



The World's Most Active Internet Professionals on Social - March 2024

Industry at a glance:

Average Score: 5.87%

Total Companies: 94

Average No. Employees: 7,295

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 Microsoft for Startups, Malt, ApplyBoard, StackAdapt, Nova, Quora, Brandwatch, AppsFlyer, Infopro Digital, Ascendion, Better Collective, Trustpilot, Ripple, TravelPerk, astara, The Trade Desk, Cvent, Leboncoin.fr, RTB House, Preply, and Domestika.

22	YouTube	<a href="https://www.link€">https://www.link€</a>	United States	104,080	8,000	7.69%	▲ 26
23	Allegro	<a href="https://www.link€">https://www.link€</a>	Poland	4,129	317	7.68%	▲ 36
24	Pinterest	<a href="https://www.link€">https://www.link€</a>	United States	8,433	646	7.66%	▼ -4
25	Trainline	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,080	82	7.59%	▲ 35
26	The Knot Worldwide	<a href="https://www.link€">https://www.link€</a>	United States	2,065	152	7.36%	▲ 29
27	Hawk-Eye Innovations Ltd	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,210	88	7.27%	▲ 12
28	Shutterstock	<a href="https://www.link€">https://www.link€</a>	United States	6,029	437	7.25%	▲ 12
29	WebMD	<a href="https://www.link€">https://www.link€</a>	United States	2,572	184	7.15%	▲ 69
30	Google Fiber	<a href="https://www.link€">https://www.link€</a>	United States	1,215	86	7.08%	▲ 26
31	Box	<a href="https://www.link€">https://www.link€</a>	United States	3,311	230	6.95%	▲ 5
32	Turo	<a href="https://www.link€">https://www.link€</a>	United States	1,643	114	6.94%	New Entry
33	CarGurus	<a href="https://www.link€">https://www.link€</a>	United States	1,183	82	6.93%	New Entry
34	BlaBlaCar	<a href="https://www.link€">https://www.link€</a>	France	1,195	79	6.61%	▲ 11
35	Red Ventures	<a href="https://www.link€">https://www.link€</a>	United States	2,515	166	6.60%	▲ 61
36	Betcltic Group	<a href="https://www.link€">https://www.link€</a>	France	1,079	71	6.58%	New Entry
37	Facile.it	<a href="https://www.link€">https://www.link€</a>	Italy	1,160	69	5.95%	▲ 36
38	KAYAK	<a href="https://www.link€">https://www.link€</a>	United States	1,192	70	5.87%	▲ 37
39	AUTO1 Group	<a href="https://www.link€">https://www.link€</a>	Germany	3,404	190	5.58%	New Entry
40	BuzzFeed	<a href="https://www.link€">https://www.link€</a>	United States	1,451	80	5.51%	▲ 27
41	Selectra	<a href="https://www.link€">https://www.link€</a>	France	1,297	69	5.32%	▲ 30
42	Toshiba Global Commerce	<a href="https://www.link€">https://www.link€</a>	United States	2,359	123	5.21%	▲ 24
43	Wyant	<a href="https://www.link€">https://www.link€</a>	United States	3,681	185	5.03%	▲ 38
44	Seznam.cz	<a href="https://www.link€">https://www.link€</a>	Czechia	1,746	85	4.87%	▲ 71
45	Global Blue	<a href="https://www.link€">https://www.link€</a>	Switzerland	1,399	67	4.79%	▼ -7
46	Yelp	<a href="https://www.link€">https://www.link€</a>	United States	6,589	307	4.66%	▲ 34
47	Course Hero	<a href="https://www.link€">https://www.link€</a>	United States	2,972	135	4.54%	▼ -5
48	GoDaddy	<a href="https://www.link€">https://www.link€</a>	United States	8,146	357	4.38%	▲ 55
49	eBay	<a href="https://www.link€">https://www.link€</a>	United States	18,444	789	4.28%	▲ 33
50	eDreams ODIGEO	<a href="https://www.link€">https://www.link€</a>	Spain	2,115	89	4.21%	▲ 20
51	Semtech	<a href="https://www.link€">https://www.link€</a>	United States	1,416	59	4.17%	▲ 43
52	iO	<a href="https://www.link€">https://www.link€</a>	Belgium	5,080	209	4.11%	▲ 32
53	Fanatics	<a href="https://www.link€">https://www.link€</a>	United States	8,951	367	4.10%	▲ 24
54	Konica Minolta Business S	<a href="https://www.link€">https://www.link€</a>	United States	6,794	271	3.99%	▲ 37
55	Cash App	<a href="https://www.link€">https://www.link€</a>	United States	3,939	157	3.99%	▲ 14
56	Glassdoor	<a href="https://www.link€">https://www.link€</a>	United States	1,620	63	3.89%	▲ 31
57	ModSquad	<a href="https://www.link€">https://www.link€</a>	United States	1,246	48	3.85%	▲ 4
58	Waymo	<a href="https://www.link€">https://www.link€</a>	United States	2,732	105	3.84%	▲ 28
59	Indeed	<a href="https://www.link€">https://www.link€</a>	United States	18,474	695	3.76%	▲ 17
60	MJ Quinn	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,107	40	3.61%	New Entry
61	Realtor.com	<a href="https://www.link€">https://www.link€</a>	United States	2,804	101	3.60%	▲ 29
62	Flink	<a href="https://www.link€">https://www.link€</a>	Germany	2,435	87	3.57%	▲ 50
63	Wattpad	<a href="https://www.link€">https://www.link€</a>	Canada	4,088	146	3.57%	▲ 38
64	ABOUT YOU	<a href="https://www.link€">https://www.link€</a>	Germany	1,499	53	3.54%	▲ 10
65	CIENCE	<a href="https://www.link€">https://www.link€</a>	United States	1,254	44	3.51%	▲ 58
66	Adevinta	<a href="https://www.link€">https://www.link€</a>	Spain	5,291	178	3.36%	New Entry
67	CloudFactory	<a href="https://www.link€">https://www.link€</a>	United States	3,433	112	3.26%	▲ 16
68	Deliveroo	<a href="https://www.link€">https://www.link€</a>	United Kingdom	9,192	298	3.24%	▲ 42
69	CGG	<a href="https://www.link€">https://www.link€</a>	France	4,300	134	3.12%	New Entry
70	CHECK24 Vergleichsportal	<a href="https://www.link€">https://www.link€</a>	Germany	3,311	101	3.05%	▲ 35
71	Automatic	<a href="https://www.link€">https://www.link€</a>	United States	4,041	121	2.99%	▲ 36
72	Ubiquiti	<a href="https://www.link€">https://www.link€</a>	United States	1,219	36	2.95%	▲ 53
73	Hotmart	<a href="https://www.link€">https://www.link€</a>	Netherlands	11,366	323	2.84%	▲ 35
74	Grubhub	<a href="https://www.link€">https://www.link€</a>	United States	6,970	190	2.73%	▲ 44
75	Uber	<a href="https://www.link€">https://www.link€</a>	United States	93,173	2,500	2.68%	New Entry
76	Carvana	<a href="https://www.link€">https://www.link€</a>	United States	6,333	168	2.65%	▲ 51
77	ClickBank	<a href="https://www.link€">https://www.link€</a>	United States	4,093	107	2.61%	▲ 44
78	YOOX NET-A-PORTER	<a href="https://www.link€">https://www.link€</a>	United Kingdom	4,450	106	2.38%	▲ 54
79	Arrow Electronics	<a href="https://www.link€">https://www.link€</a>	United States	20,106	468	2.33%	▲ 37
80	Teachers Pay Teachers	<a href="https://www.link€">https://www.link€</a>	United States	4,007	91	2.27%	▲ 51
81	eMAG	<a href="https://www.link€">https://www.link€</a>	Romania	3,166	71	2.24%	▲ 47
82	SLB	<a href="https://www.link€">https://www.link€</a>	United States	112,153	2,475	2.21%	▲ 40
83	OLX Autos	<a href="https://www.link€">https://www.link€</a>	Netherlands	2,278	48	2.11%	▲ 9
84	Fareportal	<a href="https://www.link€">https://www.link€</a>	United States	3,134	51	1.63%	▲ 49
85	CareerBuilder	<a href="https://www.link€">https://www.link€</a>	United States	1,560	25	1.60%	▲ 44
86	Care.com	<a href="https://www.link€">https://www.link€</a>	United States	11,293	175	1.55%	New Entry
87	VERISIGN	<a href="https://www.link€">https://www.link€</a>	United States	1,262	18	1.43%	▲ 53
88	GOAT Group	<a href="https://www.link€">https://www.link€</a>	United States	1,177	16	1.36%	▲ 1
89	artnet	<a href="https://www.link€">https://www.link€</a>	United States	1,438	18	1.25%	▲ 56
90	Delivery Hero	<a href="https://www.link€">https://www.link€</a>	Germany	32,272	353	1.09%	▲ 51
91	Groupon	<a href="https://www.link€">https://www.link€</a>	United States	10,727	116	1.08%	New Entry
92	Internet Brands	<a href="https://www.link€">https://www.link€</a>	United States	5,915	58	0.98%	▲ 56
93	ADB	<a href="https://www.link€">https://www.link€</a>	Switzerland	1,218	7	0.57%	▲ 46

94 Cimpres

<https://www.link> Ireland

10,060

44

0.44%

▲ 56

## 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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