



The USA's Most Active Mining & Metals Professionals on Social - February 2024

Industry at a glance:

Average Score: 2.26%

Total Companies: 57

Global Industry Average: 2.69%

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?

Table with 8 columns: Position, Company Name, LinkedIn URL, Location, Employees on LinkedIn, No. Employees Shared (Last 30 Days), % Shared (Last 30 Days), Rank Change. Lists 21 companies including Aura Minerals, Molycop, Ecobat, TW Metals, SSR Mining, etc.

22	Covia	https://www.link	United States	1,190	31	2.61%
23	Newmont	https://www.link	United States	14,708	369	2.51%
24	Rogers Group	https://www.link	United States	881	20	2.27%
25	Dyno Nobel	https://www.link	United States	2,256	51	2.26%
26	Coeur Mining	https://www.link	United States	953	21	2.20%
27	Boart Longyear	https://www.link	United States	3,289	67	2.04%
28	TimkenSteel	https://www.link	United States	796	16	2.01%
29	Castle Metals	https://www.link	United States	777	15	1.93%
30	Freeport-McMoRan	https://www.link	United States	8,119	155	1.91%
31	Charter Steel	https://www.link	United States	631	12	1.90%
32	OmniSource	https://www.link	United States	851	16	1.88%
33	Gerda North America	https://www.link	United States	2,785	52	1.87%
34	Martin Marietta	https://www.link	United States	3,848	68	1.77%
35	Vulcan Materials Company	https://www.link	United States	4,633	80	1.73%
36	Steel Technologies	https://www.link	United States	1,060	17	1.60%
37	Bonnell Aluminum	https://www.link	United States	507	8	1.58%
38	North American Stainless	https://www.link	United States	720	11	1.53%
39	TIMET	https://www.link	United States	984	15	1.52%
40	Buzzi Unicem USA	https://www.link	United States	597	9	1.51%
41	AngloGold Ashanti	https://www.link	United States	8,786	126	1.43%
42	Steel Warehouse	https://www.link	United States	949	11	1.16%
43	Pace Industries	https://www.link	United States	1,048	12	1.15%
44	thyssenkrupp Materials	https://www.link	United States	1,579	18	1.14%
45	Precoat Metals	https://www.link	United States	551	6	1.09%
46	MetalTek International	https://www.link	United States	518	5	0.97%
47	Peabody Energy	https://www.link	United States	2,868	26	0.91%
48	Stillwater Mining Company	https://www.link	United States	500	4	0.80%
49	O'Neal Steel	https://www.link	United States	760	6	0.79%
50	Logan Aluminum	https://www.link	United States	761	6	0.79%
51	CONSOL Energy	https://www.link	United States	1,208	9	0.75%
52	Special Metals	https://www.link	United States	707	5	0.71%
53	Century Aluminum	https://www.link	United States	644	4	0.62%
54	Westmoreland Mining	https://www.link	United States	715	4	0.56%
55	Waupaca Foundry	https://www.link	United States	1,333	7	0.53%
56	Schnitzer Steel	https://www.link	United States	1,232	6	0.49%
57	ASARCO	https://www.link	United States	988	3	0.30%

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.

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