



Europe's Most Active Machinery Professionals on Social - August 2024

Industry at a glance:

Average Score:
3.87%

Total Companies:
236

Global Industry Average:
3.62%

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](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	RATIONAL	https://www.linkedin.com/company/rational	Germany	1,653	214	12.95%	▲ 1
2	Innomotics	https://www.linkedin.com/company/innomotics	Germany	2,808	357	12.71%	▲ 1
3	Volitalia	https://www.linkedin.com/company/volitalia	France	1,487	183	12.31%	New Entry
4	Kardex	https://www.linkedin.com/company/kardex	Switzerland	1,669	169	10.13%	▲ 0
5	HORSE	https://www.linkedin.com/company/horse	Spain	1,799	179	9.95%	▼ -4
6	Accelleron	https://www.linkedin.com/company/acceleron	Switzerland	1,186	109	9.19%	▲ 1
7	Belimo	https://www.linkedin.com/company/belimo	Switzerland	1,522	127	8.34%	▲ 6
8	Endress+Hauser Group	https://www.linkedin.com/company/endress-hauser	Switzerland	9,273	751	8.10%	▲ 1
9	Balluff EMEA	https://www.linkedin.com/company/balluff	Germany	1,788	140	7.83%	▼ -4
10	Hoppenbrouwers	https://www.linkedin.com/company/hoppenbrouwers	Netherlands	1,218	92	7.55%	▲ 0
11	Schneider Electric	https://www.linkedin.com/company/schneider-electric	France	81,011	6,000	7.41%	▲ 4
12	ENGIE Energy Access (Africa)	https://www.linkedin.com/company/engie-energy-access	Germany	2,079	153	7.36%	New Entry
13	Yokohama TWS	https://www.linkedin.com/company/yokohama-tws	Italy	1,303	95	7.29%	New Entry
14	Equans Nederland	https://www.linkedin.com/company/equans	Netherlands	2,540	185	7.28%	▼ -2
15	ifm	https://www.linkedin.com/company/ifm	Germany	4,275	290	6.78%	▲ 7
16	Böllhoff Group	https://www.linkedin.com/company/bollhoff	Germany	1,278	86	6.73%	▲ 8
17	BayWa r.e. EMEA	https://www.linkedin.com/company/baywa-re	Germany	1,008	66	6.55%	New Entry
18	SICK Sensor Intelligence	https://www.linkedin.com/company/sick	Germany	6,387	410	6.42%	▲ 3
19	Kalmar	https://www.linkedin.com/company/kalmar	Finland	2,138	136	6.36%	▼ -11
20	Atlas Copco	https://www.linkedin.com/company/atlas-copco	Sweden	33,903	2,150	6.34%	▼ -6
21	PowerCo	https://www.linkedin.com/company/powerco	Germany	1,253	79	6.30%	New Entry

22	Körber Pharma	https://www.linke	Germany	1,704	106	6.22%	▲ 21
23	Omron Industrial Automatic	https://www.linke	Netherlands	2,379	147	6.18%	▼ -12
24	De Nora	https://www.linke	Italy	1,108	68	6.14%	▼ -8
25	KK Wind Solutions	https://www.linke	Denmark	1,671	102	6.10%	New Entry
26	SKAN	https://www.linke	Switzerland	1,071	65	6.07%	New Entry
27	Northvolt	https://www.linke	Sweden	5,599	338	6.04%	▼ -8
28	Kuijpers	https://www.linke	Netherlands	1,210	73	6.03%	▲ 6
29	Baumer Group	https://www.linke	Switzerland	1,016	61	6.00%	New Entry
30	GRUNDFOS	https://www.linke	Denmark	12,468	734	5.89%	▼ -2
31	KION Group	https://www.linke	Germany	2,974	174	5.85%	▼ -13
32	Interroll Group	https://www.linke	Switzerland	1,129	66	5.85%	▲ 21
33	Busch Vacuum Solutions	https://www.linke	Germany	1,836	107	5.83%	▲ 2
34	Groupe Atlantic	https://www.linke	France	4,436	255	5.75%	▼ -5
35	Lenze	https://www.linke	Germany	1,189	68	5.72%	▲ 1
36	KROHNE	https://www.linke	Germany	2,084	117	5.61%	▲ 59
37	B&R Industrial Automation	https://www.linke	Austria	2,017	112	5.55%	▼ -31
38	Hiab	https://www.linke	Sweden	1,158	64	5.53%	▼ -15
39	WIRTGEN GROUP	https://www.linke	Germany	2,149	117	5.44%	▼ -13
40	Walter Tools	https://www.linke	Germany	1,924	104	5.41%	▼ -10
41	Niifsk	https://www.linke	Denmark	3,905	208	5.33%	▲ 28
42	ZEISS Industrial Quality Sc	https://www.linke	Germany	1,993	105	5.27%	▼ -11
43	Groupe Institut de Soudure	https://www.linke	France	1,150	58	5.04%	▲ 37
44	Enel Green Power	https://www.linke	Italy	6,345	318	5.01%	New Entry
45	ASMPT SMT Solutions	https://www.linke	Germany	1,063	53	4.99%	▲ 140
46	Bosch Home Comfort Grou	https://www.linke	Germany	2,696	134	4.97%	New Entry
47	Vanderlande	https://www.linke	Netherlands	7,419	365	4.92%	▲ 20
48	BOBST	https://www.linke	Switzerland	4,667	228	4.89%	▲ 12
49	Deutsche Windtechnik	https://www.linke	Germany	1,065	52	4.88%	New Entry
50	SMA Solar Technology	https://www.linke	Germany	1,947	95	4.88%	New Entry
51	NTS	https://www.linke	Netherlands	1,071	52	4.86%	New Entry
52	Semco Maritime	https://www.linke	Denmark	2,000	97	4.85%	New Entry
53	TSK Electrónica y Electrici	https://www.linke	Spain	1,367	66	4.83%	▲ 74
54	Vestas	https://www.linke	Denmark	28,376	1,367	4.82%	▼ -4
55	Pfeiffer Vacuum	https://www.linke	Germany	1,395	67	4.80%	New Entry
56	Bühler Group	https://www.linke	Switzerland	7,467	358	4.79%	▲ 7
57	Burckhardt Compression	https://www.linke	Switzerland	1,713	82	4.79%	▼ -15
58	Nordex Group	https://www.linke	Germany	6,864	328	4.78%	▼ -13
59	STÄUBLI	https://www.linke	Switzerland	2,851	136	4.77%	▼ -10
60	MAN Energy Solutions	https://www.linke	Germany	7,711	366	4.75%	▼ -16
61	TECNIMONT	https://www.linke	Italy	5,857	277	4.73%	▼ -41
62	EagleBurgmann	https://www.linke	Germany	2,983	140	4.69%	▲ 50
63	Biesse	https://www.linke	Italy	2,836	133	4.69%	▼ -12
64	Electrolux Professional Cr	https://www.linke	Sweden	2,821	131	4.64%	▼ -39
65	Sandvik Coromant	https://www.linke	Sweden	4,670	212	4.54%	▼ -32
66	Lely	https://www.linke	Netherlands	2,409	108	4.48%	▼ -29
67	MANITOU Group	https://www.linke	France	2,822	126	4.46%	▼ -13
68	Alfa Laval	https://www.linke	Sweden	13,683	608	4.44%	▼ -28
69	Wilo Group	https://www.linke	Germany	2,642	117	4.43%	▼ -30
70	Renco	https://www.linke	Italy	1,369	60	4.38%	▲ 7
71	Voith Turbo	https://www.linke	Germany	2,019	88	4.36%	▲ 30
72	Boccard	https://www.linke	France	1,534	66	4.30%	▼ -55
73	Valmet	https://www.linke	Finland	11,962	513	4.29%	▼ -27
74	ABB	https://www.linke	Switzerland	105,199	4,500	4.28%	▲ 11
75	INFICON	https://www.linke	Switzerland	1,009	43	4.26%	New Entry
76	Munters	https://www.linke	Sweden	2,261	96	4.25%	▼ -49
77	PALFINGER	https://www.linke	Austria	2,135	90	4.22%	▼ -25
78	CERATIZIT	https://www.linke	Luxembourg	1,449	61	4.21%	▲ 72
79	Fenwick-Linde	https://www.linke	France	1,370	57	4.16%	▲ 3
80	GROUPE ADF	https://www.linke	France	2,311	96	4.15%	▲ 36
81	Phoenix Contact	https://www.linke	Germany	8,399	347	4.13%	▼ -13
82	Konecranes	https://www.linke	Finland	10,265	423	4.12%	▼ -1
83	Sulzer	https://www.linke	Switzerland	9,336	384	4.11%	▼ -4
84	Bosch Rexroth	https://www.linke	Germany	12,112	498	4.11%	▼ -10
85	E80 Group	https://www.linke	Italy	1,342	55	4.10%	New Entry
86	Carrier Commercial Refrige	https://www.linke	France	1,343	55	4.10%	▼ -10
87	Eneco	https://www.linke	Netherlands	3,352	137	4.09%	New Entry
88	HYDAC Group	https://www.linke	Germany	2,599	106	4.08%	▼ -26
89	Dalkia Froid Solutions	https://www.linke	France	1,107	45	4.07%	▼ -41
90	FläktGroup	https://www.linke	Germany	1,825	74	4.05%	▲ 42
91	Siemens	https://www.linke	Germany	222,051	9,000	4.05%	▲ 16
92	Trescal	https://www.linke	France	3,226	130	4.03%	▼ -33
93	Power Electronics	https://www.linke	Spain	2,024	81	4.00%	New Entry

94	GF Machining Solutions	https://www.link	Switzerland	1,575	63	4.00%	▼ -28
95	PRYM	https://www.link	Germany	1,026	41	4.00%	New Entry
96	BEUMER Group	https://www.link	Germany	3,808	152	3.99%	▲ 4
97	Pepperl+Fuchs Group	https://www.link	Germany	2,534	101	3.99%	▼ -7
98	Syntegon	https://www.link	Germany	2,978	118	3.96%	▼ -14
99	Volvo Penta	https://www.link	Sweden	2,174	86	3.96%	▼ -58
100	OPTIMA packaging group	https://www.link	Germany	1,372	54	3.94%	New Entry
101	GEA Group	https://www.link	Germany	14,006	540	3.86%	▲ 9
102	Siemens Gamesa	https://www.link	Spain	21,934	845	3.85%	New Entry
103	Alleima	https://www.link	Sweden	2,157	83	3.85%	New Entry
104	HARTING Technology Groi	https://www.link	Germany	1,567	60	3.83%	▼ -57
105	FPT Industrial	https://www.link	Italy	2,512	96	3.82%	▼ -9
106	Sidel	https://www.link	France	5,387	204	3.79%	▼ -2
107	TK Elevator	https://www.link	Germany	21,509	813	3.78%	▼ -34
108	Windmoeller & Hoelscher	https://www.link	Germany	1,150	43	3.74%	▼ -20
109	GROB-WERKE GmbH & C	https://www.link	Germany	1,258	47	3.74%	▼ -7
110	BERGERAT MONNOYEUF	https://www.link	France	1,422	53	3.73%	▼ -11
111	SKF Group	https://www.link	Sweden	18,191	678	3.73%	▼ -5
112	Markem-Imaje	https://www.link	Switzerland	3,034	113	3.72%	▼ -23
113	Kelvion	https://www.link	Germany	1,810	67	3.70%	▼ -15
114	Bystronic Group	https://www.link	Switzerland	1,543	57	3.69%	▼ -59
115	Scm Group	https://www.link	Italy	2,681	99	3.69%	▲ 4
116	Johnson Controls	https://www.link	Ireland	64,991	2,375	3.65%	▲ 9
117	Koenig & Bauer	https://www.link	Germany	1,209	44	3.64%	▲ 41
118	NTN Europe	https://www.link	France	2,019	73	3.62%	▲ 34
119	Voith Paper	https://www.link	Germany	2,364	85	3.60%	▲ 7
120	Mersen	https://www.link	France	2,615	93	3.56%	▲ 57
121	Normet Group	https://www.link	Finland	1,407	49	3.48%	▼ -56
122	Wittur Group	https://www.link	Germany	1,652	57	3.45%	▲ 6
123	Habasit	https://www.link	Switzerland	1,221	42	3.44%	▲ 38
124	Beckhoff Automation	https://www.link	Germany	1,193	41	3.44%	▲ 29
125	NORMA Group	https://www.link	Germany	2,275	78	3.43%	▲ 5
126	SACMI	https://www.link	Italy	2,520	86	3.41%	▼ -94
127	Seco Tools	https://www.link	Sweden	3,030	103	3.40%	▼ -71
128	KraussMaffei	https://www.link	Germany	1,798	61	3.39%	▲ 29
129	DEUTZ	https://www.link	Germany	1,312	44	3.35%	▼ -37
130	Schunk Group	https://www.link	Germany	1,829	61	3.34%	▲ 16
131	Cefla	https://www.link	Italy	1,410	47	3.33%	▼ -70
132	Actemium	https://www.link	France	5,931	196	3.30%	▼ -18
133	DMG MORI	https://www.link	Germany	3,850	127	3.30%	▲ 27
134	Güntner	https://www.link	Germany	1,425	47	3.30%	▼ -66
135	Ammann Group	https://www.link	Switzerland	1,274	42	3.30%	▼ -65
136	Poclain Hydraulics	https://www.link	France	1,245	41	3.29%	▼ -39
137	Festo	https://www.link	Germany	8,095	266	3.29%	▼ -4
138	EOS	https://www.link	Germany	1,523	50	3.28%	▲ 33
139	Axima Réfrigération France	https://www.link	France	1,294	42	3.25%	▼ -10
140	Marposs	https://www.link	Italy	1,329	43	3.24%	▼ -57
141	Wärtsilä	https://www.link	Finland	14,783	478	3.23%	▼ -47
142	GE Renewable Energy	https://www.link	France	7,912	254	3.21%	▼ -78
143	Metso	https://www.link	Finland	18,505	593	3.20%	▲ 24
144	Bucher Hydraulics	https://www.link	Germany	1,030	33	3.20%	New Entry
145	Groz-Beckert	https://www.link	Germany	1,289	41	3.18%	▼ -5
146	Bosch France	https://www.link	France	1,074	34	3.17%	▼ -15
147	Bosch Thermotechnik	https://www.link	Germany	1,338	42	3.14%	New Entry
148	Viessmann Climate Solutio	https://www.link	Germany	2,204	69	3.13%	New Entry
149	Krones	https://www.link	Germany	7,554	235	3.11%	▲ 10
150	Marchesini Group	https://www.link	Italy	1,229	38	3.09%	▼ -45
151	Liebherr Group	https://www.link	Germany	9,681	299	3.09%	▼ -8
152	ENERCON	https://www.link	Germany	5,692	175	3.07%	New Entry
153	Coperion	https://www.link	Germany	1,404	43	3.06%	▼ -42
154	KONE	https://www.link	Finland	31,295	936	2.99%	▼ -5
155	TRUMPF	https://www.link	Germany	8,002	239	2.99%	▼ -62
156	STILL	https://www.link	Germany	2,530	75	2.96%	▼ -118
157	Stabilus	https://www.link	Germany	1,220	36	2.95%	▼ -44
158	CGT	https://www.link	Italy	1,276	37	2.90%	▼ -86
159	KHS Group	https://www.link	Germany	2,899	84	2.90%	▼ -36
160	EMAG Group	https://www.link	Germany	1,040	30	2.88%	New Entry
161	TGW Logistics Group	https://www.link	Austria	2,512	72	2.87%	New Entry
162	Komax	https://www.link	Switzerland	1,190	34	2.86%	▼ -104
163	EPTA GROUP	https://www.link	Italy	2,313	66	2.85%	▼ -88
164	Flender	https://www.link	Germany	2,076	59	2.84%	▼ -25
165	Bizerba	https://www.link	Germany	1,942	55	2.83%	▼ -2

166	HOERBIGER	https://www.link	Switzerland	2,746	77	2.80%	▼ -11
167	Stork	https://www.link	Netherlands	5,422	152	2.80%	▼ -80
168	Marel	https://www.link	Iceland	5,221	146	2.80%	▼ -20
169	CLAAS	https://www.link	Germany	4,847	134	2.76%	▼ -19
170	Danfoss Power Solutions	https://www.link	Denmark	5,667	153	2.70%	▼ -51
171	Salvagnini	https://www.link	Italy	1,152	31	2.69%	▼ -49
172	Volvo Construction Equipm	https://www.link	Sweden	7,475	199	2.66%	▼ -69
173	Zoppas Industries Heating	https://www.link	Italy	1,596	42	2.63%	▲ 8
174	Etteplan	https://www.link	Finland	2,972	78	2.62%	▼ -103
175	John Cockerill	https://www.link	Belgium	6,093	159	2.61%	▼ -28
176	KUKA	https://www.link	Germany	9,666	252	2.61%	▼ -12
177	FLSmidth	https://www.link	Denmark	13,854	360	2.60%	▼ -40
178	KONGSBERG	https://www.link	Norway	1,620	42	2.59%	▼ -22
179	Rieter	https://www.link	Switzerland	2,477	64	2.58%	▲ 4
180	KNAPP	https://www.link	Austria	2,966	72	2.58%	▼ -4
181	SIPA	https://www.link	Italy	1,170	30	2.56%	▼ -15
182	Onet Technologies	https://www.link	France	1,800	46	2.56%	▼ -65
183	Oerlikon	https://www.link	Switzerland	5,600	143	2.55%	▼ -41
184	SEW Eurodrive	https://www.link	Germany	4,502	114	2.53%	▼ -46
185	FlexLink	https://www.link	Sweden	1,196	29	2.42%	▼ -65
186	HOMAG	https://www.link	Germany	2,313	56	2.42%	▲ 6
187	CLAUGER	https://www.link	France	1,738	42	2.42%	▼ -43
188	Qcells Europe	https://www.link	Germany	1,325	32	2.42%	New Entry
189	Viessmann	https://www.link	Germany	3,822	91	2.38%	New Entry
190	Equans BeLux	https://www.link	Belgium	5,552	132	2.38%	▼ -69
191	LM Wind Power	https://www.link	Denmark	4,491	105	2.34%	▼ -5
192	Danfoss	https://www.link	Denmark	21,671	503	2.32%	▼ -30
193	Schenck Process	https://www.link	Germany	1,443	33	2.29%	▼ -21
194	Bonfiglioli	https://www.link	Italy	2,808	64	2.28%	▼ -79
195	Kverneland Group	https://www.link	Norway	1,098	25	2.28%	▼ -109
196	ZEISS Group	https://www.link	Germany	20,558	463	2.25%	New Entry
197	Reel	https://www.link	France	1,484	33	2.22%	▼ -62
198	Huisman	https://www.link	Netherlands	1,003	22	2.19%	New Entry
199	Dürr	https://www.link	Germany	5,122	112	2.19%	▼ -31
200	IMA Group	https://www.link	Italy	4,132	90	2.18%	▼ -25
201	Ansaldo Energia	https://www.link	Italy	2,709	59	2.18%	▼ -14
202	Heidelberger Druckmaschi	https://www.link	Germany	3,144	68	2.16%	▼ -23
203	Comau	https://www.link	Italy	5,351	114	2.13%	▼ -8
204	ENGEL	https://www.link	Austria	2,443	52	2.13%	▼ -59
205	ANDRITZ	https://www.link	Austria	13,445	283	2.10%	▼ -40
206	Linde Material Handling	https://www.link	Germany	4,096	86	2.10%	▼ -82
207	Kärcher	https://www.link	Germany	6,119	128	2.09%	▼ -23
208	Herrenknecht	https://www.link	Germany	1,435	30	2.09%	▼ -54
209	Fives	https://www.link	France	4,559	94	2.06%	▼ -12
210	Körber Technologies	https://www.link	Germany	1,407	29	2.06%	▼ -41
211	Tenova	https://www.link	Italy	2,245	45	2.00%	▼ -17
212	Danieli Group	https://www.link	Italy	5,611	112	2.00%	▼ -22
213	KUHN Group	https://www.link	France	1,111	22	1.98%	▼ -77
214	MULTIVAC Group	https://www.link	Germany	3,298	63	1.91%	▼ -44
215	Schuler Group	https://www.link	Germany	1,963	37	1.88%	▼ -42
216	Orona	https://www.link	Spain	1,965	37	1.88%	▼ -20
217	Vaillant Group	https://www.link	Germany	5,636	106	1.88%	New Entry
218	Rolls-Royce Power System	https://www.link	Germany	4,801	90	1.87%	▼ -29
219	VDL Enabling Technologies	https://www.link	Netherlands	1,407	26	1.85%	▼ -20
220	KSB Company	https://www.link	Germany	7,242	126	1.74%	▼ -27
221	ERIKS	https://www.link	Netherlands	3,239	53	1.64%	▼ -41
222	G.D	https://www.link	Italy	1,191	19	1.60%	▼ -34
223	SMS group	https://www.link	Germany	7,158	109	1.52%	▼ -41
224	SDF	https://www.link	Italy	2,094	29	1.38%	▼ -21
225	Georg Fischer	https://www.link	Switzerland	9,147	119	1.30%	▼ -24
226	Wacker Neuson Group	https://www.link	Germany	2,651	33	1.24%	▼ -26
227	thyssenkrupp	https://www.link	Germany	35,336	428	1.21%	▼ -23
228	STIHL	https://www.link	Germany	7,185	86	1.20%	▼ -30
229	Jungheinrich	https://www.link	Germany	9,214	105	1.14%	▼ -27
230	mtu solutions	https://www.link	Germany	1,238	14	1.13%	▼ -24
231	Trelleborg Group	https://www.link	Sweden	7,773	68	0.87%	▼ -22
232	Voith Group	https://www.link	Germany	11,762	93	0.79%	▼ -25
233	Schindler Group	https://www.link	Switzerland	31,373	232	0.74%	▼ -23
234	Bilfinger	https://www.link	Germany	11,793	86	0.73%	▼ -23
235	Atlas Copco Group	https://www.link	Sweden	42,992	261	0.61%	New Entry
236	Cargotec	https://www.link	Finland	7,013	41	0.58%	▼ -28

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