



## The USA's Most Active Utilities Professionals on Social - April 2024

### Industry at a glance:

<b>Average Score:</b> <b>2.72%</b>	<b>Total Companies:</b> <b>103</b>	<b>Global Industry Average:</b> <b>3.96%</b>
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### 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)	Rank Change
1	EPRI	<a href="https://www.linkedin.com/company/epri">https://www.linkedin.com/company/epri</a>	United States	2,028	197	9.71%	▲ 0
2	Midcontinent Independent	<a href="https://www.linkedin.com/company/midcontinent-independent">https://www.linkedin.com/company/midcontinent-independent</a>	United States	1,171	97	8.28%	▲ 2
3	CLEARresult	<a href="https://www.linkedin.com/company/clearresult">https://www.linkedin.com/company/clearresult</a>	United States	1,957	141	7.20%	▲ 2
4	Baltimore Gas and Electric	<a href="https://www.linkedin.com/company/baltimore-gas-and-electric">https://www.linkedin.com/company/baltimore-gas-and-electric</a>	United States	1,519	102	6.71%	▼ -1
5	Conservice	<a href="https://www.linkedin.com/company/conservice">https://www.linkedin.com/company/conservice</a>	United States	1,508	87	5.77%	▲ 6
6	Duquesne Light Company	<a href="https://www.linkedin.com/company/duquesne-light-company">https://www.linkedin.com/company/duquesne-light-company</a>	United States	1,311	74	5.64%	▼ -4
7	The AES	<a href="https://www.linkedin.com/company/the-aes">https://www.linkedin.com/company/the-aes</a>	United States	5,731	301	5.25%	▲ 0
8	CPS Energy	<a href="https://www.linkedin.com/company/cps-energy">https://www.linkedin.com/company/cps-energy</a>	United States	2,321	117	5.04%	▼ -2
9	Eversource	<a href="https://www.linkedin.com/company/eversource">https://www.linkedin.com/company/eversource</a>	United States	1,561	76	4.87%	▲ 1
10	New York Power Authority	<a href="https://www.linkedin.com/company/new-york-power-authority">https://www.linkedin.com/company/new-york-power-authority</a>	United States	1,941	94	4.84%	▲ 2
11	Tampa Electric	<a href="https://www.linkedin.com/company/tampa-electric">https://www.linkedin.com/company/tampa-electric</a>	United States	1,113	50	4.49%	▲ 10
12	Omaha Public Power District	<a href="https://www.linkedin.com/company/omaha-public-power-district">https://www.linkedin.com/company/omaha-public-power-district</a>	United States	1,970	85	4.31%	▲ 18
13	NW Natural	<a href="https://www.linkedin.com/company/nw-natural">https://www.linkedin.com/company/nw-natural</a>	United States	1,023	42	4.11%	▲ 14
14	ENTRUST Solutions Group	<a href="https://www.linkedin.com/company/entrust-solutions-group">https://www.linkedin.com/company/entrust-solutions-group</a>	United States	2,411	95	3.94%	▼ -1
15	Georgia Power Company	<a href="https://www.linkedin.com/company/georgia-power-company">https://www.linkedin.com/company/georgia-power-company</a>	United States	4,630	178	3.84%	▲ 11
16	Schweitzer Engineering Laboratories	<a href="https://www.linkedin.com/company/schweitzer-engineering-laboratories">https://www.linkedin.com/company/schweitzer-engineering-laboratories</a>	United States	5,929	219	3.69%	▲ 2
17	Constellation	<a href="https://www.linkedin.com/company/constellation">https://www.linkedin.com/company/constellation</a>	United States	8,417	308	3.66%	▲ 3
18	Austin Energy	<a href="https://www.linkedin.com/company/austin-energy">https://www.linkedin.com/company/austin-energy</a>	United States	1,479	54	3.65%	▲ 16
19	Regal Rexnord	<a href="https://www.linkedin.com/company/regal-rexnord">https://www.linkedin.com/company/regal-rexnord</a>	United States	8,458	308	3.64%	▲ 12
20	Seattle City Light	<a href="https://www.linkedin.com/company/seattle-city-light">https://www.linkedin.com/company/seattle-city-light</a>	United States	1,071	39	3.64%	▼ -6
21	Arizona Public Service - APS	<a href="https://www.linkedin.com/company/arizona-public-service-aps">https://www.linkedin.com/company/arizona-public-service-aps</a>	United States	2,947	107	3.63%	▼ -5

22	LCRA	<a href="https://www.link">https://www.link</a>	United States	1,923	69	3.59%	▲ 15
23	American Water	<a href="https://www.link">https://www.link</a>	United States	3,127	112	3.58%	▲ 39
24	NextEra Energy Resources	<a href="https://www.link">https://www.link</a>	United States	5,615	200	3.56%	▲ 1
25	Itron	<a href="https://www.link">https://www.link</a>	United States	5,514	192	3.48%	▼ -2
26	Eversource Energy	<a href="https://www.link">https://www.link</a>	United States	7,442	259	3.48%	▲ 12
27	EthosEnergy	<a href="https://www.link">https://www.link</a>	United States	1,712	59	3.45%	▼ -8
28	Portland General Electric	<a href="https://www.link">https://www.link</a>	United States	2,802	94	3.35%	▲ 15
29	San Diego Gas & Electric	<a href="https://www.link">https://www.link</a>	United States	2,815	93	3.30%	▼ -7
30	SoCalGas	<a href="https://www.link">https://www.link</a>	United States	3,589	117	3.26%	▲ 6
31	ITC Holdings	<a href="https://www.link">https://www.link</a>	United States	1,323	43	3.25%	▲ 30
32	Enercon Services	<a href="https://www.link">https://www.link</a>	United States	1,600	52	3.25%	▼ -17
33	Tennessee Valley Authority	<a href="https://www.link">https://www.link</a>	United States	8,218	267	3.25%	▲ 15
34	Pepco Holdings	<a href="https://www.link">https://www.link</a>	United States	1,837	58	3.16%	▼ -10
35	Westinghouse Electric Con	<a href="https://www.link">https://www.link</a>	United States	9,696	300	3.09%	▲ 7
36	Alabama Power Company	<a href="https://www.link">https://www.link</a>	United States	2,249	67	2.98%	▲ 3
37	Avangrid	<a href="https://www.link">https://www.link</a>	United States	5,525	164	2.97%	▲ 15
38	Con Edison	<a href="https://www.link">https://www.link</a>	United States	8,660	250	2.89%	▲ 2
39	Southwest Gas	<a href="https://www.link">https://www.link</a>	United States	1,776	51	2.87%	▼ -10
40	CenterPoint Energy	<a href="https://www.link">https://www.link</a>	United States	6,148	168	2.73%	▲ 30
41	Southern Nuclear	<a href="https://www.link">https://www.link</a>	United States	2,058	55	2.67%	▲ 47
42	NIPSCO	<a href="https://www.link">https://www.link</a>	United States	1,052	28	2.66%	▲ 13
43	Alliant Energy	<a href="https://www.link">https://www.link</a>	United States	2,484	65	2.62%	▲ 7
44	Waste Pro USA	<a href="https://www.link">https://www.link</a>	United States	1,438	37	2.57%	▲ 40
45	Southern California Edison	<a href="https://www.link">https://www.link</a>	United States	11,975	306	2.56%	▼ -10
46	Black Hills Energy	<a href="https://www.link">https://www.link</a>	United States	2,123	54	2.54%	▲ 7
47	OGE Energy	<a href="https://www.link">https://www.link</a>	United States	1,854	45	2.43%	▲ 26
48	Tucson Electric Power	<a href="https://www.link">https://www.link</a>	United States	1,291	31	2.40%	▲ 21
49	Avista	<a href="https://www.link">https://www.link</a>	United States	1,474	35	2.37%	▼ -3
50	Nicor Gas	<a href="https://www.link">https://www.link</a>	United States	1,396	33	2.36%	▲ 17
51	Salt River Project	<a href="https://www.link">https://www.link</a>	United States	4,625	109	2.36%	▲ 31
52	Atmos Energy	<a href="https://www.link">https://www.link</a>	United States	4,192	98	2.34%	▼ -11
53	CAMS	<a href="https://www.link">https://www.link</a>	United States	1,248	29	2.32%	New Entry
54	Spire	<a href="https://www.link">https://www.link</a>	United States	1,863	43	2.31%	▼ -21
55	WSSC Water	<a href="https://www.link">https://www.link</a>	United States	1,303	30	2.30%	▲ 9
56	Puget Sound Energy	<a href="https://www.link">https://www.link</a>	United States	2,831	65	2.30%	▲ 19
57	NV Energy	<a href="https://www.link">https://www.link</a>	United States	1,962	45	2.29%	▲ 9
58	Entergy	<a href="https://www.link">https://www.link</a>	United States	11,333	258	2.28%	▼ -9
59	Consumers Energy	<a href="https://www.link">https://www.link</a>	United States	6,294	139	2.21%	▼ -8
60	Xcel Energy	<a href="https://www.link">https://www.link</a>	United States	10,741	237	2.21%	▲ 3
61	Pacific Gas and Electric Co	<a href="https://www.link">https://www.link</a>	United States	20,519	444	2.16%	▲ 7
62	ComEd	<a href="https://www.link">https://www.link</a>	United States	4,956	107	2.16%	▼ -15
63	UGI Utilities	<a href="https://www.link">https://www.link</a>	United States	1,121	24	2.14%	▼ -5
64	NiSource	<a href="https://www.link">https://www.link</a>	United States	5,703	122	2.14%	▼ -4
65	Osmose	<a href="https://www.link">https://www.link</a>	United States	2,104	45	2.14%	▲ 6
66	NAES	<a href="https://www.link">https://www.link</a>	United States	2,135	45	2.11%	▼ -12
67	USIC	<a href="https://www.link">https://www.link</a>	United States	3,986	83	2.08%	▲ 28
68	American Electric Power	<a href="https://www.link">https://www.link</a>	United States	11,698	236	2.02%	▲ 4
69	New York State Electric & C	<a href="https://www.link">https://www.link</a>	United States	1,027	20	1.95%	New Entry
70	Southern Company	<a href="https://www.link">https://www.link</a>	United States	11,216	218	1.94%	▲ 16
71	Nebraska Public Power Dis	<a href="https://www.link">https://www.link</a>	United States	1,139	22	1.93%	▲ 21
72	Idaho Power	<a href="https://www.link">https://www.link</a>	United States	1,398	27	1.93%	▲ 4
73	EBMUD	<a href="https://www.link">https://www.link</a>	United States	1,419	27	1.90%	▲ 25
74	PSEG	<a href="https://www.link">https://www.link</a>	United States	7,733	146	1.89%	▲ 19
75	TXU Energy	<a href="https://www.link">https://www.link</a>	United States	1,017	19	1.87%	▲ 19
76	Oncor Electric Delivery	<a href="https://www.link">https://www.link</a>	United States	3,098	56	1.81%	▼ -2
77	DTE Energy	<a href="https://www.link">https://www.link</a>	United States	8,944	160	1.79%	▲ 1
78	Duke Energy	<a href="https://www.link">https://www.link</a>	United States	24,343	422	1.73%	▲ 2
79	FirstEnergy	<a href="https://www.link">https://www.link</a>	United States	6,431	110	1.71%	▲ 4
80	Sensus	<a href="https://www.link">https://www.link</a>	United States	1,209	20	1.65%	▼ -3
81	Florida Power & Light	<a href="https://www.link">https://www.link</a>	United States	7,235	118	1.63%	▲ 8
82	Ameren	<a href="https://www.link">https://www.link</a>	United States	6,810	109	1.60%	▼ -23
83	PacifiCorp	<a href="https://www.link">https://www.link</a>	United States	2,713	41	1.51%	▲ 2
84	Los Angeles Department of	<a href="https://www.link">https://www.link</a>	United States	4,436	67	1.51%	▲ 17
85	Aqua	<a href="https://www.link">https://www.link</a>	United States	2,233	33	1.48%	▲ 21
86	MidAmerican Energy Comp	<a href="https://www.link">https://www.link</a>	United States	2,050	30	1.46%	▲ 10
87	NextEra Energy	<a href="https://www.link">https://www.link</a>	United States	10,790	157	1.46%	▲ 0
88	Just Energy	<a href="https://www.link">https://www.link</a>	United States	1,969	28	1.42%	▲ 2
89	LG&E and KU Energy	<a href="https://www.link">https://www.link</a>	United States	1,704	23	1.35%	▲ 16
90	Sempra	<a href="https://www.link">https://www.link</a>	United States	2,603	33	1.27%	▲ 10
91	Exelon	<a href="https://www.link">https://www.link</a>	United States	18,219	226	1.24%	▲ 24
92	Dominion Energy	<a href="https://www.link">https://www.link</a>	United States	26,849	319	1.19%	▲ 7
93	Calpine	<a href="https://www.link">https://www.link</a>	United States	2,138	25	1.17%	▲ 14

94	PPL	<a href="https://www.linkedin.com/company/ppl">https://www.linkedin.com/company/ppl</a>	United States	6,220	66	1.06%	▲ 10
95	WEC Energy Group	<a href="https://www.linkedin.com/company/wec-energy-group">https://www.linkedin.com/company/wec-energy-group</a>	United States	2,690	26	0.97%	▲ 15
96	Hawaiian Electric	<a href="https://www.linkedin.com/company/hawaiian-electric">https://www.linkedin.com/company/hawaiian-electric</a>	United States	1,584	15	0.95%	▲ 16
97	BHI Energy	<a href="https://www.linkedin.com/company/bhi-energy">https://www.linkedin.com/company/bhi-energy</a>	United States	1,683	13	0.77%	▲ 0
98	STP Nuclear Operating Co	<a href="https://www.linkedin.com/company/stp-nuclear">https://www.linkedin.com/company/stp-nuclear</a>	United States	1,131	8	0.71%	▲ 10
99	UtiliQuest	<a href="https://www.linkedin.com/company/utiliquest">https://www.linkedin.com/company/utiliquest</a>	United States	1,133	8	0.71%	▲ 10
100	Edison International	<a href="https://www.linkedin.com/company/edison-international">https://www.linkedin.com/company/edison-international</a>	United States	2,030	14	0.69%	▲ 3
101	Direct Energy	<a href="https://www.linkedin.com/company/direct-energy">https://www.linkedin.com/company/direct-energy</a>	United States	2,181	14	0.64%	New Entry
102	We Energies	<a href="https://www.linkedin.com/company/we-energies">https://www.linkedin.com/company/we-energies</a>	United States	2,752	12	0.44%	▲ 12
103	Reliant Energy	<a href="https://www.linkedin.com/company/reliant-energy">https://www.linkedin.com/company/reliant-energy</a>	United States	1,065	4	0.38%	▲ 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.

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