



The World's Most Active Internet Professionals on Social - October 2023

Industry at a glance:

Average Score: 7.55%

Total Companies: 151

Average No. Employees: 6,920

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 8 columns: Position, Company Name, LinkedIn URL, Location, Employees on LinkedIn, No. Employees Shared (Last 30 Days), % Shared (Last 30 Days), Rank Change. Lists 23 companies including PagerDuty, Ascendion, Malt, Nova, Quora, Whatfix, Infopro Digital, HubSpot, BMJ, G-P, Upwork, astara, Leboncoin, AppsFlyer, Trustpilot, Ripple, StackAdapt, Brandwatch, OVHcloud, Pinterest, RTB House, TravelPerk, and ApplyBoard.

24	Grammarly	https://www.link€	United States	1,320		180	13.64%	▼ -19
25	UserTesting	https://www.link€	United States	1,802		237	13.15%	▼ -3
26	Nextdoor	https://www.link€	United States	1,021		132	12.93%	New Entry
27	TechTarget	https://www.link€	United States	1,046		134	12.81%	▼ -6
28	Slack	https://www.link€	United States	3,566		438	12.28%	▲ 2
29	PeoplePerHour	https://www.link€	United Kingdom	3,922		464	11.83%	▲ 15
30	Zelus	https://www.link€	United States	1,856		219	11.80%	▲ 5
31	DigitalOcean	https://www.link€	United States	1,465		169	11.54%	▼ -6
32	Intuit Mailchimp	https://www.link€	United States	1,722		196	11.38%	▲ 22
33	Preply	https://www.link€	United States	6,198		702	11.33%	New Entry
34	Intercom	https://www.link€	United States	1,337		151	11.29%	▼ -8
35	The Trade Desk	https://www.link€	United States	3,426		383	11.18%	▼ -12
36	Box	https://www.link€	United States	3,259		335	10.28%	▼ -22
37	Temper	https://www.link€	Netherlands	1,437		145	10.09%	▲ 33
38	Global Blue	https://www.link€	Switzerland	1,339		134	10.01%	▲ 7
39	Hawk-Eye Innovations	https://www.link€	United Kingdom	1,159		115	9.92%	New Entry
40	Shutterstock	https://www.link€	United States	6,019		593	9.85%	▲ 15
41	Duolingo	https://www.link€	United States	1,694		164	9.68%	▲ 6
42	Course Hero	https://www.link€	United States	3,087		296	9.59%	▲ 21
43	Domestika	https://www.link€	United States	1,211		113	9.33%	▲ 13
44	Thumbtack	https://www.link€	United States	1,338		123	9.19%	▲ 53
45	BlaBlaCar	https://www.link€	France	1,103		101	9.16%	New Entry
46	Dotdash Meredith	https://www.link€	United States	2,699		244	9.04%	▼ -10
47	WordPress	https://www.link€	United States	7,834		708	9.04%	▲ 11
48	YouTube	https://www.link€	United States	108,529		9,500	8.75%	▲ 18
49	Doctolib	https://www.link€	France	3,058		265	8.67%	▼ -3
50	Guru.com	https://www.link€	United States	1,736		146	8.41%	▲ 10
51	Zazzle	https://www.link€	United States	1,061		89	8.39%	▲ 35
52	Comscore	https://www.link€	United States	1,106		92	8.32%	▲ 13
53	Faire	https://www.link€	United States	1,410		116	8.23%	▲ 54
54	Varsity Tutors	https://www.link€	United States	5,163		423	8.19%	▲ 21
55	The Knot Worldwide	https://www.link€	United States	2,034		165	8.11%	▲ 7
56	Google Fiber	https://www.link€	United States	1,032		83	8.04%	New Entry
57	Nuro	https://www.link€	United States	1,006		80	7.95%	New Entry
58	Rakuten Advertising	https://www.link€	United States	1,018		79	7.76%	▼ -8
59	Allegro	https://www.link€	Poland	3,853		296	7.68%	▲ 0
60	Trainline	https://www.link€	United Kingdom	1,047		80	7.64%	New Entry
61	ModSquad	https://www.link€	United States	1,198		91	7.60%	▲ 28
62	Grupa Wirtualna Polska	https://www.link€	Poland	1,162		88	7.57%	▲ 29
63	Flatiron Health	https://www.link€	United States	1,732		131	7.56%	▼ -2
64	Etraveli Group	https://www.link€	Sweden	1,340		98	7.31%	New Entry
65	Lime	https://www.link€	United States	1,826		133	7.28%	New Entry
66	Toshiba Global Commerce	https://www.link€	United States	2,302		167	7.25%	▲ 10
67	BuzzFeed	https://www.link€	United States	1,581		113	7.15%	▲ 18
68	italki	https://www.link€	Spain	4,074		283	6.95%	New Entry
69	Cash App	https://www.link€	United States	3,649		245	6.71%	▲ 3
70	eDreams ODIGEO	https://www.link€	Spain	1,990		132	6.63%	▼ -17
71	Selectra	https://www.link€	France	1,214		80	6.59%	▲ 3
72	Chamberlain Group	https://www.link€	United States	2,282		149	6.53%	▲ 10
73	Facile.it	https://www.link€	Italy	1,119		73	6.52%	▼ -16
74	ABOUT YOU	https://www.link€	Germany	1,322		86	6.51%	▲ 10
75	KAYAK	https://www.link€	United States	1,212		77	6.35%	▲ 43
76	Indeed	https://www.link€	United States	17,856		1,131	6.33%	New Entry
77	Fanatics	https://www.link€	United States	6,735		425	6.31%	▲ 3
78	Hopper	https://www.link€	Canada	1,411		89	6.31%	▼ -51
79	Depop	https://www.link€	United Kingdom	1,971		124	6.29%	▼ -6
80	Yelp	https://www.link€	United States	6,639		408	6.15%	▲ 23
81	Wyzant	https://www.link€	United States	3,674		220	5.99%	▲ 14
82	eBay	https://www.link€	United States	18,142		1,069	5.89%	▲ 19
83	CloudFactory	https://www.link€	United States	3,408		195	5.72%	New Entry
84	iO	https://www.link€	Belgium	5,024		286	5.69%	▲ 14
85	AUTODOC	https://www.link€	Germany	1,661		94	5.66%	▼ -4
86	Waymo	https://www.link€	United States	2,796		158	5.65%	▼ -18
87	Glassdoor	https://www.link€	United States	1,526		85	5.57%	New Entry
88	Angi	https://www.link€	United States	3,615		201	5.56%	▼ -9
89	GOAT Group	https://www.link€	United States	1,125		62	5.51%	▲ 10
90	Realtor.com	https://www.link€	United States	2,780		153	5.50%	▲ 20
91	Konica Minolta Business S	https://www.link€	United States	6,680		367	5.49%	New Entry
92	OLX Autos	https://www.link€	Netherlands	2,506		137	5.47%	▼ -2
93	PayPal	https://www.link€	United States	30,642		1,675	5.47%	▲ 11
94	Semtech	https://www.link€	United States	1,374		75	5.46%	▲ 21
95	THG	https://www.link€	United Kingdom	4,563		247	5.41%	▲ 14

96	Red Ventures	https://www.link€	United States	2,685	145	5.40%	▼ -18
97	Bolt	https://www.link€	Estonia	8,854	476	5.38%	▼ -9
98	WebMD	https://www.link€	United States	2,573	138	5.36%	▼ -5
99	Yahoo	https://www.link€	United States	8,900	467	5.25%	▲ 12
100	Clover	https://www.link€	United States	1,132	59	5.21%	▼ -23
101	Wattpad	https://www.link€	Canada	3,969	203	5.11%	▲ 15
102	TMC	https://www.link€	Netherlands	4,391	220	5.01%	▲ 17
103	GoDaddy	https://www.link€	United States	8,133	407	5.00%	▲ 18
104	Yext	https://www.link€	United States	2,232	111	4.97%	▼ -40
105	CHECK24	https://www.link€	Germany	3,085	153	4.96%	▲ 12
106	Clipboard Health	https://www.link€	United States	1,365	66	4.84%	▼ -6
107	Automatic	https://www.link€	United States	4,031	191	4.74%	▼ -2
108	Hotmart	https://www.link€	Netherlands	10,901	508	4.66%	▲ 25
109	Cubic Transportation System	https://www.link€	United States	1,911	89	4.66%	▼ -1
110	Deliveroo	https://www.link€	United Kingdom	9,013	417	4.63%	New Entry
111	Instacart	https://www.link€	United States	18,488	851	4.60%	▲ 24
112	Flink	https://www.link€	Germany	2,460	112	4.55%	▲ 0
113	Vista	https://www.link€	United States	5,272	227	4.31%	▲ 11
114	Cars.com	https://www.link€	United States	1,835	78	4.25%	▼ -8
115	Seznam.cz	https://www.link€	Czechia	1,729	73	4.22%	▲ 16
116	Arrow Electronics	https://www.link€	United States	19,943	840	4.21%	▼ -2
117	OTTO	https://www.link€	Germany	3,736	152	4.07%	▲ 5
118	Grubhub	https://www.link€	United States	6,913	268	3.88%	▲ 10
119	Pandora	https://www.link€	United States	1,810	70	3.87%	▲ 1
120	Tripadvisor	https://www.link€	United States	5,799	211	3.64%	▲ 5
121	ClickBank	https://www.link€	United States	4,000	141	3.53%	▲ 22
122	SLB	https://www.link€	United States	115,144	4,000	3.47%	▲ 18
123	CIENCE	https://www.link€	United States	1,251	42	3.36%	New Entry
124	Hulu	https://www.link€	United States	2,590	83	3.20%	▲ 13
125	Ubiquiti	https://www.link€	United States	1,193	38	3.19%	▲ 14
126	Fusion BPO Services	https://www.link€	United States	4,453	140	3.14%	New Entry
127	Carvana	https://www.link€	United States	6,424	198	3.08%	▲ 0
128	eMAG	https://www.link€	Romania	3,082	92	2.99%	▲ 10
129	CareerBuilder	https://www.link€	United States	1,625	46	2.83%	▲ 0
130	Shiftsmart	https://www.link€	United States	1,051	29	2.76%	New Entry
131	Teachers Pay Teachers	https://www.link€	United States	3,932	105	2.67%	▲ 10
132	YOOX NET-A-PORTER	https://www.link€	United Kingdom	4,523	118	2.61%	▲ 2
133	Fareportal	https://www.link€	United States	3,058	73	2.39%	▲ 12
134	Gorillas	https://www.link€	Germany	2,095	49	2.34%	▼ -4
135	DoorDash Driver App	https://www.link€	United States	2,558	59	2.31%	▲ 7
136	Web Developer	https://www.link€	United States	1,872	42	2.24%	New Entry
137	Crypto	https://www.link€	Spain	1,519	31	2.04%	▲ 9
138	vente-privee	https://www.link€	France	1,769	35	1.98%	▲ 16
139	ADB	https://www.link€	Switzerland	1,210	23	1.90%	▲ 14
140	VERISIGN	https://www.link€	United States	1,269	24	1.89%	▲ 9
141	Delivery Hero	https://www.link€	Germany	31,238	519	1.66%	▲ 7
142	HomeAdvisor	https://www.link€	United States	1,049	17	1.62%	New Entry
143	Bosch	https://www.link€	Germany	159,166	2,500	1.57%	New Entry
144	Anyone	https://www.link€	United Kingdom	1,226	14	1.14%	New Entry
145	artnet	https://www.link€	United States	1,430	16	1.12%	▲ 11
146	Tumblr	https://www.link€	United States	2,072	23	1.11%	▲ 5
147	Web.com	https://www.link€	United States	2,318	25	1.08%	▲ 11
148	Internet Brands	https://www.link€	United States	5,915	59	1.00%	▲ 9
149	Postmates by Uber	https://www.link€	United States	4,665	39	0.84%	▲ 10
150	Cimpress	https://www.link€	Ireland	9,906	56	0.57%	▲ 10
151	Driver	https://www.link€	United States	4,695	21	0.45%	New Entry

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