



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

Industry at a glance:



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?

Position	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)	Rank Change
1	PagerDuty	https://www.linkedin.com/company/pagerduty	United States	1,297	275	21.20%	▲ 1
2	Ascendion	https://www.linkedin.com/company/ascendion	United States	2,064	426	20.64%	▼ -1
3	Quora	https://www.linkedin.com/company/quora	United States	1,277	224	17.54%	▲ 3
4	Whatfix	https://www.linkedin.com/company/whatfix	United States	1,055	181	17.16%	▲ 8
5	HubSpot	https://www.linkedin.com/company/hubspot	United States	9,411	1,550	16.47%	▲ 8
6	G-P	https://www.linkedin.com/company/g-p	United States	1,714	274	15.99%	▼ -3
7	Upwork	https://www.linkedin.com/company/upwork	United States	120,949	19,000	15.71%	▲ 4
8	AppsFlyer	https://www.linkedin.com/company/appsflyer	United States	1,661	252	15.17%	▼ -3
9	Ripple	https://www.linkedin.com/company/ripple	United States	1,127	170	15.08%	▲ 0
10	Pinterest	https://www.linkedin.com/company/pinterest	United States	7,671	1,078	14.05%	▲ 24
11	Grammarly	https://www.linkedin.com/company/grammarly	United States	1,320	180	13.64%	▼ -7
12	UserTesting	https://www.linkedin.com/company/user-testing	United States	1,802	237	13.15%	▲ 4
13	Nextdoor	https://www.linkedin.com/company/nextdoor	United States	1,021	132	12.93%	New Entry
14	TechTarget	https://www.linkedin.com/company/techtarget	United States	1,046	134	12.81%	▲ 1
15	Slack	https://www.linkedin.com/company/slack	United States	3,566	438	12.28%	▲ 7
16	Zelus	https://www.linkedin.com/company/zelus	United States	1,856	219	11.80%	▲ 10
17	DigitalOcean	https://www.linkedin.com/company/digitalocean	United States	1,465	169	11.54%	▲ 1
18	Intuit Mailchimp	https://www.linkedin.com/company/intuit-mailchimp	United States	1,722	196	11.38%	▲ 20
19	Preply	https://www.linkedin.com/company/preply	United States	6,198	702	11.33%	New Entry
20	Intercom	https://www.linkedin.com/company/intercom	United States	1,337	151	11.29%	▼ -1
21	The Trade Desk	https://www.linkedin.com/company/the-trade-desk	United States	3,426	383	11.18%	▼ -4
22	Box	https://www.linkedin.com/company/box	United States	3,259	335	10.28%	▼ -12
23	Shutterstock	https://www.linkedin.com/company/shutterstock	United States	6,019	593	9.85%	▲ 16

24	Duolingo	https://www.link€	United States	1,694	164	9.68%	▲ 9
25	Course Hero	https://www.link€	United States	3,087	296	9.59%	▲ 20
26	Domestika	https://www.link€	United States	1,211	113	9.33%	▲ 14
27	Thumbtack	https://www.link€	United States	1,338	123	9.19%	▲ 41
28	Dotdash Meredith	https://www.link€	United States	2,699	244	9.04%	▼ -1
29	WordPress	https://www.link€	United States	7,834	708	9.04%	▲ 12
30	YouTube	https://www.link€	United States	108,529	9,500	8.75%	▲ 18
31	Guru.com	https://www.link€	United States	1,736	146	8.41%	▲ 11
32	Zazzle	https://www.link€	United States	1,061	89	8.39%	▲ 30
33	Comscore	https://www.link€	United States	1,106	92	8.32%	▲ 14
34	Faire	https://www.link€	United States	1,410	116	8.23%	▲ 43
35	Varsity Tutors	https://www.link€	United States	5,163	423	8.19%	▲ 18
36	The Knot Worldwide	https://www.link€	United States	2,034	165	8.11%	▲ 8
37	Google Fiber	https://www.link€	United States	1,032	83	8.04%	New Entry
38	Nuro	https://www.link€	United States	1,006	80	7.95%	▲ 34
39	Rakuten Advertising	https://www.link€	United States	1,018	79	7.76%	▼ -3
40	ModSquad	https://www.link€	United States	1,198	91	7.60%	▲ 23
41	Flatiron Health	https://www.link€	United States	1,732	131	7.56%	▲ 2
42	Lime	https://www.link€	United States	1,826	133	7.28%	New Entry
43	Toshiba Global Commerce	https://www.link€	United States	2,302	167	7.25%	▲ 11
44	BuzzFeed	https://www.link€	United States	1,581	113	7.15%	▲ 17
45	Cash App	https://www.link€	United States	3,649	245	6.71%	▲ 7
46	Chamberlain Group	https://www.link€	United States	2,282	149	6.53%	▲ 13
47	KAYAK	https://www.link€	United States	1,212	77	6.35%	▲ 37
48	Indeed	https://www.link€	United States	17,856	1,131	6.33%	New Entry
49	Fanatics	https://www.link€	United States	6,735	425	6.31%	▲ 9
50	Yelp	https://www.link€	United States	6,639	408	6.15%	▲ 23
51	Wyant	https://www.link€	United States	3,674	220	5.99%	▲ 15
52	eBay	https://www.link€	United States	18,142	1,069	5.89%	▲ 19
53	CloudFactory	https://www.link€	United States	3,408	195	5.72%	New Entry
54	Waymo	https://www.link€	United States	2,796	158	5.65%	▼ -5
55	Glassdoor	https://www.link€	United States	1,526	85	5.57%	New Entry
56	Angi	https://www.link€	United States	3,615	201	5.56%	▲ 1
57	GOAT Group	https://www.link€	United States	1,125	62	5.51%	▲ 12
58	Realtor.com	https://www.link€	United States	2,780	153	5.50%	▲ 21
59	Konica Minolta Business S	https://www.link€	United States	6,680	367	5.49%	New Entry
60	PayPal	https://www.link€	United States	30,642	1,675	5.47%	▲ 14
61	Semtech	https://www.link€	United States	1,374	75	5.46%	▲ 22
62	Red Ventures	https://www.link€	United States	2,685	145	5.40%	▼ -6
63	WebMD	https://www.link€	United States	2,573	138	5.36%	▲ 1
64	Yahoo	https://www.link€	United States	8,900	467	5.25%	▲ 16
65	Clover	https://www.link€	United States	1,132	59	5.21%	▼ -10
66	GoDaddy	https://www.link€	United States	8,133	407	5.00%	▲ 20
67	Yext	https://www.link€	United States	2,232	111	4.97%	▼ -21
68	Clipboard Health	https://www.link€	United States	1,365	66	4.84%	▲ 2
69	Automatic	https://www.link€	United States	4,031	191	4.74%	▲ 6
70	Cubic Transportation Syste	https://www.link€	United States	1,911	89	4.66%	▲ 8
71	Instacart	https://www.link€	United States	18,488	851	4.60%	▲ 23
72	Vista	https://www.link€	United States	5,272	227	4.31%	▲ 15
73	Cars.com	https://www.link€	United States	1,835	78	4.25%	▲ 3
74	Arrow Electronics	https://www.link€	United States	19,943	840	4.21%	▲ 8
75	Grubhub	https://www.link€	United States	6,913	268	3.88%	▲ 16
76	Pandora	https://www.link€	United States	1,810	70	3.87%	▲ 9
77	Tripadvisor	https://www.link€	United States	5,799	211	3.64%	▲ 11
78	ClickBank	https://www.link€	United States	4,000	141	3.53%	▲ 23
79	SLB	https://www.link€	United States	115,144	4,000	3.47%	▲ 19
80	CIENCE	https://www.link€	United States	1,251	42	3.36%	New Entry
81	Hulu	https://www.link€	United States	2,590	83	3.20%	▲ 15
82	Ubiquiti	https://www.link€	United States	1,193	38	3.19%	▲ 15
83	Fusion BPO Services	https://www.link€	United States	4,453	140	3.14%	New Entry
84	Carvana	https://www.link€	United States	6,424	198	3.08%	▲ 6
85	CareerBuilder	https://www.link€	United States	1,625	46	2.83%	▲ 7
86	Shiftsmart	https://www.link€	United States	1,051	29	2.76%	New Entry
87	Teachers Pay Teachers	https://www.link€	United States	3,932	105	2.67%	▲ 12
88	Fareportal	https://www.link€	United States	3,058	73	2.39%	▲ 15
89	DoorDash Driver App	https://www.link€	United States	2,558	59	2.31%	▲ 11
90	Web Developer	https://www.link€	United States	1,872	42	2.24%	New Entry
91	VERISIGN	https://www.link€	United States	1,269	24	1.89%	▲ 13
92	HomeAdvisor	https://www.link€	United States	1,049	17	1.62%	New Entry
93	artnet	https://www.link€	United States	1,430	16	1.12%	▲ 15
94	Tumblr	https://www.link€	United States	2,072	23	1.11%	▲ 11
95	Web.com	https://www.link€	United States	2,318	25	1.08%	▲ 15

96	Internet Brands	https://www.link	United States	5,915	59	1.00%	▲ 13
97	Postmates by Uber	https://www.link	United States	4,665	39	0.84%	▲ 14
98	Driver	https://www.link	United States	4,695	21	0.45%	New Entry

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