



The USA's Most Active Food & Beverages Professionals on Social - November 2023

Industry at a glance:

Average Score: 2.95%

Total Companies: 70

Global Industry Average: 3.32%

Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact is often greater than that of its company pages? Your employees are seen as a trusted source of information by 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, conversions, and prove ROI. Not bad, 'ey?

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 currently 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.

While you're looking, consider that DSMN8 customers typically see a minimum of 30-40% of employees regularly sharing company-approved content, with little effort required.

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 23 companies and their social activity metrics.

24	Organic Valley	https://www.link	United States	746	24	3.22%
25	The ICEE Company	https://www.link	United States	628	20	3.18%
26	Agricultural Research Cent	https://www.link	United States	538	16	2.97%
27	Royal Cup	https://www.link	United States	568	16	2.82%
28	Stone Brewing	https://www.link	United States	690	19	2.75%
29	Red Bull Distribution Comp	https://www.link	United States	796	21	2.64%
30	AriZona Beverage Co.	https://www.link	United States	531	14	2.64%
31	Dennis Group	https://www.link	United States	611	15	2.45%
32	Nekter Juice Bar	https://www.link	United States	629	15	2.38%
33	Gourmet Foods Internation	https://www.link	United States	546	13	2.38%
34	Heartland Coca-Cola	https://www.link	United States	507	12	2.37%
35	Parkhurst Dining	https://www.link	United States	858	20	2.33%
36	NuCO2	https://www.link	United States	533	12	2.25%
37	Gong Cha	https://www.link	United States	978	22	2.25%
38	Blue Bottle Coffee	https://www.link	United States	913	20	2.19%
39	Baldor Specialty Foods	https://www.link	United States	692	15	2.17%
40	G3 Enterprises	https://www.link	United States	574	12	2.09%
41	Vistar	https://www.link	United States	935	19	2.03%
42	Lipari Foods	https://www.link	United States	797	16	2.01%
43	Carvel	https://www.link	United States	518	10	1.93%
44	Paris Baguette North Amer	https://www.link	United States	910	17	1.87%
45	National DCP	https://www.link	United States	602	11	1.83%
46	Post Holdings	https://www.link	United States	968	17	1.76%
47	The Greene Turtle Sports E	https://www.link	United States	546	9	1.65%
48	TKC Holdings	https://www.link	United States	553	9	1.63%
49	Stew Leonard's Farm Fres	https://www.link	United States	872	14	1.61%
50	LiDestri Food and Drink	https://www.link	United States	691	11	1.59%
51	Bang Energy	https://www.link	United States	508	8	1.57%
52	Bob's Red Mill	https://www.link	United States	523	8	1.53%
53	LA SIRENA	https://www.link	United States	988	15	1.52%
54	Wetzel's Pretzels	https://www.link	United States	605	9	1.49%
55	Manhattan Beer Distributor	https://www.link	United States	689	10	1.45%
56	Bonchon	https://www.link	United States	557	8	1.44%
57	Schwan's Home Delivery	https://www.link	United States	666	9	1.35%
58	Turkey Hill	https://www.link	United States	775	10	1.29%
59	JOH	https://www.link	United States	550	7	1.27%
60	Buffalo Rock Company	https://www.link	United States	967	12	1.24%
61	BUNN	https://www.link	United States	949	11	1.16%
62	Hu	https://www.link	United States	750	8	1.07%
63	Labatt Food Service	https://www.link	United States	671	7	1.04%
64	Bruster's Real Ice Cream	https://www.link	United States	787	8	1.02%
65	Kung Fu Tea	https://www.link	United States	735	7	0.95%
66	Cornelius	https://www.link	United States	541	5	0.92%
67	Earth Fare	https://www.link	United States	826	6	0.73%
68	CJ Foods	https://www.link	United States	678	4	0.59%
69	Silver Eagle Distributors H	https://www.link	United States	536	3	0.56%
70	Yogurtland	https://www.link	United States	813	2	0.25%

Ready to win at social?

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