



The USA's Most Active Machinery Professionals on Social - August 2024

Industry at a glance:

Average Score: 3.20%

Total Companies: 125

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

So, where does your company rank?

Table with 9 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 Fluence, Enphase Energy, Invenergy, etc.

22	Bloom Energy	<a href="https://www.link">https://www.link</a>	United States	1,991		88	4.42%	▲ 19
23	AGCO	<a href="https://www.link">https://www.link</a>	United States	13,266		572	4.31%	▼ -13
24	Genie	<a href="https://www.link">https://www.link</a>	United States	1,673		72	4.30%	▼ -7
25	Plug Power	<a href="https://www.link">https://www.link</a>	United States	2,221		95	4.28%	▼ -10
26	Hyster-Yale Materials Hand	<a href="https://www.link">https://www.link</a>	United States	4,269		182	4.26%	▲ 7
27	Omron Automation	<a href="https://www.link">https://www.link</a>	United States	2,029		86	4.24%	▼ -8
28	Sigma Engineered Solutio	<a href="https://www.link">https://www.link</a>	United States	1,042		44	4.22%	New Entry
29	Protolabs	<a href="https://www.link">https://www.link</a>	United States	1,454		61	4.20%	▼ -7
30	Bobcat Company	<a href="https://www.link">https://www.link</a>	United States	3,556		147	4.13%	▼ -4
31	Chart Industries	<a href="https://www.link">https://www.link</a>	United States	2,058		83	4.03%	▲ 20
32	Emerson	<a href="https://www.link">https://www.link</a>	United States	46,533	1,875		4.03%	▼ -12
33	STANLEY Engineered Fas	<a href="https://www.link">https://www.link</a>	United States	1,117		45	4.03%	▲ 25
34	Carter Machinery	<a href="https://www.link">https://www.link</a>	United States	1,061		41	3.86%	New Entry
35	Caterpillar	<a href="https://www.link">https://www.link</a>	United States	53,479	2,065		3.86%	▲ 8
36	Instron	<a href="https://www.link">https://www.link</a>	United States	1,071		41	3.83%	▲ 36
37	JLG Industries	<a href="https://www.link">https://www.link</a>	United States	2,662		101	3.79%	▼ -1
38	JBT	<a href="https://www.link">https://www.link</a>	United States	1,661		63	3.79%	▲ 2
39	Alliance Laundry Systems	<a href="https://www.link">https://www.link</a>	United States	1,588		60	3.78%	▼ -7
40	Kubota Tractor	<a href="https://www.link">https://www.link</a>	United States	1,953		73	3.74%	▲ 5
41	Daikin Applied Americas	<a href="https://www.link">https://www.link</a>	United States	3,929		145	3.69%	▼ -13
42	AWC	<a href="https://www.link">https://www.link</a>	United States	1,003		36	3.59%	New Entry
43	Hargrove Engineers & Con	<a href="https://www.link">https://www.link</a>	United States	1,903		68	3.57%	▼ -4
44	Intralox	<a href="https://www.link">https://www.link</a>	United States	1,953		68	3.48%	▼ -33
45	Cognex	<a href="https://www.link">https://www.link</a>	United States	2,721		94	3.45%	▲ 11
46	Xylem	<a href="https://www.link">https://www.link</a>	United States	15,238		522	3.43%	▼ -4
47	The Manitowoc Company	<a href="https://www.link">https://www.link</a>	United States	2,147		73	3.40%	▼ -24
48	Valmont Industries	<a href="https://www.link">https://www.link</a>	United States	4,542		154	3.39%	▼ -13
49	ARI	<a href="https://www.link">https://www.link</a>	United States	1,009		34	3.37%	New Entry
50	Moxa	<a href="https://www.link">https://www.link</a>	United States	1,376		45	3.27%	▼ -13
51	Vermeer	<a href="https://www.link">https://www.link</a>	United States	2,456		80	3.26%	▼ -22
52	Milacron	<a href="https://www.link">https://www.link</a>	United States	1,479		48	3.25%	▲ 11
53	Ingersoll Rand	<a href="https://www.link">https://www.link</a>	United States	14,338		459	3.20%	▲ 7
54	3M	<a href="https://www.link">https://www.link</a>	United States	65,739	2,100		3.19%	▼ -24
55	RDO Equipment Co.	<a href="https://www.link">https://www.link</a>	United States	1,703		54	3.17%	▼ -41
56	Kennametal	<a href="https://www.link">https://www.link</a>	United States	6,453		204	3.16%	▲ 1
57	Thorlabs	<a href="https://www.link">https://www.link</a>	United States	1,329		42	3.16%	▼ -8
58	Lincoln Electric	<a href="https://www.link">https://www.link</a>	United States	5,090		160	3.14%	▼ -5
59	Milliken & Company	<a href="https://www.link">https://www.link</a>	United States	3,883		122	3.14%	▲ 2
60	Elliott Group, Ebara Corp	<a href="https://www.link">https://www.link</a>	United States	1,489		46	3.09%	▼ -35
61	JR Automation	<a href="https://www.link">https://www.link</a>	United States	1,762		54	3.06%	▲ 4
62	Ring Power Cat	<a href="https://www.link">https://www.link</a>	United States	1,025		31	3.02%	New Entry
63	ALKEGEN	<a href="https://www.link">https://www.link</a>	United States	2,292		69	3.01%	▼ -36
64	Blue Raven Solar	<a href="https://www.link">https://www.link</a>	United States	1,141		34	2.98%	New Entry
65	John Deere	<a href="https://www.link">https://www.link</a>	United States	56,783	1,656		2.92%	▼ -6
66	Fox Factory	<a href="https://www.link">https://www.link</a>	United States	1,795		52	2.90%	▼ -20
67	TSI	<a href="https://www.link">https://www.link</a>	United States	1,460		42	2.88%	▲ 2
68	Columbus McKinnon	<a href="https://www.link">https://www.link</a>	United States	1,670		48	2.87%	▲ 0
69	3D Systems	<a href="https://www.link">https://www.link</a>	United States	3,043		84	2.76%	▲ 2
70	TPI Composites	<a href="https://www.link">https://www.link</a>	United States	4,224		115	2.72%	New Entry
71	Daifuku North America	<a href="https://www.link">https://www.link</a>	United States	1,804		49	2.72%	New Entry
72	Martin Sprocket & Gear	<a href="https://www.link">https://www.link</a>	United States	1,179		32	2.71%	▼ -25
73	Makino	<a href="https://www.link">https://www.link</a>	United States	1,218		33	2.71%	▲ 23
74	Kloeckner Metals - Americ	<a href="https://www.link">https://www.link</a>	United States	1,359		36	2.65%	▲ 21
75	Carrier HVAC	<a href="https://www.link">https://www.link</a>	United States	11,231		295	2.63%	▼ -21
76	Swagelok	<a href="https://www.link">https://www.link</a>	United States	3,734		98	2.62%	▲ 8
77	Dover Fueling Solutions	<a href="https://www.link">https://www.link</a>	United States	2,436		63	2.59%	▲ 0
78	Dover Fueling Solutions	<a href="https://www.link">https://www.link</a>	United States	2,143		55	2.57%	▼ -23
79	Saint-Gobain Abrasives	<a href="https://www.link">https://www.link</a>	United States	3,901		100	2.56%	▼ -13
80	Motion	<a href="https://www.link">https://www.link</a>	United States	7,735		196	2.53%	▼ -10
81	IDEX	<a href="https://www.link">https://www.link</a>	United States	2,971		75	2.52%	▼ -3
82	The Timken Company	<a href="https://www.link">https://www.link</a>	United States	7,506		186	2.48%	▲ 4
83	SPX FLOW	<a href="https://www.link">https://www.link</a>	United States	4,058		99	2.44%	▼ -33
84	Flowserve	<a href="https://www.link">https://www.link</a>	United States	13,621		330	2.42%	▼ -9
85	JBT FoodTech	<a href="https://www.link">https://www.link</a>	United States	1,741		42	2.41%	▼ -64
86	STIHL USA	<a href="https://www.link">https://www.link</a>	United States	1,305		31	2.38%	▼ -13
87	Southco	<a href="https://www.link">https://www.link</a>	United States	1,607		38	2.36%	▼ -43
88	First Solar	<a href="https://www.link">https://www.link</a>	United States	5,244		124	2.36%	New Entry
89	Tecumseh Products Comp	<a href="https://www.link">https://www.link</a>	United States	1,652		37	2.24%	▼ -27
90	Toyota Material Handling	<a href="https://www.link">https://www.link</a>	United States	2,441		54	2.21%	▼ -7
91	Terex	<a href="https://www.link">https://www.link</a>	United States	7,545		163	2.16%	▼ -12
92	Parker Lord	<a href="https://www.link">https://www.link</a>	United States	2,271		49	2.16%	▲ 12
93	Nordson	<a href="https://www.link">https://www.link</a>	United States	2,444		52	2.13%	▼ -26

94	Gardner Denver	<a href="https://www.link">https://www.link</a>	United States	2,316	49	2.12%	▼ -30
95	Altec	<a href="https://www.link">https://www.link</a>	United States	4,312	91	2.11%	▼ -1
96	Gates	<a href="https://www.link">https://www.link</a>	United States	7,645	161	2.11%	▼ -22
97	The Toro Company	<a href="https://www.link">https://www.link</a>	United States	5,786	120	2.07%	▼ -21
98	Kaeser Compressors USA	<a href="https://www.link">https://www.link</a>	United States	1,123	23	2.05%	▲ 0
99	Graco	<a href="https://www.link">https://www.link</a>	United States	4,048	82	2.03%	▼ -47
100	Trane	<a href="https://www.link">https://www.link</a>	United States	11,718	235	2.01%	▼ -11
101	NTN Bearing	<a href="https://www.link">https://www.link</a>	United States	1,156	23	1.99%	▼ -9
102	Heat and Control	<a href="https://www.link">https://www.link</a>	United States	1,094	21	1.92%	New Entry
103	Empire Cat	<a href="https://www.link">https://www.link</a>	United States	1,842	35	1.90%	▼ -65
104	Parker Hannifin	<a href="https://www.link">https://www.link</a>	United States	35,103	653	1.86%	▼ -13
105	Momentum Solar	<a href="https://www.link">https://www.link</a>	United States	1,294	24	1.85%	New Entry
106	Greenheck	<a href="https://www.link">https://www.link</a>	United States	1,321	23	1.74%	▼ -16
107	ITW	<a href="https://www.link">https://www.link</a>	United States	7,657	132	1.72%	▼ -25
108	TEAM	<a href="https://www.link">https://www.link</a>	United States	4,011	69	1.72%	▼ -20
109	Haas Automation	<a href="https://www.link">https://www.link</a>	United States	1,166	20	1.72%	▼ -29
110	NSK	<a href="https://www.link">https://www.link</a>	United States	3,292	56	1.70%	▼ -13
111	Titan Machinery	<a href="https://www.link">https://www.link</a>	United States	1,494	24	1.61%	▼ -4
112	GE Power	<a href="https://www.link">https://www.link</a>	United States	20,595	317	1.54%	New Entry
113	Schindler Elevator Corpora	<a href="https://www.link">https://www.link</a>	United States	5,000	75	1.50%	▼ -28
114	Ditch Witch	<a href="https://www.link">https://www.link</a>	United States	1,083	15	1.39%	▼ -15
115	SMC	<a href="https://www.link">https://www.link</a>	United States	8,491	114	1.34%	▼ -13
116	Snap-on	<a href="https://www.link">https://www.link</a>	United States	6,613	84	1.27%	▼ -16
117	ITT	<a href="https://www.link">https://www.link</a>	United States	8,964	107	1.19%	▼ -11
118	IMI CCI	<a href="https://www.link">https://www.link</a>	United States	2,333	27	1.16%	▼ -17
119	MTS Systems	<a href="https://www.link">https://www.link</a>	United States	1,843	15	0.81%	▼ -32
120	Komatsu North America	<a href="https://www.link">https://www.link</a>	United States	8,378	50	0.60%	New Entry
121	Hillenbrand	<a href="https://www.link">https://www.link</a>	United States	5,939	33	0.56%	▼ -13
122	GE	<a href="https://www.link">https://www.link</a>	United States	156,945	581	0.37%	▼ -11
123	SolarCity	<a href="https://www.link">https://www.link</a>	United States	2,424	8	0.33%	New Entry
124	OPEX	<a href="https://www.link">https://www.link</a>	United States	1,035	3	0.29%	New Entry
125	ESI an MKS Brand	<a href="https://www.link">https://www.link</a>	United States	1,572	4	0.25%	▼ -13

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