,979	23	1.16%	▼ -21
204	thyssenkrupp	https://www.link€	Germany	34,205	364	1.06%	▼ -21
205	Bilfinger Nordic Region	https://www.link€	Norway	1,292	12	0.93%	▼ -14
206	mtu solutions	https://www.link€	Germany	1,251	11	0.88%	▼ -18
207	Voith Group	https://www.link€	Germany	11,350	92	0.81%	▼ -9
208	Cargotec	https://www.link€	Finland	6,880	51	0.74%	▼ -14
209	Trelleborg Group	https://www.link€	Sweden	7,607	56	0.74%	▼ -14
210	Schindler Group	https://www.link€	Switzerland	30,625	210	0.69%	New Entry
211	Bilfinger	https://www.link€	Germany	13,245	72	0.54%	▼ -11
212	ABM-TECNA	https://www.link€	Belgium	2,142	9	0.42%	▼ -20
213	ATT INOX	https://www.link€	Poland	3,128	11	0.35%	▼ -11

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