



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

Industry at a glance:

Average Score: 5.32%

Total Companies: 55

Global Industry Average: 5.87%

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, Quora, AppsFlyer, Ascendion, Ripple, The Trade Desk, Cvent, Preply, Domestika, YouTube, Pinterest, The Knot Worldwide, Shutterstock, WebMD, Google Fiber, Box, Turo, CarGurus, Red Ventures, KAYAK, and BuzzFeed.

22	Toshiba Global Commerce	https://www.link	United States	2,359	123	5.21%	▲ 21
23	Wyzant	https://www.link	United States	3,681	185	5.03%	▲ 28
24	Yelp	https://www.link	United States	6,589	307	4.66%	▲ 26
25	Course Hero	https://www.link	United States	2,972	135	4.54%	▲ 0
26	GoDaddy	https://www.link	United States	8,146	357	4.38%	▲ 40
27	eBay	https://www.link	United States	18,444	789	4.28%	▲ 25
28	Semtech	https://www.link	United States	1,416	59	4.17%	▲ 33
29	Fanatics	https://www.link	United States	8,951	367	4.10%	▲ 20
30	Konica Minolta Business S	https://www.link	United States	6,794	271	3.99%	▲ 29
31	Cash App	https://www.link	United States	3,939	157	3.99%	▲ 14
32	Glassdoor	https://www.link	United States	1,620	63	3.89%	▲ 23
33	ModSquad	https://www.link	United States	1,246	48	3.85%	▲ 7
34	Waymo	https://www.link	United States	2,732	105	3.84%	▲ 20
35	Indeed	https://www.link	United States	18,474	695	3.76%	▲ 13
36	Realtor.com	https://www.link	United States	2,804	101	3.60%	▲ 22
37	CIENCE	https://www.link	United States	1,254	44	3.51%	▲ 43
38	CloudFactory	https://www.link	United States	3,433	112	3.26%	▲ 15
39	Automattic	https://www.link	United States	4,041	121	2.99%	▲ 30
40	Konica Minolta Business S	https://www.link	United States	1,219	36	2.95%	▲ 42
41	Grubhub	https://www.link	United States	6,970	190	2.73%	▲ 34
42	Uber	https://www.link	United States	93,173	2,500	2.68%	New Entry
43	Carvana	https://www.link	United States	6,333	168	2.65%	▲ 41
44	ClickBank	https://www.link	United States	4,093	107	2.61%	▲ 34
45	Arrow Electronics	https://www.link	United States	20,106	468	2.33%	▲ 29
46	Teachers Pay Teachers	https://www.link	United States	4,007	91	2.27%	▲ 41
47	SLB	https://www.link	United States	112,153	2,475	2.21%	▲ 32
48	Fareportal	https://www.link	United States	3,134	51	1.63%	▲ 40
49	CareerBuilder	https://www.link	United States	1,560	25	1.60%	▲ 36
50	Care.com	https://www.link	United States	11,293	175	1.55%	New Entry
51	VERISIGN	https://www.link	United States	1,262	18	1.43%	▲ 40
52	GOAT Group	https://www.link	United States	1,177	16	1.36%	▲ 5
53	artnet	https://www.link	United States	1,438	18	1.25%	▲ 40
54	Groupon	https://www.link	United States	10,727	116	1.08%	New Entry
55	Internet Brands	https://www.link	United States	5,915	58	0.98%	▲ 41

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



DSMN8

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

