



## The UK's Most Active Computer Software Professionals on Social - June 2024

### Industry at a glance:



### 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	VTEX	<a href="https://www.linkedin.com/company/vtex">https://www.linkedin.com/company/vtex</a>	United Kingdom	1,479	293	19.81%	▲ 0
2	The Access Group	<a href="https://www.linkedin.com/company/the-access-group">https://www.linkedin.com/company/the-access-group</a>	United Kingdom	5,337	835	15.65%	▲ 1
3	Canonical	<a href="https://www.linkedin.com/company/canonical">https://www.linkedin.com/company/canonical</a>	United Kingdom	1,466	194	13.23%	▲ 5
4	Sophos	<a href="https://www.linkedin.com/company/sophos">https://www.linkedin.com/company/sophos</a>	United Kingdom	4,658	584	12.54%	▲ 1
5	OneAdvanced	<a href="https://www.linkedin.com/company/oneadvanced">https://www.linkedin.com/company/oneadvanced</a>	United Kingdom	2,647	301	11.37%	▼ -1
6	Auto Trader UK	<a href="https://www.linkedin.com/company/auto-trader-uk">https://www.linkedin.com/company/auto-trader-uk</a>	United Kingdom	1,581	174	11.01%	▲ 1
7	Genius Sports	<a href="https://www.linkedin.com/company/genius-sports">https://www.linkedin.com/company/genius-sports</a>	United Kingdom	2,377	247	10.39%	▲ 3
8	IRIS Software Group	<a href="https://www.linkedin.com/company/iris-software-group">https://www.linkedin.com/company/iris-software-group</a>	United Kingdom	2,237	217	9.70%	▲ 5
9	Keyloop	<a href="https://www.linkedin.com/company/keyloop">https://www.linkedin.com/company/keyloop</a>	United Kingdom	1,999	187	9.35%	▲ 2
10	AVEVA	<a href="https://www.linkedin.com/company/aveva">https://www.linkedin.com/company/aveva</a>	United Kingdom	7,274	650	8.94%	▲ 2
11	Builder.ai	<a href="https://www.linkedin.com/company/builder-ai">https://www.linkedin.com/company/builder-ai</a>	United Kingdom	1,639	146	8.91%	▼ -5
12	Sage	<a href="https://www.linkedin.com/company/sage">https://www.linkedin.com/company/sage</a>	United Kingdom	14,247	1,250	8.77%	▼ -3
13	EMIS	<a href="https://www.linkedin.com/company/emis">https://www.linkedin.com/company/emis</a>	United Kingdom	1,506	124	8.23%	▲ 1
14	SHL	<a href="https://www.linkedin.com/company/shl">https://www.linkedin.com/company/shl</a>	United Kingdom	2,476	193	7.79%	▲ 1
15	Ocado Technology	<a href="https://www.linkedin.com/company/ocado-technology">https://www.linkedin.com/company/ocado-technology</a>	United Kingdom	2,788	213	7.64%	▲ 6
16	Zellis	<a href="https://www.linkedin.com/company/zellis">https://www.linkedin.com/company/zellis</a>	United Kingdom	1,361	94	6.91%	▲ 9
17	Clinisys	<a href="https://www.linkedin.com/company/clinisys">https://www.linkedin.com/company/clinisys</a>	United Kingdom	1,535	106	6.91%	▼ -1
18	Godel Technologies Europe	<a href="https://www.linkedin.com/company/godel-technologies-europe">https://www.linkedin.com/company/godel-technologies-europe</a>	United Kingdom	1,406	96	6.83%	▲ 1
19	THG	<a href="https://www.linkedin.com/company/thg">https://www.linkedin.com/company/thg</a>	United Kingdom	4,263	236	5.54%	▼ -2
20	FARFETCH	<a href="https://www.linkedin.com/company/farfetch">https://www.linkedin.com/company/farfetch</a>	United Kingdom	4,176	229	5.48%	▲ 3
21	ION	<a href="https://www.linkedin.com/company/ion">https://www.linkedin.com/company/ion</a>	United Kingdom	5,133	260	5.07%	▲ 1

22	OpenBet	<a href="https://www.link">https://www.link</a> United Kingdom	1,131	57	5.04%	▲ 4
23	Playtech	<a href="https://www.link">https://www.link</a> United Kingdom	3,274	146	4.46%	▲ 1
24	IGT	<a href="https://www.link">https://www.link</a> United Kingdom	10,964	270	2.46%	▲ 3

**Ready to win at social?**

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