

DSMN8

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

Industry at a glance:

Average Score:
5.99%

Total Companies:
152

Global Industry Average:
5.54%

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)	Rank Change
1	Zurich Santander Insuranc	https://www.linkedin.com/company/zurich-santander-insurance	Spain	1,062	166	15.63%	▲ 0
2	Swiss Life France	https://www.linkedin.com/company/swiss-life-france	France	2,792	402	14.40%	▲ 1
3	MDS Group	https://www.linkedin.com/company/mds-group	Portugal	1,480	194	13.11%	▲ 3
4	Abeille Assurances	https://www.linkedin.com/company/abeille-assurances	France	2,910	370	12.71%	▼ -2
5	Allianz France	https://www.linkedin.com/company/allianz-france	France	6,787	829	12.21%	▲ 0
6	AXA Switzerland	https://www.linkedin.com/company/axa-switzerland	Switzerland	1,604	185	11.53%	▼ -2
7	die Mobiliar	https://www.linkedin.com/company/die-mobiliar	Switzerland	4,647	523	11.25%	▲ 24
8	Harmonie Mutuelle	https://www.linkedin.com/company/harmonie-mutuelle	France	3,819	416	10.89%	▲ 0
9	AXA en France	https://www.linkedin.com/company/axa-en-france	France	8,918	962	10.79%	▲ 4
10	ALLEANZA ASSICURAZIO	https://www.linkedin.com/company/alleanza-assicurazioni	Italy	8,012	839	10.47%	▲ 9
11	Vaudoise Assurances	https://www.linkedin.com/company/vaudoise-assurances	Switzerland	1,689	174	10.30%	▲ 9
12	Groupama Rhone-Alpes Au	https://www.linkedin.com/company/groupama-rhone-alpes	France	1,611	164	10.18%	▲ 3
13	Allianz España	https://www.linkedin.com/company/allianz-espana	Spain	1,683	171	10.16%	▲ 4
14	LähiTapiola	https://www.linkedin.com/company/lahitapiola	Finland	2,773	272	9.81%	▲ 19
15	Groupama d'Oc	https://www.linkedin.com/company/groupama-d-oc	France	1,282	123	9.59%	▼ -1
16	Mutua Madrileña	https://www.linkedin.com/company/mutua-madrilena	Spain	1,764	166	9.41%	▼ -7
17	Groupama Grand Est	https://www.linkedin.com/company/groupama-grand-est	France	1,151	105	9.12%	▲ 11
18	Agric-Arrco	https://www.linkedin.com/company/agric-arrco	France	1,300	117	9.00%	▼ -11
19	PRÉVOIR	https://www.linkedin.com/company/prevoir	France	1,185	106	8.95%	▼ -3
20	Allianz Suisse	https://www.linkedin.com/company/allianz-suisse	Switzerland	1,832	157	8.57%	▲ 5
21	AG2R LA MONDIALE	https://www.linkedin.com/company/ag2r-la-mondiale	France	6,559	556	8.48%	▲ 20

22	Techniker Krankenkasse	https://www.linke	Germany	2,702	225	8.33%	▲ 2
23	Coface	https://www.linke	France	5,674	468	8.25%	▲ 15
24	Generali Česká pojišťovna	https://www.linke	Czechia	2,360	191	8.09%	▲ 46
25	Groupama Paris Val de Loi	https://www.linke	France	1,072	85	7.93%	▲ 4
26	Coöperatie DELA	https://www.linke	Netherlands	1,781	139	7.80%	▼ -15
27	Occident	https://www.linke	Spain	3,495	268	7.67%	▲ 8
28	santalucia seguros	https://www.linke	Spain	2,844	218	7.67%	▲ 37
29	Prima	https://www.linke	Italy	1,214	93	7.66%	▲ 1
30	Verspieren	https://www.linke	France	1,051	80	7.61%	▼ -4
31	AÉSIO mutuelle	https://www.linke	France	2,268	171	7.54%	▼ -13
32	Grupo DKV	https://www.linke	Spain	1,573	118	7.50%	▲ 14
33	Helvetia Insurance Switzer	https://www.linke	Switzerland	3,835	287	7.48%	▼ -1
34	Generali Tranquilidade	https://www.linke	Portugal	1,242	91	7.33%	New Entry
35	Topdanmark	https://www.linke	Denmark	2,535	185	7.30%	▲ 9
36	HDI Global	https://www.linke	Germany	3,052	221	7.24%	▲ 22
37	Allianz-Tiriac Asigurari	https://www.linke	Romania	1,175	85	7.23%	▲ 82
38	Gan Assurances	https://www.linke	France	3,982	288	7.23%	▼ -4
39	SWICA Organisation de Sa	https://www.linke	Switzerland	1,355	97	7.16%	▲ 17
40	La Mutuelle Générale	https://www.linke	France	1,517	108	7.12%	▲ 36
41	Groupama Loire Bretagne	https://www.linke	France	1,524	108	7.09%	▲ 12
42	MMA Assurances	https://www.linke	France	5,871	416	7.09%	▼ -15
43	Ethias	https://www.linke	Belgium	1,401	97	6.92%	▲ 46
44	Länsförsäkringar	https://www.linke	Sweden	7,995	553	6.92%	▲ 16
45	SegurCaixa Adeslas	https://www.linke	Spain	1,969	135	6.86%	▲ 16
46	Zilveren Kruis	https://www.linke	Netherlands	1,513	102	6.74%	▲ 48
47	Groupe APICIL	https://www.linke	France	1,310	88	6.72%	▲ 22
48	Groupe Macsf	https://www.linke	France	1,408	94	6.68%	▼ -25
49	AG Insurance	https://www.linke	Belgium	3,669	244	6.65%	▼ -6
50	DEVK Versicherungen	https://www.linke	Germany	1,714	112	6.53%	▲ 31
51	Tryg	https://www.linke	Denmark	4,519	295	6.53%	▲ 15
52	ASISA	https://www.linke	Spain	1,615	105	6.50%	▲ 22
53	Vhi	https://www.linke	Ireland	1,357	87	6.41%	▲ 6
54	Assura	https://www.linke	Switzerland	1,030	66	6.41%	New Entry
55	R+V Versicherung	https://www.linke	Germany	5,489	349	6.36%	▲ 9
56	SMABTP	https://www.linke	France	2,428	154	6.34%	▼ -20
57	Centraal Beheer	https://www.linke	Netherlands	1,153	73	6.33%	▼ -10
58	SIGNAL IDUNA Gruppe	https://www.linke	Germany	2,263	143	6.32%	▼ -3
59	KLESIA	https://www.linke	France	1,321	83	6.28%	▼ -14
60	Swiss Re	https://www.linke	Switzerland	14,410	900	6.25%	▲ 42
61	CASER	https://www.linke	Spain	2,901	181	6.24%	▲ 12
62	HDI Group	https://www.linke	Germany	2,358	147	6.23%	▼ -11
63	Groupe Mutuel	https://www.linke	Switzerland	1,849	115	6.22%	▲ 43
64	Chubb	https://www.linke	Switzerland	35,803	2,225	6.21%	▲ 28
65	NÜRNBERGER Versicheru	https://www.linke	Germany	1,450	90	6.21%	▼ -13
66	MGEN	https://www.linke	France	4,309	266	6.17%	▲ 17
67	Konzern Versicherungskan	https://www.linke	Germany	1,415	87	6.15%	▲ 5
68	SCOR	https://www.linke	France	4,121	251	6.09%	▲ 14
69	AXA Partners	https://www.linke	France	5,533	331	5.98%	▼ -1
70	INTERAMERICAN	https://www.linke	Greece	1,360	81	5.96%	▼ -28
71	Malakoff Humanis	https://www.linke	France	6,499	387	5.95%	▲ 13
72	UNIQA Polska	https://www.linke	Poland	1,075	64	5.95%	New Entry
73	Helsana Insurance Compa	https://www.linke	Switzerland	2,228	131	5.88%	▲ 56
74	Folksam	https://www.linke	Sweden	3,300	192	5.82%	▲ 43
75	AXA Italia	https://www.linke	Italy	1,736	101	5.82%	▼ -13
76	Coöperatie VGZ	https://www.linke	Netherlands	2,206	128	5.80%	▲ 9
77	MAPFRE	https://www.linke	Spain	33,918	1,950	5.75%	▼ -6
78	AOK Rheinland/Hamburg -	https://www.linke	Germany	1,088	60	5.51%	New Entry
79	If Insurance	https://www.linke	Sweden	7,580	416	5.49%	▲ 20
80	Zurich Insurance	https://www.linke	Switzerland	41,552	2,275	5.48%	▼ -3
81	MAIF	https://www.linke	France	6,013	328	5.45%	▲ 10
82	Württembergische Versich	https://www.linke	Germany	1,322	72	5.45%	▼ -25
83	Allianz Partners	https://www.linke	France	10,913	588	5.39%	▲ 45
84	Matmut	https://www.linke	France	3,657	196	5.36%	▼ -44
85	Europ Assistance	https://www.linke	France	5,635	300	5.32%	▲ 12
86	SV SparkassenVersicheru	https://www.linke	Germany	1,149	61	5.31%	▲ 30
87	BNP Paribas Cardif	https://www.linke	France	9,284	491	5.29%	▼ -9
88	PRO BTP Groupe	https://www.linke	France	2,867	147	5.13%	▲ 0
89	Wiener Städtische Versich	https://www.linke	Austria	1,845	91	4.93%	▲ 47
90	Henner Group	https://www.linke	France	1,380	68	4.93%	▼ -53
91	Generali Italia	https://www.linke	Italy	10,423	507	4.86%	▲ 19
92	ERGO Hestia	https://www.linke	Poland	1,506	73	4.85%	▲ 40
93	Gothaer	https://www.linke	Germany	2,425	117	4.82%	▼ -39

94	GROUPAMA GAN VIE	https://www.link	France	1,355	65	4.80%	▼ -46
95	Suva	https://www.link	Switzerland	2,567	122	4.75%	▲ 3
96	Sara Assicurazioni	https://www.link	Italy	1,584	75	4.73%	▲ 25
97	LVM Versicherung	https://www.link	Germany	1,612	76	4.71%	▲ 40
98	Diot-Siaci	https://www.link	France	2,329	109	4.68%	New Entry
99	Barmenia Versicherungen	https://www.link	Germany	1,223	57	4.66%	▲ 13
100	Trygg-Hansa	https://www.link	Sweden	2,063	96	4.65%	▼ -5
101	Fidelidade	https://www.link	Portugal	3,536	161	4.55%	▲ 4
102	GMF Assurances	https://www.link	France	2,725	124	4.55%	▲ 21
103	Reale Seguros	https://www.link	Spain	1,124	51	4.54%	▲ 1
104	MACIF	https://www.link	France	6,709	304	4.53%	▼ -11
105	AOK Baden-Württemberg	https://www.link	Germany	1,290	58	4.50%	▲ 15
106	Hannover Re	https://www.link	Germany	2,679	120	4.48%	▲ 27
107	CZ	https://www.link	Netherlands	2,438	109	4.47%	▲ 18
108	CNP Assurances	https://www.link	France	3,965	176	4.44%	▼ -41
109	Assurances Crédit Mutuel	https://www.link	France	1,696	75	4.42%	▼ -59
110	Crédit Agricole Assurances	https://www.link	France	5,031	222	4.41%	▼ -14
111	Menzis	https://www.link	Netherlands	1,387	61	4.40%	▼ -31
112	Skandia	https://www.link	Sweden	3,050	134	4.39%	▼ -26
113	Baloise BE	https://www.link	Belgium	1,593	69	4.33%	▲ 13
114	Generali	https://www.link	Italy	53,810	2,300	4.27%	▲ 8
115	Groupama Assicurazioni	https://www.link	Italy	1,872	80	4.27%	▲ 15
116	Societe Generale Assuranc	https://www.link	France	1,701	71	4.17%	▲ 2
117	MAAF Assurances	https://www.link	France	4,581	190	4.15%	▼ -4
118	Baloise CH	https://www.link	Switzerland	5,310	218	4.11%	▲ 13
119	PZU	https://www.link	Poland	9,499	387	4.07%	▲ 20
120	Atradius	https://www.link	Netherlands	3,193	130	4.07%	▲ 20
121	Groupe Saretec	https://www.link	France	1,161	47	4.05%	▼ -42
122	HUK-COBURG	https://www.link	Germany	1,929	78	4.04%	▲ 2
123	CSS	https://www.link	Switzerland	3,543	143	4.04%	▲ 21
124	a.s.r.	https://www.link	Netherlands	5,129	207	4.04%	▲ 10
125	Gjensidige	https://www.link	Norway	4,181	168	4.02%	▼ -50
126	Linea Directa Aseguradora	https://www.link	Spain	1,771	71	4.01%	▼ -25
127	Debeke	https://www.link	Germany	3,322	132	3.97%	▼ -40
128	ERGO Group	https://www.link	Germany	7,134	283	3.97%	▼ -13
129	SOS International	https://www.link	Denmark	1,363	54	3.96%	▲ 12
130	Allianz Italia	https://www.link	Italy	3,502	138	3.94%	▼ -30
131	Reale Mutua Assicurazioni	https://www.link	Italy	2,787	108	3.88%	▲ 14
132	Allianz Trade	https://www.link	France	4,778	182	3.81%	▼ -18
133	ARAG	https://www.link	Germany	2,980	113	3.79%	▼ -84
134	Stelliant	https://www.link	France	1,357	51	3.76%	▼ -23
135	APRIL	https://www.link	France	2,347	88	3.75%	▼ -8
136	HDI ASSICURAZIONI	https://www.link	Italy	1,238	46	3.72%	▼ -27
137	Munich Re	https://www.link	Germany	20,173	722	3.58%	▲ 12
138	Ocaso	https://www.link	Spain	4,188	148	3.53%	▲ 9
139	UnipolSai Assicurazioni	https://www.link	Italy	8,315	288	3.46%	▼ -1
140	KKH Kaufmännische Krank	https://www.link	Germany	1,430	48	3.36%	▲ 10
141	Irish Life	https://www.link	Ireland	1,685	54	3.20%	▲ 2
142	Cattolica Assicurazioni	https://www.link	Italy	2,326	72	3.10%	▲ 6
143	Kooperativa	https://www.link	Czechia	2,350	71	3.02%	▲ 8
144	Croatia osiguranje	https://www.link	Croatia	1,222	32	2.62%	▲ 13
145	UNIQA Insurance Group	https://www.link	Austria	6,831	172	2.52%	▲ 11
146	Warta	https://www.link	Poland	2,153	53	2.46%	▲ 9
147	AXA	https://www.link	France	135,607	3,000	2.21%	▲ 6
148	Covéa	https://www.link	France	17,813	288	1.62%	▲ 12
149	Groupama Asigurari Roma	https://www.link	Romania	1,131	16	1.41%	▲ 12
150	ZUS	https://www.link	Poland	4,102	51	1.24%	▲ 13
151	GCO	https://www.link	Spain	4,332	45	1.04%	▲ 8
152	Groupama	https://www.link	France	29,197	161	0.55%	▲ 13

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