



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

Industry at a glance:

Average Score: 10.03%

Total Companies: 75

Global Industry Average: 9.17%

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	Uniphore	https://www.link	United States	919	119	12.95%	▼ -7
23	Fetch	https://www.link	United States	898	115	12.81%	▲ 10
24	FS.com	https://www.link	United States	927	117	12.62%	▼ -2
25	Simplifi	https://www.link	United States	604	74	12.25%	▼ -6
26	Smart Energy Water	https://www.link	United States	814	99	12.16%	New Entry
27	Olo	https://www.link	United States	920	111	12.07%	▲ 21
28	Quantcast	https://www.link	United States	527	63	11.95%	▲ 30
29	NBC Sports Next	https://www.link	United States	703	83	11.81%	▼ -1
30	Multiplier	https://www.link	United States	624	73	11.70%	▼ -13
31	Rock Content	https://www.link	United States	688	80	11.63%	▼ -25
32	Patreon	https://www.link	United States	943	98	10.39%	▼ -5
33	Headout	https://www.link	United States	578	55	9.52%	▲ 7
34	Nextdoor	https://www.link	United States	922	86	9.33%	▲ 3
35	Enago	https://www.link	United States	655	59	9.01%	▲ 9
36	Wing Assistant	https://www.link	United States	901	71	7.88%	▲ 33
37	JustAnswer	https://www.link	United States	818	61	7.46%	▲ 6
38	Whatnot	https://www.link	United States	765	57	7.45%	▲ 39
39	Raptive	https://www.link	United States	522	38	7.28%	▲ 28
40	The Philadelphia Inquirer	https://www.link	United States	899	61	6.79%	▼ -4
41	Roadie	https://www.link	United States	842	57	6.77%	▲ 14
42	Cricut	https://www.link	United States	900	60	6.67%	▲ 14
43	Xerago	https://www.link	United States	558	37	6.63%	▲ 4
44	Qentelli	https://www.link	United States	835	55	6.59%	▲ 28
45	Americaneagle.com	https://www.link	United States	692	45	6.50%	▼ -3
46	Ideas2IT Technologies	https://www.link	United States	731	45	6.16%	▲ 14
47	Climate	https://www.link	United States	697	41	5.88%	▲ 24
48	Everyday Health	https://www.link	United States	565	33	5.84%	▲ 13
49	Conductor	https://www.link	United States	710	41	5.77%	▲ 10
50	Wonders	https://www.link	United States	577	33	5.72%	▲ 7
51	Luxury Presence	https://www.link	United States	658	37	5.62%	▲ 12
52	CareRev	https://www.link	United States	663	35	5.28%	▲ 16
53	Numpy Ninja	https://www.link	United States	555	29	5.23%	New Entry
54	Nuro	https://www.link	United States	920	48	5.22%	▲ 19
55	DeviantArt	https://www.link	United States	645	33	5.12%	New Entry
56	RJ Young	https://www.link	United States	860	44	5.12%	▲ 6
57	Yummy	https://www.link	United States	600	27	4.50%	▲ 8
58	Thomas	https://www.link	United States	817	36	4.41%	▲ 20
59	QuinStreet	https://www.link	United States	940	38	4.04%	▲ 17
60	Porch Group	https://www.link	United States	813	29	3.57%	▲ 24
61	Vivid Seats	https://www.link	United States	614	19	3.09%	▲ 18
62	Vroom	https://www.link	United States	787	24	3.05%	▲ 20
63	Weee!	https://www.link	United States	703	21	2.99%	▲ 17
64	Adobe Commerce	https://www.link	United States	577	17	2.95%	▲ 10
65	Cloud5 Communications	https://www.link	United States	549	16	2.91%	▲ 18
66	PlanetArt	https://www.link	United States	784	20	2.55%	▲ 20
67	ENA by Zayo	https://www.link	United States	642	16	2.49%	▲ 26
68	Guru	https://www.link	United States	818	20	2.44%	▼ -16
69	Sittercity	https://www.link	United States	936	22	2.35%	▲ 21
70	Capsule	https://www.link	United States	781	16	2.05%	▲ 17
71	Tuya Smart	https://www.link	United States	587	12	2.04%	▲ 4
72	MZ	https://www.link	United States	636	11	1.73%	New Entry
73	delivery.com	https://www.link	United States	689	10	1.45%	▲ 21
74	HomeAdvisor	https://www.link	United States	985	7	0.71%	New Entry
75	Telenav	https://www.link	United States	559	0	0.00%	▲ 17

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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