



The UK's Most Active Marketing & Advertising Professionals on Social - April 2024

Industry at a glance:

Average Score: 6.12%

Total Companies: 29

Global Industry Average: 7.30%

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?

Table with 8 columns: Position, Company Name, LinkedIn URL, Location, Employees on LinkedIn, No. Employees Shared (Last 30 Days), % Shared (Last 30 Days), Rank Change. Lists 21 companies including Jellyfish, We Are Social, OLIVER Agency, etc.

22	Mother	https://www.linkedin.com/company/mother/ United Kingdom	2,691	108	4.01%	▲ 2
23	Yell	https://www.linkedin.com/company/yell/ United Kingdom	1,489	57	3.83%	▲ 0
24	HH Global	https://www.linkedin.com/company/hh-global/ United Kingdom	6,371	211	3.31%	▲ 3
25	Saatchi & Saatchi	https://www.linkedin.com/company/saatchi-saatchi/ United Kingdom	5,611	156	2.78%	▲ 4
26	MediaCom	https://www.linkedin.com/company/media-com/ United Kingdom	6,782	93	1.37%	▲ 4
27	Omnicom Media Group UK	https://www.linkedin.com/company/omnicom-media-group-uk/ United Kingdom	3,717	38	1.02%	▲ 6
28	WPP	https://www.linkedin.com/company/wpp/ United Kingdom	61,204	475	0.78%	▲ 8
29	Clear Channel Europe	https://www.linkedin.com/company/clear-channel-europe/ United Kingdom	15,733	36	0.23%	▲ 8

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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