SMN8

The UK's Most Active Machinery Professionals on Social - January 2024

Industry at a glance:

Average Score:

2.67%

Total Companies:

19

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	HBK	https://www.linke	United Kingdom	1,243	86	6.92%	▲ 0
2	Trillium Flow Technologies	https://www.linke	United Kingdom	1,229	56	4.56%	▲ 1
3	Altrad UK, Ireland & Nordio	https://www.linke	United Kingdom	1,479	59	3.99%	▼ -1
4	Rotork	https://www.linke	United Kingdom	2,016	79	3.92%	▲ 6
5	Cavendish Nuclear	https://www.linke	United Kingdom	1,232	45	3.65%	▲ 2
6	Spirax Sarco	https://www.linke	United Kingdom	1,986	65	3.27%	▼ -2
7	CNH Industrial	https://www.linke	United Kingdom	28,534	855	3.00%	▲ 2
8	Primetals Technologies	https://www.linke	United Kingdom	3,402	96	2.82%	▲ 3
9	John Crane	https://www.linke	United Kingdom	4,420	120	2.71%	New Entry
10	Howden, A Chart Industries	https://www.linke	United Kingdom	3,766	91	2.42%	▼ -4
11	Perkins Engines Company	https://www.linke	United Kingdom	1,385	30	2.17%	▲ 5
12	Rolls-Royce	https://www.linke	United Kingdom	27,511	577	2.10%	▲ 3
13	BOC UK & Ireland	https://www.linke	United Kingdom	1,497	31	2.07%	▲ 0
14	Pentair	https://www.linke	United Kingdom	7,500	140	1.87%	▼ -2
15	JCB	https://www.linke	United Kingdom	8,277	141	1.70%	▲ 3
16	IMI	https://www.linke	United Kingdom	3,507	22	0.63%	▲ 5
17	Renishaw	https://www.linke	United Kingdom	2,605	85	2.76%	▼ -9
18	Rencol Components	https://www.linke	United Kingdom	11,692	12	0.10%	▲ 5
19	GKN	https://www.linke	United Kingdom	18,227	13	0.07%	▲ 3

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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linkedin.com/company/DSMN8

