

# DSMN8

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

## Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
<b>7.98%</b>	<b>10</b>	<b>7.55%</b>

## 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](https://www.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 Change
1	BMJ	<a href="https://www.linkedin.com/company/bmj">https://www.linkedin.com/company/bmj</a>	United Kingdom	1,039	168	16.17%	▲ 0
2	Brandwatch	<a href="https://www.linkedin.com/company/brandwatch">https://www.linkedin.com/company/brandwatch</a>	United Kingdom	1,188	168	14.14%	New Entry
3	PeoplePerHour	<a href="https://www.linkedin.com/company/peopleperhour">https://www.linkedin.com/company/peopleperhour</a>	United Kingdom	3,922	464	11.83%	▼ -1
4	Hawk-Eye Innovations	<a href="https://www.linkedin.com/company/hawk-eye-innovations">https://www.linkedin.com/company/hawk-eye-innovations</a>	United Kingdom	1,159	115	9.92%	New Entry
5	Trainline	<a href="https://www.linkedin.com/company/trainline">https://www.linkedin.com/company/trainline</a>	United Kingdom	1,047	80	7.64%	New Entry
6	Depop	<a href="https://www.linkedin.com/company/depop">https://www.linkedin.com/company/depop</a>	United Kingdom	1,971	124	6.29%	▼ -3
7	THG	<a href="https://www.linkedin.com/company/thg">https://www.linkedin.com/company/thg</a>	United Kingdom	4,563	247	5.41%	▼ -3
8	Deliveroo	<a href="https://www.linkedin.com/company/deliveroo">https://www.linkedin.com/company/deliveroo</a>	United Kingdom	9,013	417	4.63%	New Entry
9	YOOX NET-A-PORTER	<a href="https://www.linkedin.com/company/yoox-net-a-porter">https://www.linkedin.com/company/yoox-net-a-porter</a>	United Kingdom	4,523	118	2.61%	▼ -4
10	Anyone	<a href="https://www.linkedin.com/company/anyone">https://www.linkedin.com/company/anyone</a>	United Kingdom	1,226	14	1.14%	New Entry

## 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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