



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

Industry at a glance:

Average Score:
2.55%

Total Companies:
112

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	Regal Rexnord	https://www.linkedin.com/company/regal-rexnord	United States	1,458	180	12.35%	New Entry
2	International Society of Aut	https://www.linkedin.com/company/international-society-of-automotive	United States	1,083	97	8.96%	▼ -1
3	Tennant Company	https://www.linkedin.com/company/tennant-company	United States	2,492	131	5.26%	▲ 4
4	Equipment Depot	https://www.linkedin.com/company/equipment-depot	United States	1,541	79	5.13%	▲ 10
5	Rockwell Automation	https://www.linkedin.com/company/rockwell-automation	United States	22,248	1,102	4.95%	▲ 1
6	Ritchie Bros.	https://www.linkedin.com/company/ritchie-bros	United States	2,552	119	4.66%	▼ -3
7	Trane Technologies	https://www.linkedin.com/company/trane-technologies	United States	10,438	481	4.61%	▲ 4
8	Donaldson	https://www.linkedin.com/company/donaldson	United States	6,926	308	4.45%	▲ 17
9	Symbotic	https://www.linkedin.com/company/symbotic	United States	1,149	50	4.35%	▲ 4
10	AGCO	https://www.linkedin.com/company/agco	United States	12,808	551	4.30%	▲ 8
11	Intralox	https://www.linkedin.com/company/intralox	United States	1,887	81	4.29%	▼ -2
12	Victaulic	https://www.linkedin.com/company/victaulic	United States	2,641	110	4.17%	▼ -7
13	FARO Technologies	https://www.linkedin.com/company/faro-technologies	United States	1,978	81	4.10%	▼ -3
14	RDO Equipment Co.	https://www.linkedin.com/company/rdo-equipment-co	United States	1,590	65	4.09%	▲ 36
15	Plug Power	https://www.linkedin.com/company/plug-power	United States	2,303	93	4.04%	▼ -7
16	ASTECC	https://www.linkedin.com/company/astec	United States	1,245	49	3.94%	▲ 1
17	Genie	https://www.linkedin.com/company/genie	United States	1,521	57	3.75%	▲ 11
18	Daikin Comfort	https://www.linkedin.com/company/daikin-comfort	United States	2,628	98	3.73%	▲ 8
19	Omron Automation	https://www.linkedin.com/company/omron-automation	United States	2,064	73	3.54%	▼ -17
20	Emerson	https://www.linkedin.com/company/emerson	United States	45,284	1,587	3.50%	▲ 15
21	JBT FoodTech	https://www.linkedin.com/company/jbt-foodtech	United States	1,724	58	3.36%	▼ -2

22	Protolabs	https://www.link	United States	1,437	48	3.34%	▲ 9
23	The Manitowoc Company	https://www.link	United States	2,081	68	3.27%	▲ 16
24	FANUC America	https://www.link	United States	1,780	57	3.20%	▼ -2
25	Elliott Group, Ebara	https://www.link	United States	1,415	45	3.18%	▲ 19
26	Bobcat Company	https://www.link	United States	3,084	97	3.15%	▲ 32
27	ALKEGEN	https://www.link	United States	2,272	71	3.13%	▼ -4
28	Daikin Applied Americas	https://www.link	United States	3,649	114	3.12%	▲ 12
29	Vermeer	https://www.link	United States	2,255	69	3.06%	▲ 19
30	3M	https://www.link	United States	72,400	2,170	3.00%	▲ 15
31	Barry-Wehmiller Design Gr	https://www.link	United States	1,407	42	2.99%	▼ -7
32	Alliance Laundry Systems	https://www.link	United States	1,391	41	2.95%	▲ 34
33	Hyster-Yale Group	https://www.link	United States	4,048	118	2.92%	▲ 9
34	ESAB	https://www.link	United States	2,968	86	2.90%	▼ -18
35	Valmont Industries	https://www.link	United States	4,368	125	2.86%	▲ 2
36	JLG Industries	https://www.link	United States	2,464	69	2.80%	▼ -9
37	Moxa	https://www.link	United States	1,183	33	2.79%	▼ -4
38	Empire Cat	https://www.link	United States	1,297	36	2.78%	New Entry
39	Hargrove Engineers & Con	https://www.link	United States	1,875	52	2.77%	▼ -5
40	JBT	https://www.link	United States	1,575	42	2.67%	▼ -28
41	Bloom Energy	https://www.link	United States	1,952	52	2.66%	▼ -21
42	Xylem	https://www.link	United States	14,317	381	2.66%	▼ -4
43	Caterpillar	https://www.link	United States	49,661	1,317	2.65%	▲ 10
44	Southco	https://www.link	United States	1,561	41	2.63%	▼ -3
45	Kubota Tractor	https://www.link	United States	1,759	45	2.56%	▼ -2
46	Fox Factory	https://www.link	United States	1,637	41	2.50%	▼ -17
47	Martin Sprocket & Gear	https://www.link	United States	1,121	28	2.50%	▼ -15
48	Ormat Technologies	https://www.link	United States	1,128	28	2.48%	▼ -27
49	Thorlabs	https://www.link	United States	1,254	31	2.47%	▲ 8
50	SPX FLOW	https://www.link	United States	4,107	101	2.46%	▲ 6
51	Chart Industries	https://www.link	United States	1,902	46	2.42%	▲ 4
52	Graco	https://www.link	United States	3,778	90	2.38%	▲ 2
53	Lincoln Electric	https://www.link	United States	4,828	115	2.38%	▼ -4
54	Carrier HVAC	https://www.link	United States	10,802	257	2.38%	▲ 18
55	Dover	https://www.link	United States	2,060	49	2.38%	▲ 18
56	Cognex	https://www.link	United States	2,585	61	2.36%	▼ -52
57	Kennametal	https://www.link	United States	6,373	148	2.32%	▼ -6
58	STANLEY Engineered Fas	https://www.link	United States	1,097	25	2.28%	▼ -22
59	John Deere	https://www.link	United States	57,165	1,301	2.28%	▲ 16
60	Ingersoll Rand	https://www.link	United States	13,883	310	2.23%	▼ -14
61	Milliken & Company	https://www.link	United States	3,815	84	2.20%	▲ 6
62	Tecumseh Products Comp	https://www.link	United States	1,550	33	2.13%	▲ 15
63	Milacron	https://www.link	United States	1,480	31	2.09%	▲ 11
64	Gardner Denver	https://www.link	United States	2,316	48	2.07%	▲ 15
65	JR Automation	https://www.link	United States	1,691	35	2.07%	▲ 17
66	Saint-Gobain Abrasives	https://www.link	United States	3,898	79	2.03%	▼ -5
67	Nordson	https://www.link	United States	2,374	48	2.02%	▲ 4
68	Columbus McKinnon	https://www.link	United States	1,586	32	2.02%	▲ 33
69	TSI	https://www.link	United States	1,442	29	2.01%	▲ 16
70	Motion	https://www.link	United States	7,273	146	2.01%	▲ 8
71	3D Systems	https://www.link	United States	2,885	57	1.98%	▼ -6
72	Instron	https://www.link	United States	1,067	21	1.97%	▼ -57
73	STIHL USA	https://www.link	United States	1,276	25	1.96%	▲ 3
74	Gates	https://www.link	United States	7,386	142	1.92%	▼ -6
75	Flowserve	https://www.link	United States	13,381	257	1.92%	▼ -6
76	The Toro Company	https://www.link	United States	4,246	81	1.91%	▼ -12
77	Dover Fueling Solutions	https://www.link	United States	2,387	45	1.89%	▲ 25
78	IDEX	https://www.link	United States	2,924	54	1.85%	▲ 9
79	Terex	https://www.link	United States	7,245	132	1.82%	▲ 9
80	Haas Automation	https://www.link	United States	1,101	20	1.82%	▲ 24
81	Miller Electric Mfg.	https://www.link	United States	1,234	22	1.78%	▼ -51
82	ITW	https://www.link	United States	6,879	120	1.74%	▼ -2
83	Toyota Material Handling	https://www.link	United States	2,299	39	1.70%	▼ -21
84	Swagelok	https://www.link	United States	3,614	60	1.66%	▼ -37
85	Schindler Elevator (U.S.)	https://www.link	United States	4,920	80	1.63%	New Entry
86	The Timken Company	https://www.link	United States	7,200	116	1.61%	▼ -3
87	MTS Systems	https://www.link	United States	1,826	29	1.59%	▲ 13
88	TEAM	https://www.link	United States	3,977	62	1.56%	▼ -18
89	Trane	https://www.link	United States	11,515	172	1.49%	▼ -5
90	Greenheck	https://www.link	United States	1,349	20	1.48%	▼ -4
91	Parker Hannifin	https://www.link	United States	34,042	503	1.48%	▲ 4
92	NTN Bearing	https://www.link	United States	1,113	16	1.44%	▲ 2
93	Mitsubishi Electric Automat	https://www.link	United States	2,101	30	1.43%	▼ -1

94	Altec	https://www.link	United States	4,065	53	1.30%	▼ -5
95	Kloeckner Metals - America	https://www.link	United States	1,305	17	1.30%	▼ -4
96	Makino	https://www.link	United States	1,152	15	1.30%	▼ -44
97	NSK	https://www.link	United States	3,187	41	1.29%	▲ 0
98	Kaeser Compressors USA	https://www.link	United States	1,109	14	1.26%	▼ -35
99	Ditch Witch	https://www.link	United States	1,061	13	1.23%	New Entry
100	Snap-on	https://www.link	United States	6,496	79	1.22%	▼ -4
101	IMI CCI	https://www.link	United States	2,175	25	1.15%	▲ 8
102	SMC	https://www.link	United States	8,117	89	1.10%	▼ -3
103	Kaiser Aluminum	https://www.link	United States	1,813	18	0.99%	New Entry
104	Parker Lord	https://www.link	United States	2,275	21	0.92%	▼ -23
105	Power Plant Services	https://www.link	United States	1,714	15	0.88%	▲ 5
106	ITT	https://www.link	United States	8,769	71	0.81%	▲ 1
107	Titan Machinery	https://www.link	United States	1,425	10	0.70%	▼ -9
108	Hillenbrand	https://www.link	United States	5,568	37	0.66%	▲ 3
109	MGS	https://www.link	United States	1,146	7	0.61%	New Entry
110	Komatsu Construction	https://www.link	United States	8,497	38	0.45%	▲ 2
111	GE	https://www.link	United States	218,332	683	0.31%	▲ 5
112	ESI an MKS Brand	https://www.link	United States	1,598	3	0.19%	▲ 6

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](https://www.dsmn8.com) [our contact us at support@dsmn8.com](mailto:support@dsmn8.com)



DSMN8

[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

