



The UK's Most Active Oil & Energy Professionals on Social - February 2024

Industry at a glance:

Average Score:
3.23%

Total Companies:
26

Global Industry Average:
2.44%

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
1	Shell Energy	https://www.linkedin.com/company/shell-energy	United Kingdom	3,462	301	8.69%	▲ 10
2	Odfjell Technology	https://www.linkedin.com/company/odfjell-technology	United Kingdom	1,051	75	7.14%	New Entry
3	Borr Drilling	https://www.linkedin.com/company/borr-drilling	United Kingdom	1,507	76	5.04%	▼ -1
4	Neptune Energy	https://www.linkedin.com/company/neptune-energy	United Kingdom	1,292	65	5.03%	▲ 1
5	Harbour Energy	https://www.linkedin.com/company/harbour-energy	United Kingdom	1,323	66	4.99%	▲ 5
6	EnerMech	https://www.linkedin.com/company/enermech	United Kingdom	2,738	111	4.05%	▼ -3
7	Subsea7	https://www.linkedin.com/company/subsea7	United Kingdom	12,557	495	3.94%	▼ -1
8	Score Group	https://www.linkedin.com/company/score-group	United Kingdom	1,018	38	3.73%	New Entry
9	Certas Energy	https://www.linkedin.com/company/certas-energy	United Kingdom	1,060	39	3.68%	▼ -8
10	ASCO Group	https://www.linkedin.com/company/asco-group	United Kingdom	1,017	37	3.64%	▼ -1
11	Vivo Energy	https://www.linkedin.com/company/vivo-energy	United Kingdom	4,276	153	3.58%	▼ -7
12	Sparrows Group	https://www.linkedin.com/company/sparrows-group	United Kingdom	1,640	56	3.41%	▲ 0
13	Hydratight	https://www.linkedin.com/company/hydratight	United Kingdom	1,163	36	3.10%	▲ 0
14	Castrol	https://www.linkedin.com/company/castrol	United Kingdom	4,136	121	2.93%	▲ 1
15	Perenco	https://www.linkedin.com/company/perenco	United Kingdom	5,776	161	2.79%	▼ -1
16	bp	https://www.linkedin.com/company/bp	United Kingdom	64,601	1,800	2.79%	▲ 1
17	Stena Drilling	https://www.linkedin.com/company/stena-drilling	United Kingdom	1,565	42	2.68%	▲ 6
18	Shell	https://www.linkedin.com/company/shell	United Kingdom	126,063	2,500	1.98%	▲ 2
19	TechnipFMC	https://www.linkedin.com/company/technipfmc	United Kingdom	38,425	754	1.96%	▼ -1
20	Proserv	https://www.linkedin.com/company/proserv	United Kingdom	1,132	22	1.94%	▼ -13
21	KCA Deutag	https://www.linkedin.com/company/kca-deutag	United Kingdom	5,299	95	1.79%	▼ -2

22	Odfjell Drilling	https://www.linkedin.com/company/odfjell-drilling	United Kingdom	2,070	31	1.50%	▲ 0
23	Brand Energy & Infrastructure	https://www.linkedin.com/company/brand-energy-infrastructure	United Kingdom	2,660	37	1.39%	▼ -2
24	Doosan Babcock	https://www.linkedin.com/company/doosan-babcock	United Kingdom	2,034	25	1.23%	▲ 0
25	EV	https://www.linkedin.com/company/ev	United Kingdom	3,738	21	0.56%	▲ 1
26	Amec Foster Wheeler	https://www.linkedin.com/company/amec-foster-wheeler	United Kingdom	14,966	58	0.39%	▲ 1

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)



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