



The UK's Most Active Food & Beverages Professionals on Social - June 2024

Industry at a glance:

Average Score: 3.56%

Total Companies: 37

Global Industry Average: 3.03%

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 BrewDog, Zuma Restaurants, and William Grant & Sons.

22	Compass Group UK & Irele	https://www.link	United Kingdom	4,524		129	2.85%	▼ -3
23	Bakkavor	https://www.link	United Kingdom	4,714		132	2.80%	▼ -1
24	Premier Foods	https://www.link	United Kingdom	3,668		102	2.78%	▲ 3
25	Pilgrim's UK	https://www.link	United Kingdom	1,017		27	2.65%	New Entry
26	PizzaExpress	https://www.link	United Kingdom	3,023		77	2.55%	▼ -11
27	Warburtons	https://www.link	United Kingdom	1,924		47	2.44%	▼ -11
28	Greggs	https://www.link	United Kingdom	9,568		226	2.36%	▲ 3
29	Nomad Foods	https://www.link	United Kingdom	4,117		95	2.31%	▼ -1
30	Prezzo	https://www.link	United Kingdom	1,371		30	2.19%	▲ 0
31	Compass Group	https://www.link	United Kingdom	54,321		1,114	2.05%	▼ -2
32	2 Sisters Food Group	https://www.link	United Kingdom	3,231		60	1.86%	▼ -12
33	KFC UK & Ireland	https://www.link	United Kingdom	7,974		141	1.77%	▲ 1
34	Moy Park	https://www.link	United Kingdom	2,447		40	1.63%	▼ -11
35	Asahi Europe & Internation	https://www.link	United Kingdom	5,560		84	1.51%	New Entry
36	Allied Bakeries	https://www.link	United Kingdom	1,164		11	0.95%	▼ -3
37	Hovis	https://www.link	United Kingdom	1,233		4	0.32%	▼ -19

Ready to win at social?

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