



Europe's Most Active Insurance Professionals on Social - April 2024

Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
7.84%	125	7.02%

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?

Position	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)
1	Generali Austria	https://www.linkedin.com/company/generali-austria	Austria	589	221	37.52%
2	Generali Switzerland	https://www.linkedin.com/company/generali-switzerland	Switzerland	543	146	26.89%
3	Gan Patrimoine	https://www.linkedin.com/company/gan-patrimoine	France	649	138	21.26%
4	Generali France	https://www.linkedin.com/company/generali-france	France	785	136	17.32%
5	Monuta	https://www.linkedin.com/company/monuta	Netherlands	562	92	16.37%
6	Alan	https://www.linkedin.com/company/alan	France	949	147	15.49%
7	Groupama Centre-Atlantique	https://www.linkedin.com/company/groupama-centre-atlantique	France	866	133	15.36%
8	Baloise DE	https://www.linkedin.com/company/baloise-de	Germany	576	86	14.93%
9	TVM verzekeringen	https://www.linkedin.com/company/tvm-verzekeringen	Netherlands	566	80	14.13%
10	Vanbreda Risk & Benefits	https://www.linkedin.com/company/vanbreda-risk-benefits	Belgium	617	87	14.10%
11	Varmia	https://www.linkedin.com/company/varmia	Finland	617	74	11.99%
12	LB Forsikring	https://www.linkedin.com/company/lb-forsikring	Denmark	810	97	11.98%
13	Pru – Prudential Polska	https://www.linkedin.com/company/pru-prudential-polska	Poland	531	63	11.86%
14	Vitanuova Previdenza & Previdenza	https://www.linkedin.com/company/vitanuova-previdenza-previdenza	Italy	556	65	11.69%
15	Aréas Assurances	https://www.linkedin.com/company/areas-assurances	France	905	103	11.38%
16	Dina Försäkringar	https://www.linkedin.com/company/dina-forsakringar	Sweden	556	63	11.33%
17	Fennia	https://www.linkedin.com/company/fennia	Finland	937	106	11.31%
18	WWK Lebensversicherung	https://www.linkedin.com/company/wwk-lebensversicherung	Germany	567	61	10.76%
19	Groupama Centre Manche	https://www.linkedin.com/company/groupama-centre-manche	France	891	95	10.66%
20	Gan Prévoyance	https://www.linkedin.com/company/gan-prevoyance	France	728	77	10.58%
21	Ilmarinen	https://www.linkedin.com/company/ilmarinen	Finland	582	61	10.48%

22	Groupama Méditerranée	https://www.link	France	873	88	10.08%
23	Unigarant	https://www.link	Netherlands	511	51	9.98%
24	VERLINGUE	https://www.link	France	869	86	9.90%
25	Tryg Norge	https://www.link	Norway	643	63	9.80%
26	ALH Gruppe	https://www.link	Germany	798	78	9.77%
27	Sanitas Krankenversicheru	https://www.link	Switzerland	655	64	9.77%
28	Afa Försäkring	https://www.link	Sweden	672	65	9.67%
29	HDI Global Specialty	https://www.link	Germany	698	67	9.60%
30	Cesce	https://www.link	Spain	583	55	9.43%
31	Ageas Seguros	https://www.link	Portugal	643	60	9.33%
32	Groupe AGPM	https://www.link	France	652	60	9.20%
33	iptiQ by Swiss Re	https://www.link	Switzerland	598	55	9.20%
34	Gard	https://www.link	Norway	609	56	9.20%
35	Groupama Nord-Est	https://www.link	France	751	69	9.19%
36	HanseMerkur	https://www.link	Germany	669	61	9.12%
37	Visana Krankenversicheru	https://www.link	Switzerland	864	78	9.03%
38	Juridica	https://www.link	France	532	48	9.02%
39	Allianz Direct	https://www.link	Germany	712	64	8.99%
40	MGS, Seguros y Reasegur	https://www.link	Spain	771	69	8.95%
41	Thélem assurances	https://www.link	France	975	85	8.72%
42	Allianz - Slovenska poistov	https://www.link	Slovakia	622	54	8.68%
43	De Goudse	https://www.link	Netherlands	671	58	8.64%
44	MNT	https://www.link	France	849	73	8.60%
45	Groupe AGRICA	https://www.link	France	537	46	8.57%
46	wefox	https://www.link	Germany	855	73	8.54%
47	GF Forsikring	https://www.link	Denmark	856	73	8.53%
48	Unéo, bien plus qu'une mu	https://www.link	France	506	43	8.50%
49	Fremtind	https://www.link	Norway	831	69	8.30%
50	Laya healthcare	https://www.link	Ireland	625	51	8.16%
51	Preventiva Seguros	https://www.link	Spain	577	47	8.15%
52	Filhet-Allard	https://www.link	France	641	52	8.11%
53	La Médicale	https://www.link	France	518	42	8.11%
54	SPP	https://www.link	Sweden	756	61	8.07%
55	Mutuelle Nationale des Ho	https://www.link	France	894	72	8.05%
56	Groupama Assurances Mu	https://www.link	France	541	43	7.95%
57	Versicherungskammer Bay	https://www.link	Germany	793	63	7.94%
58	ConTe.it	https://www.link	Italy	582	46	7.90%
59	UNIQA CZ	https://www.link	Czechia	621	49	7.89%
60	Meijers Assurantiën	https://www.link	Netherlands	627	49	7.81%
61	Partenamut	https://www.link	Belgium	847	64	7.56%
62	Mutuelle de Poitiers Assur	https://www.link	France	756	56	7.41%
63	Crédito y Caución	https://www.link	Spain	561	41	7.31%
64	CONCORDIA	https://www.link	Switzerland	882	61	6.92%
65	Direct Assurance	https://www.link	France	606	41	6.77%
66	Liberty Seguros España	https://www.link	Spain	529	35	6.62%
67	Merkur Versicherung	https://www.link	Austria	545	36	6.61%
68	Max Matthiessen	https://www.link	Sweden	607	40	6.59%
69	FNMF	https://www.link	France	669	44	6.58%
70	Danica Pension	https://www.link	Denmark	917	60	6.54%
71	Funk	https://www.link	Germany	747	48	6.43%
72	Ageas Group	https://www.link	Belgium	972	62	6.38%
73	Helvetia Insurance Spain	https://www.link	Spain	710	45	6.34%
74	Smacl Assurances	https://www.link	France	574	36	6.27%
75	VidaCaixa	https://www.link	Spain	718	45	6.27%
76	OPTEVEN	https://www.link	France	548	34	6.20%
77	ASIROM - Vienna Insuranc	https://www.link	Romania	697	43	6.17%
78	Foyer Group	https://www.link	Luxembourg	763	47	6.16%
79	AP Pension	https://www.link	Denmark	805	49	6.09%
80	Helvetia Insurance Italy	https://www.link	Italy	532	32	6.02%
81	FIATC Seguros	https://www.link	Spain	792	46	5.81%
82	Allianz Lebensversicherung	https://www.link	Germany	869	50	5.75%
83	FEDERALE Assurance-Vei	https://www.link	Belgium	521	29	5.57%
84	Pelayo Mutua de Seguros	https://www.link	Spain	776	43	5.54%
85	Aon Italia	https://www.link	Italy	905	50	5.52%
86	Athora Netherlands	https://www.link	Netherlands	754	41	5.44%
87	SBK Siemens-Betriebskrar	https://www.link	Germany	589	32	5.43%
88	Allianz Trade in Deutschlar	https://www.link	Germany	508	26	5.12%
89	Allianz pojišťovna Česká re	https://www.link	Czechia	567	29	5.11%
90	Belfius Insurance	https://www.link	Belgium	960	49	5.10%
91	Grupo de Seguros El Corte	https://www.link	Spain	882	45	5.10%
92	FBD Insurance	https://www.link	Ireland	792	40	5.05%
93	Liberty Seguros (Portugal)	https://www.link	Portugal	892	45	5.04%

94	Vivium	https://www.link	Belgium	511	24	4.70%
95	Destine Broker de Asigurar	https://www.link	Romania	598	28	4.68%
96	IKK classic	https://www.link	Germany	719	33	4.59%
97	Zavarovalnica Triglav	https://www.link	Slovenia	772	35	4.53%
98	Intesa Sanpaolo Vita	https://www.link	Italy	553	25	4.52%
99	HomeServe Iberia	https://www.link	Spain	603	26	4.31%
100	Zorg en Zekerheid	https://www.link	Netherlands	546	23	4.21%
101	TUA Assicurazioni	https://www.link	Italy	548	23	4.20%
102	ITAS Mutua	https://www.link	Italy	930	39	4.19%
103	IMQ	https://www.link	Spain	704	29	4.12%
104	AMF	https://www.link	Sweden	537	22	4.10%
105	OMNIASIG Vienna Insuran	https://www.link	Romania	958	39	4.07%
106	SPB Group	https://www.link	France	713	29	4.07%
107	SVA Zürich	https://www.link	Switzerland	594	24	4.04%
108	UNIQA Asigurari	https://www.link	Romania	549	22	4.01%
109	HDI Versicherung	https://www.link	Austria	632	25	3.96%
110	Interpolis	https://www.link	Netherlands	762	30	3.94%
111	Génération	https://www.link	France	520	20	3.85%
112	DSW Zorgverzekeraar	https://www.link	Netherlands	624	24	3.85%
113	Lusitania	https://www.link	Portugal	722	27	3.74%
114	Codan Forsikring	https://www.link	Denmark	889	32	3.60%
115	Ocidental	https://www.link	Portugal	791	28	3.54%
116	DKV Belgium	https://www.link	Belgium	578	20	3.46%
117	Groupe VILAVI	https://www.link	France	857	28	3.27%
118	ELEX	https://www.link	France	860	27	3.14%
119	AOK Hessen. Die Gesundt	https://www.link	Germany	514	16	3.11%
120	ČSOB Pojišťovna	https://www.link	Czechia	818	23	2.81%
121	POLYEXPERT	https://www.link	France	896	25	2.79%
122	NorteHispana Seguros	https://www.link	Spain	952	24	2.52%
123	SAA Verzekeringen	https://www.link	Netherlands	739	17	2.30%
124	VZP ČR	https://www.link	Czechia	897	17	1.90%
125	Multiasistencia	https://www.link	Spain	712	11	1.54%

Ready to win at social?

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