



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

Industry at a glance:

Average Score:
5.85%

Total Companies:
110

Global Industry Average:
5.36%

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](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	VDMA	https://www.linkedin.com/company/vdma	Germany	640	134	20.94%
2	Universal Robots	https://www.linkedin.com/company/universal-robots	Denmark	912	172	18.86%
3	AutoStore	https://www.linkedin.com/company/autostore	Norway	738	96	13.01%
4	LoxamHune	https://www.linkedin.com/company/loxamhune	Spain	526	67	12.74%
5	Bobcat EMEA	https://www.linkedin.com/company/bobcat-emea	Czechia	531	67	12.62%
6	GAM	https://www.linkedin.com/company/gam	Spain	853	100	11.72%
7	UNOX	https://www.linkedin.com/company/unox	Italy	593	69	11.64%
8	wenglor sensoric group	https://www.linkedin.com/company/wenglor-sensoric-group	Germany	591	66	11.17%
9	IKA	https://www.linkedin.com/company/ika	Germany	510	56	10.98%
10	Alstef Group	https://www.linkedin.com/company/alstef-group	France	524	53	10.11%
11	Baumer Group	https://www.linkedin.com/company/baumer-group	Switzerland	999	96	9.61%
12	SCHUNK	https://www.linkedin.com/company/schunk	Germany	815	78	9.57%
13	Murrelektronik	https://www.linkedin.com/company/murrelektronik	Germany	839	79	9.42%
14	WITTENSTEIN group	https://www.linkedin.com/company/wittenstein-group	Germany	560	47	8.39%
15	VITRONIC Machine Vision	https://www.linkedin.com/company/vitronic-machine-vision	Germany	673	56	8.32%
16	Bronkhorst	https://www.linkedin.com/company/bronkhorst	Netherlands	545	45	8.26%
17	Aprolis, Loueur de manutention	https://www.linkedin.com/company/aprolis	France	546	44	8.06%
18	Jungheinrich France SAS	https://www.linkedin.com/company/jungheinrich-france	France	882	71	8.05%
19	Bucher Municipal	https://www.linkedin.com/company/bucher-municipal	Switzerland	554	43	7.76%
20	Actemium Nederland	https://www.linkedin.com/company/actemium-nederland	Netherlands	509	39	7.66%
21	TOMRA Recycling	https://www.linkedin.com/company/tomra-recycling	Germany	523	39	7.46%

22	BLM GROUP	https://www.link	Italy	694	51	7.35%
23	NEUMAN & ESSER (NEA	https://www.link	Germany	538	39	7.25%
24	Groeneveld-BEKA	https://www.link	Netherlands	529	38	7.18%
25	LEITNER	https://www.link	Italy	522	37	7.09%
26	MAAG Group	https://www.link	Switzerland	526	36	6.84%
27	Moba Group	https://www.link	Netherlands	603	41	6.80%
28	Glatt Group	https://www.link	Germany	679	46	6.77%
29	BUCHI Laboratory Equipm	https://www.link	Switzerland	695	47	6.76%
30	PALFINGER MARINE	https://www.link	Austria	641	43	6.71%
31	Wacker Neuson	https://www.link	Germany	846	56	6.62%
32	Ponsse	https://www.link	Finland	835	55	6.59%
33	ARBURG GmbH + Co KG	https://www.link	Germany	594	39	6.57%
34	Serac	https://www.link	France	588	38	6.46%
35	Tornos Group	https://www.link	Switzerland	518	33	6.37%
36	SMT Africa	https://www.link	Belgium	661	42	6.35%
37	Miele Professional	https://www.link	Germany	646	41	6.35%
38	BAADER	https://www.link	Germany	794	50	6.30%
39	KEBA Group	https://www.link	Austria	627	39	6.22%
40	Forbo Movement Systems	https://www.link	Germany	677	42	6.20%
41	Pilz	https://www.link	Germany	743	46	6.19%
42	Pfeiffer Vacuum	https://www.link	Germany	965	59	6.11%
43	INFICON	https://www.link	Switzerland	978	58	5.93%
44	Evoca Group	https://www.link	Italy	548	32	5.84%
45	SEW USOCOME	https://www.link	France	741	43	5.80%
46	Leybold	https://www.link	Germany	892	51	5.72%
47	HAHN Automation Group	https://www.link	Germany	651	37	5.68%
48	AWL	https://www.link	Netherlands	635	36	5.67%
49	Güdel Group	https://www.link	Switzerland	604	34	5.63%
50	Turck	https://www.link	Germany	665	37	5.56%
51	HIMA Group	https://www.link	Germany	946	52	5.50%
52	TOMRA Food	https://www.link	Belgium	840	46	5.48%
53	ROMACO GROUP	https://www.link	Germany	514	28	5.45%
54	Haarslev	https://www.link	Denmark	574	31	5.40%
55	Harro Höfliger	https://www.link	Germany	712	37	5.20%
56	JENSEN-GROUP	https://www.link	Switzerland	644	32	4.97%
57	HAWE Hydraulik	https://www.link	Germany	787	39	4.96%
58	Kieback&Peter	https://www.link	Germany	566	28	4.95%
59	CMS SpA	https://www.link	Italy	528	26	4.92%
60	Maschio Gaspardo Group	https://www.link	Italy	693	34	4.91%
61	Azbil Telstar	https://www.link	Spain	742	36	4.85%
62	Dynapac	https://www.link	Sweden	559	27	4.83%
63	Cognizant Life Sciences M	https://www.link	Ireland	614	29	4.72%
64	Siempelkamp	https://www.link	Germany	511	24	4.70%
65	OCME	https://www.link	Italy	614	28	4.56%
66	Finanzauto	https://www.link	Spain	684	31	4.53%
67	IPTE	https://www.link	Belgium	646	29	4.49%
68	Plansee	https://www.link	Austria	758	34	4.49%
69	Rieckermann	https://www.link	Germany	560	25	4.46%
70	PIA Automation	https://www.link	Germany	589	26	4.41%
71	Fives Intralogistics	https://www.link	France	595	26	4.37%
72	RENK Group	https://www.link	Germany	878	37	4.21%
73	Mühlbauer Group	https://www.link	Germany	728	30	4.12%
74	Breton	https://www.link	Italy	633	26	4.11%
75	SAMSON GROUP	https://www.link	Germany	862	35	4.06%
76	Sumitomo SHI FW	https://www.link	Finland	519	21	4.05%
77	Prima Power	https://www.link	Italy	922	37	4.01%
78	Manz	https://www.link	Germany	649	26	4.01%
79	STIWA Group	https://www.link	Austria	506	20	3.95%
80	Ammeraal Beltech	https://www.link	Netherlands	989	39	3.94%
81	KAESER KOMPRESSORE	https://www.link	Germany	615	24	3.90%
82	Coroplast Group	https://www.link	Germany	898	35	3.90%
83	Merlo Group	https://www.link	Italy	566	22	3.89%
84	Process Automation Soluti	https://www.link	Germany	948	36	3.80%
85	AUMA Group	https://www.link	Germany	721	27	3.74%
86	ULMA Packaging	https://www.link	Spain	866	32	3.70%
87	Bucher Emhart Glass	https://www.link	Switzerland	631	23	3.65%
88	AIUT	https://www.link	Poland	645	23	3.57%
89	VMI Group	https://www.link	Netherlands	871	31	3.56%
90	Tractafic Equipment	https://www.link	France	890	31	3.48%
91	WITTMANN Group	https://www.link	Austria	783	27	3.45%
92	KLEEMANN	https://www.link	Greece	612	21	3.43%
93	thyssenkrupp Automation E	https://www.link	Germany	788	27	3.43%

