



The USA's Most Active Internet Professionals on Social - August 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), 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?

Position	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)	Rank Change
1	AlertMedia	https://www.linkedin.com/company/alertmedia	United States	393	108	27.48%	▲ 0
2	Cloudinary	https://www.linkedin.com/company/cloudinary	United States	447	86	19.24%	▲ 5
3	Flashpoint	https://www.linkedin.com/company/flashpoint	United States	371	68	18.33%	▲ 8
4	HopSkipDrive	https://www.linkedin.com/company/hopskipdrive	United States	421	76	18.05%	▲ 17
5	Fiverr Pro	https://www.linkedin.com/company/fiverr-pro	United States	268	45	16.79%	New Entry
6	Freestar	https://www.linkedin.com/company/freestar	United States	206	34	16.50%	▲ 3
7	Glia	https://www.linkedin.com/company/glia	United States	384	62	16.15%	▲ 1
8	Sensor Tower	https://www.linkedin.com/company/sensortower	United States	307	48	15.64%	▼ -6
9	Tachyon Technologies	https://www.linkedin.com/company/tachyon-technologies	United States	294	44	14.97%	▲ 10
10	InVision	https://www.linkedin.com/company/invision	United States	398	56	14.07%	▲ 0
11	Recharge	https://www.linkedin.com/company/recharge	United States	477	67	14.05%	▼ -5
12	Accuris	https://www.linkedin.com/company/accuris	United States	484	67	13.84%	New Entry
13	Koddi	https://www.linkedin.com/company/koddi	United States	220	30	13.64%	▲ 2
14	AutoFi	https://www.linkedin.com/company/autofi	United States	201	27	13.43%	New Entry
15	Divergent	https://www.linkedin.com/company/divergent	United States	321	43	13.40%	▲ 17
16	Equus Software	https://www.linkedin.com/company/equus-software	United States	295	38	12.88%	▼ -4
17	Narvar	https://www.linkedin.com/company/narvar	United States	348	36	10.34%	▲ 10
18	Ookla	https://www.linkedin.com/company/ookla	United States	379	38	10.03%	▲ 19
19	OpenX	https://www.linkedin.com/company/openx	United States	435	43	9.89%	▲ 14
20	Zwift	https://www.linkedin.com/company/zwift	United States	395	39	9.87%	▲ 35
21	Ceros	https://www.linkedin.com/company/ceros	United States	279	26	9.32%	▼ -4

22	Mediavine	https://www.link	United States	242	22	9.09%	▼ -19
23	Team Velocity	https://www.link	United States	382	34	8.90%	▲ 23
24	TrueCar	https://www.link	United States	437	38	8.70%	▲ 50
25	Pixelz	https://www.link	United States	324	28	8.64%	▲ 14
26	Affinity Global	https://www.link	United States	374	32	8.56%	▲ 5
27	Nitrogen	https://www.link	United States	219	18	8.22%	▲ 11
28	Point Broadband	https://www.link	United States	261	21	8.05%	▲ 33
29	Vivino	https://www.link	United States	286	23	8.04%	▲ 24
30	Ezoic	https://www.link	United States	258	20	7.75%	▲ 10
31	JWP	https://www.link	United States	362	28	7.73%	▲ 4
32	Formstack	https://www.link	United States	235	18	7.66%	▼ -12
33	ConsumerAffairs	https://www.link	United States	209	16	7.66%	▼ -8
34	AAxis	https://www.link	United States	201	15	7.46%	New Entry
35	Samba TV	https://www.link	United States	305	22	7.21%	▼ -11
36	SmartThings	https://www.link	United States	278	20	7.19%	▲ 34
37	CB Insights	https://www.link	United States	300	21	7.00%	▼ -3
38	ChowNow	https://www.link	United States	329	23	6.99%	▼ -9
39	Liquid Web	https://www.link	United States	389	27	6.94%	▲ 10
40	ASAPP	https://www.link	United States	421	29	6.89%	▲ 2
41	Apartment List	https://www.link	United States	405	27	6.67%	▼ -19
42	CompoSecure	https://www.link	United States	241	16	6.64%	New Entry
43	BentoBox	https://www.link	United States	213	14	6.57%	▼ -25
44	EBG	https://www.link	United States	443	29	6.55%	▲ 24
45	Scribd	https://www.link	United States	399	26	6.52%	▼ -4
46	SiliconExpert	https://www.link	United States	479	28	5.85%	▲ 19
47	OpenExchange	https://www.link	United States	263	15	5.70%	▲ 15
48	Knovos	https://www.link	United States	212	12	5.66%	▲ 3
49	Pavlov Media	https://www.link	United States	212	12	5.66%	New Entry
50	Connexity	https://www.link	United States	233	13	5.58%	▲ 2
51	Endeavor Streaming	https://www.link	United States	251	14	5.58%	▲ 13
52	First Media US	https://www.link	United States	255	14	5.49%	▲ 15
53	AllTrails	https://www.link	United States	310	17	5.48%	New Entry
54	Ingenio	https://www.link	United States	366	20	5.46%	▲ 18
55	Milestone	https://www.link	United States	496	27	5.44%	New Entry
56	Applied Innovation	https://www.link	United States	431	23	5.34%	▲ 3
57	OfferUp	https://www.link	United States	474	25	5.27%	▼ -1
58	Rakuten Rewards	https://www.link	United States	437	23	5.26%	▼ -22
59	Ontada	https://www.link	United States	275	14	5.09%	▼ -14
60	TCGplayer	https://www.link	United States	437	22	5.03%	▼ -16
61	Mondee	https://www.link	United States	477	24	5.03%	▲ 5
62	Bamboo Rose	https://www.link	United States	266	13	4.89%	▼ -34
63	1stDibs	https://www.link	United States	370	17	4.59%	▼ -13
64	goTRG	https://www.link	United States	431	19	4.41%	▲ 9
65	Softdel	https://www.link	United States	298	13	4.36%	New Entry
66	Tencent Americas	https://www.link	United States	413	18	4.36%	▼ -3
67	Accretive Technology Group	https://www.link	United States	231	10	4.33%	New Entry
68	EverQuote	https://www.link	United States	356	15	4.21%	▼ -20
69	Single Digits	https://www.link	United States	289	12	4.15%	▲ 12
70	Sumaria Systems	https://www.link	United States	345	14	4.06%	▲ 9
71	AnyClip	https://www.link	United States	227	9	3.96%	▼ -14
72	Getaround	https://www.link	United States	404	15	3.71%	▼ -1
73	Salesforce Commerce Cloud	https://www.link	United States	271	9	3.32%	▲ 4
74	ViX	https://www.link	United States	311	10	3.22%	▲ 12
75	Infosys Equinox	https://www.link	United States	334	9	2.69%	▲ 9
76	ScribeEMR	https://www.link	United States	424	11	2.59%	New Entry
77	Starry	https://www.link	United States	305	7	2.30%	▲ 5
78	Fandango	https://www.link	United States	363	8	2.20%	▼ -2
79	EdgeNext	https://www.link	United States	246	5	2.03%	▼ -4
80	Spin	https://www.link	United States	356	7	1.97%	▲ 11
81	Bluehost	https://www.link	United States	274	5	1.82%	▲ 9
82	Mitsubishi Electric Automot	https://www.link	United States	396	7	1.77%	▲ 12
83	eBay Advertising	https://www.link	United States	398	7	1.76%	New Entry
84	Yami	https://www.link	United States	322	5	1.55%	▼ -4
85	Digital Room	https://www.link	United States	400	6	1.50%	▼ -2
86	Stamps.com	https://www.link	United States	276	4	1.45%	▼ -1
87	Dodge Data & Analytics	https://www.link	United States	359	5	1.39%	▲ 1
88	Blue Book Construction Ne	https://www.link	United States	345	4	1.16%	▼ -10
89	EVERYTHING BUT THE H	https://www.link	United States	361	4	1.11%	New Entry
90	Better World Books	https://www.link	United States	232	2	0.86%	▲ 6
91	Apptivo	https://www.link	United States	249	2	0.80%	▼ -4
92	Hostway	https://www.link	United States	200	1	0.50%	▲ 3

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