



## The UK's Most Active Insurance Professionals on Social - April 2024

### 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 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](https://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](https://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	Howden Insurance Local U	<a href="https://www.link">https://www.link</a>	United Kingdom	539	141	26.16%
2	CNA Hardy	<a href="https://www.link">https://www.link</a>	United Kingdom	530	72	13.58%
3	Miller Insurance Services	<a href="https://www.link">https://www.link</a>	United Kingdom	924	113	12.23%
4	PIB Group	<a href="https://www.link">https://www.link</a>	United Kingdom	644	73	11.34%
5	Towergate Insurance Broke	<a href="https://www.link">https://www.link</a>	United Kingdom	625	66	10.56%
6	Canopus Group	<a href="https://www.link">https://www.link</a>	United Kingdom	838	85	10.14%
7	McGill and Partners	<a href="https://www.link">https://www.link</a>	United Kingdom	503	49	9.74%
8	Ecclesiastical Insurance U	<a href="https://www.link">https://www.link</a>	United Kingdom	762	72	9.45%
9	NorthStandard	<a href="https://www.link">https://www.link</a>	United Kingdom	557	51	9.16%
10	Markel International	<a href="https://www.link">https://www.link</a>	United Kingdom	823	75	9.11%
11	Marsh Commercial	<a href="https://www.link">https://www.link</a>	United Kingdom	963	86	8.93%
12	Pension Insurance	<a href="https://www.link">https://www.link</a>	United Kingdom	615	54	8.78%
13	Chaucer Group	<a href="https://www.link">https://www.link</a>	United Kingdom	602	50	8.31%
14	Price Forbes	<a href="https://www.link">https://www.link</a>	United Kingdom	544	45	8.27%
15	Simply Business	<a href="https://www.link">https://www.link</a>	United Kingdom	901	73	8.10%
16	Acorn Insurance and Finan	<a href="https://www.link">https://www.link</a>	United Kingdom	503	39	7.75%
17	Tysers	<a href="https://www.link">https://www.link</a>	United Kingdom	759	56	7.38%
18	LV= General Insurance	<a href="https://www.link">https://www.link</a>	United Kingdom	674	47	6.97%
19	Brit Insurance	<a href="https://www.link">https://www.link</a>	United Kingdom	870	60	6.90%
20	Utmost Group	<a href="https://www.link">https://www.link</a>	United Kingdom	777	52	6.69%
21	ERS	<a href="https://www.link">https://www.link</a>	United Kingdom	725	39	5.38%

22	Tokio Marine Kiln	<a href="https://www.linkedin.com/company/tokio-marine-kiln/">https://www.linkedin.com/company/tokio-marine-kiln/</a> United Kingdom	679	35	5.15%
23	Thomas Miller	<a href="https://www.linkedin.com/company/thomas-miller/">https://www.linkedin.com/company/thomas-miller/</a> United Kingdom	850	34	4.00%
24	Howden Tiger	<a href="https://www.linkedin.com/company/howden-tiger/">https://www.linkedin.com/company/howden-tiger/</a> United Kingdom	570	15	2.63%
25	Swinton Group	<a href="https://www.linkedin.com/company/swinton-group/">https://www.linkedin.com/company/swinton-group/</a> United Kingdom	813	7	0.86%

## 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](#)



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