



The World's Most Active Internet Professionals on Social - May 2024

Industry at a glance:

Average Score: 9.17%

Total Companies: 126

Average No. Employees: 711

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 Ibotta, Thrive Global, Dataminr, etc.

| | | | | | | |
|----|---|----------------|-------|-----|--------|-----------|
| 22 | SkillGigs.com | United States | 539 | 77 | 14.29% | ▼ -17 |
| 23 | Checkatrade.com | United Kingdom | 638 | 89 | 13.95% | ▲ 8 |
| 24 | Unite Us | United States | 662 | 92 | 13.90% | ▲ 21 |
| 25 | Seeking Alpha | United States | 901 | 124 | 13.76% | ▼ -3 |
| 26 | HighLevel | United States | 780 | 105 | 13.46% | ▲ 46 |
| 27 | Uniphore | United States | 919 | 119 | 12.95% | ▼ -8 |
| 28 | Fetch | United States | 898 | 115 | 12.81% | ▲ 26 |
| 29 | FS.com | United States | 927 | 117 | 12.62% | ▲ 5 |
| 30 | Adevinta Spain | Spain | 848 | 104 | 12.26% | ▲ 36 |
| 31 | Simplifi | United States | 604 | 74 | 12.25% | ▼ -3 |
| 32 | Index Exchange | Canada | 605 | 74 | 12.23% | ▼ -6 |
| 33 | Smart Energy Water | United States | 814 | 99 | 12.16% | New Entry |
| 34 | Olo | United States | 920 | 111 | 12.07% | ▲ 43 |
| 35 | Quantcast | United States | 527 | 63 | 11.95% | ▲ 61 |
| 36 | mobile.de | Germany | 520 | 62 | 11.92% | New Entry |
| 37 | NBC Sports Next | United States | 703 | 83 | 11.81% | ▲ 5 |
| 38 | Reworld Media | France | 858 | 101 | 11.77% | ▼ -8 |
| 39 | HelloWork | France | 598 | 70 | 11.71% | ▲ 13 |
| 40 | Multiplier | United States | 624 | 73 | 11.70% | ▼ -17 |
| 41 | Rock Content | United States | 688 | 80 | 11.63% | ▼ -32 |
| 42 | Blip.pt | Portugal | 675 | 74 | 10.96% | ▲ 9 |
| 43 | Kongsberg Discovery | Norway | 515 | 56 | 10.87% | New Entry |
| 44 | Patreon | United States | 943 | 98 | 10.39% | ▼ -3 |
| 45 | Bird | Netherlands | 556 | 56 | 10.07% | New Entry |
| 46 | Rightmove | United Kingdom | 997 | 95 | 9.53% | ▼ -9 |
| 47 | Headout | United States | 578 | 55 | 9.52% | ▲ 16 |
| 48 | VDE | Germany | 707 | 67 | 9.48% | ▼ -1 |
| 49 | Nextdoor | United States | 922 | 86 | 9.33% | ▲ 11 |
| 50 | VusionGroup | France | 665 | 60 | 9.02% | New Entry |
| 51 | Enago | United States | 655 | 59 | 9.01% | ▲ 17 |
| 52 | Nextlane | France | 645 | 58 | 8.99% | New Entry |
| 53 | Brevo | France | 620 | 54 | 8.71% | ▼ -15 |
| 54 | Grupa Pracuj | Poland | 591 | 50 | 8.46% | ▲ 17 |
| 55 | MVF | United Kingdom | 619 | 50 | 8.08% | ▲ 60 |
| 56 | Wing Assistant | United States | 901 | 71 | 7.88% | ▲ 56 |
| 57 | Loblaw Digital | Canada | 816 | 64 | 7.84% | ▲ 24 |
| 58 | ManoMano | France | 858 | 67 | 7.81% | ▲ 24 |
| 59 | Devoteam Creative Tech | France | 860 | 67 | 7.79% | ▼ -2 |
| 60 | MPB | United Kingdom | 572 | 44 | 7.69% | ▲ 60 |
| 61 | Global Savings Group | Germany | 1,000 | 75 | 7.50% | ▲ 55 |
| 62 | JustAnswer | United States | 818 | 61 | 7.46% | ▲ 5 |
| 63 | Whatnot | United States | 765 | 57 | 7.45% | ▲ 62 |
| 64 | Back Market | France | 836 | 62 | 7.42% | ▼ -16 |
| 65 | Raptive | United States | 522 | 38 | 7.28% | ▲ 44 |
| 66 | Faculty | United Kingdom | 771 | 54 | 7.00% | ▼ -16 |
| 67 | Leadtech Group | Spain | 572 | 39 | 6.82% | ▲ 19 |
| 68 | The Philadelphia Inquirer | United States | 899 | 61 | 6.79% | ▼ -9 |
| 69 | Roadie | United States | 842 | 57 | 6.77% | ▲ 20 |
| 70 | Cricut | United States | 900 | 60 | 6.67% | ▲ 20 |
| 71 | Xerago | United States | 558 | 37 | 6.63% | ▲ 3 |
| 72 | EOLO | Italy | 846 | 56 | 6.62% | ▲ 34 |
| 73 | Foodhub | United Kingdom | 910 | 60 | 6.59% | ▲ 18 |
| 74 | Qentelli | United States | 835 | 55 | 6.59% | ▲ 44 |
| 75 | Americaneagle.com | United States | 692 | 45 | 6.50% | ▼ -10 |
| 76 | FINN.no | Norway | 557 | 35 | 6.28% | ▲ 70 |
| 77 | IES | United Kingdom | 511 | 32 | 6.26% | New Entry |
| 78 | Ideas2IT Technologies | United States | 731 | 45 | 6.16% | ▲ 21 |
| 79 | CV-Library | United Kingdom | 733 | 45 | 6.14% | ▼ -4 |
| 80 | 1&1 Mail & Media Applicati | Germany | 525 | 32 | 6.10% | ▲ 27 |
| 81 | Gett | United Kingdom | 858 | 52 | 6.06% | ▲ 11 |
| 82 | trivago | Germany | 933 | 56 | 6.00% | ▲ 29 |
| 83 | Climate | United States | 697 | 41 | 5.88% | ▲ 31 |
| 84 | Everyday Health | United States | 565 | 33 | 5.84% | ▲ 16 |
| 85 | Agicap | France | 685 | 40 | 5.84% | New Entry |
| 86 | Conductor | United States | 710 | 41 | 5.77% | ▲ 12 |
| 87 | Wonders | United States | 577 | 33 | 5.72% | ▲ 8 |
| 88 | Odigo | France | 722 | 41 | 5.68% | New Entry |
| 89 | Luxury Presence | United States | 658 | 37 | 5.62% | ▲ 13 |
| 90 | Voodoo | France | 635 | 35 | 5.51% | ▼ -44 |
| 91 | METRO Markets | Germany | 537 | 29 | 5.40% | ▼ -18 |
| 92 | CareRev | United States | 663 | 35 | 5.28% | ▲ 18 |
| 93 | HUBSIDE | France | 682 | 36 | 5.28% | ▲ 24 |

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|-----|----------------------------|---|----------------|-----|----|-------|-----------|
| 94 | Numpy Ninja | https://www.linkedin.com/company/numpy-ninja/ | United States | 555 | 29 | 5.23% | New Entry |
| 95 | Nuro | https://www.linkedin.com/company/nuro/ | United States | 920 | 48 | 5.22% | ▲ 24 |
| 96 | Travix | https://www.linkedin.com/company/travix/ | Netherlands | 562 | 29 | 5.16% | New Entry |
| 97 | EPG Ehrhardt Partner Group | https://www.linkedin.com/company/epg-ehrhardt-partner-group/ | Germany | 507 | 26 | 5.13% | New Entry |
| 98 | DeviantArt | https://www.linkedin.com/company/deviantart/ | United States | 645 | 33 | 5.12% | New Entry |
| 99 | RJ Young | https://www.linkedin.com/company/rj-young/ | United States | 860 | 44 | 5.12% | ▲ 2 |
| 100 | XING | https://www.linkedin.com/company/xing/ | Germany | 744 | 35 | 4.70% | ▼ -3 |
| 101 | Onet | https://www.linkedin.com/company/onet/ | Poland | 537 | 25 | 4.66% | ▲ 22 |
| 102 | Yummy | https://www.linkedin.com/company/yummy/ | United States | 600 | 27 | 4.50% | ▲ 3 |
| 103 | Thomas | https://www.linkedin.com/company/thomas/ | United States | 817 | 36 | 4.41% | ▲ 23 |
| 104 | NeoXam | https://www.linkedin.com/company/neo-xam/ | France | 570 | 25 | 4.39% | New Entry |
| 105 | QuinStreet | https://www.linkedin.com/company/quinstreet/ | United States | 940 | 38 | 4.04% | ▲ 19 |
| 106 | Porch Group | https://www.linkedin.com/company/porch-group/ | United States | 813 | 29 | 3.57% | ▲ 31 |
| 107 | Vivid Seats | https://www.linkedin.com/company/vivid-seats/ | United States | 614 | 19 | 3.09% | ▲ 20 |
| 108 | Vroom | https://www.linkedin.com/company/vroom/ | United States | 787 | 24 | 3.05% | ▲ 24 |
| 109 | Weee! | https://www.linkedin.com/company/weee/ | United States | 703 | 21 | 2.99% | ▲ 19 |
| 110 | Adobe Commerce | https://www.linkedin.com/company/adobe-commerce/ | United States | 577 | 17 | 2.95% | ▲ 11 |
| 111 | Cloud5 Communications | https://www.linkedin.com/company/cloud5-communications/ | United States | 549 | 16 | 2.91% | ▲ 24 |
| 112 | PlanetArt | https://www.linkedin.com/company/planetart/ | United States | 784 | 20 | 2.55% | ▲ 27 |
| 113 | ENA by Zayo | https://www.linkedin.com/company/ena-by-zayo/ | United States | 642 | 16 | 2.49% | ▲ 40 |
| 114 | Guru | https://www.linkedin.com/company/guru/ | United States | 818 | 20 | 2.44% | ▼ -30 |
| 115 | Sittercity | https://www.linkedin.com/company/sittercity/ | United States | 936 | 22 | 2.35% | ▲ 32 |
| 116 | Capsule | https://www.linkedin.com/company/capsule/ | United States | 781 | 16 | 2.05% | ▲ 26 |
| 117 | Tuya Smart | https://www.linkedin.com/company/tuya-smart/ | United States | 587 | 12 | 2.04% | ▲ 5 |
| 118 | Linkeo | https://www.linkedin.com/company/linkeo/ | France | 563 | 10 | 1.78% | ▲ 23 |
| 119 | MZ | https://www.linkedin.com/company/mz/ | United States | 636 | 11 | 1.73% | New Entry |
| 120 | CRISTIAN LAY | https://www.linkedin.com/company/cristian-lay/ | Spain | 582 | 10 | 1.72% | ▲ 20 |
| 121 | delivery.com | https://www.linkedin.com/company/delivery-com/ | United States | 689 | 10 | 1.45% | ▲ 34 |
| 122 | Vitec Software Group | https://www.linkedin.com/company/vitec-software-group/ | Sweden | 576 | 8 | 1.39% | New Entry |
| 123 | HungryPanda | https://www.linkedin.com/company/hungrypanda/ | United Kingdom | 556 | 7 | 1.26% | ▲ 26 |
| 124 | Itiviti | https://www.linkedin.com/company/itiviti/ | Sweden | 636 | 7 | 1.10% | New Entry |
| 125 | HomeAdvisor | https://www.linkedin.com/company/homeadvisor/ | United States | 985 | 7 | 0.71% | New Entry |
| 126 | Telenav | https://www.linkedin.com/company/telenav/ | United States | 559 | 0 | 0.00% | ▲ 26 |

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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