



The World's Most Active Law & Legal Professionals on Social - September 2024

Industry at a glance:

Average Score: 8.05%

Total Companies: 192

Average No. Employees: 2,625

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 law firms and their social media performance metrics.

| | | | | | | | |
|----|-----------------------------|---|----------------|--------|-------|--------|-----------|
| 22 | Fasken | https://www.link | Canada | 2,414 | 296 | 12.26% | ▲ 24 |
| 23 | Shakespeare Martineau | https://www.link | United Kingdom | 1,058 | 127 | 12.00% | New Entry |
| 24 | A&L Goodbody | https://www.link | Ireland | 1,027 | 123 | 11.98% | ▼ -3 |
| 25 | Taft Stettinius & Hollister | https://www.link | United States | 1,569 | 187 | 11.92% | ▲ 17 |
| 26 | Hill Dickinson | https://www.link | United Kingdom | 1,169 | 139 | 11.89% | ▲ 4 |
| 27 | Bird & Bird | https://www.link | United Kingdom | 3,370 | 392 | 11.63% | ▼ -13 |
| 28 | CMS Germany | https://www.link | Germany | 1,061 | 122 | 11.50% | ▼ -8 |
| 29 | Osborne Clarke | https://www.link | United Kingdom | 2,342 | 268 | 11.44% | ▼ -4 |
| 30 | Kennedys | https://www.link | United Kingdom | 2,670 | 303 | 11.35% | ▲ 3 |
| 31 | Faegre Drinker | https://www.link | United States | 1,836 | 208 | 11.33% | ▲ 39 |
| 32 | Polsinelli | https://www.link | United States | 2,120 | 240 | 11.32% | ▲ 56 |
| 33 | Mishcon de Reya | https://www.link | United Kingdom | 1,396 | 158 | 11.32% | ▼ -18 |
| 34 | McDermott Will & Emery | https://www.link | United States | 3,148 | 350 | 11.12% | ▲ 0 |
| 35 | Ogier | https://www.link | United Kingdom | 1,163 | 129 | 11.09% | New Entry |
| 36 | Foley & Lardner | https://www.link | United States | 2,914 | 320 | 10.98% | ▼ -19 |
| 37 | Fieldfisher | https://www.link | United Kingdom | 2,128 | 232 | 10.90% | New Entry |
| 38 | RPC | https://www.link | United Kingdom | 1,279 | 138 | 10.79% | ▲ 13 |
| 39 | TLT | https://www.link | United Kingdom | 1,933 | 207 | 10.71% | ▲ 11 |
| 40 | Taylor Wessing | https://www.link | United Kingdom | 1,850 | 193 | 10.43% | ▼ -12 |
| 41 | Husch Blackwell | https://www.link | United States | 2,473 | 255 | 10.31% | ▲ 2 |
| 42 | Watson Farley & Williams | https://www.link | United Kingdom | 1,390 | 142 | 10.22% | ▼ -15 |
| 43 | Step toe | https://www.link | United States | 1,208 | 123 | 10.18% | ▲ 4 |
| 44 | Cuatrecasas | https://www.link | Spain | 2,318 | 235 | 10.14% | ▲ 1 |
| 45 | Stephenson Harwood | https://www.link | United Kingdom | 1,355 | 137 | 10.11% | ▼ -19 |
| 46 | Loyens & Loeff | https://www.link | Netherlands | 1,657 | 167 | 10.08% | ▲ 18 |
| 47 | Bradley Arant Boult Cummi | https://www.link | United States | 1,280 | 128 | 10.00% | ▲ 22 |
| 48 | Borden Ladner Gervais | https://www.link | Canada | 2,256 | 225 | 9.97% | ▼ -4 |
| 49 | Simmons & Simmons | https://www.link | United Kingdom | 2,703 | 267 | 9.88% | ▼ -26 |
| 50 | Greenberg Traurig | https://www.link | United States | 5,037 | 496 | 9.85% | ▲ 49 |
| 51 | Noerr | https://www.link | Germany | 1,120 | 110 | 9.82% | ▼ -19 |
| 52 | Clyde & Co | https://www.link | United Kingdom | 5,359 | 526 | 9.82% | ▼ -13 |
| 53 | Littler | https://www.link | United States | 2,716 | 265 | 9.76% | ▲ 3 |
| 54 | DWF | https://www.link | United Kingdom | 3,929 | 382 | 9.72% | ▲ 0 |
| 55 | Hogan Lovells | https://www.link | United States | 7,414 | 709 | 9.56% | ▼ -24 |
| 56 | Clark Hill Law | https://www.link | United States | 1,392 | 133 | 9.55% | ▲ 12 |
| 57 | Snell & Wilmer | https://www.link | United States | 1,199 | 114 | 9.51% | ▲ 44 |
| 58 | Uriá Menéndez | https://www.link | Spain | 1,223 | 116 | 9.48% | New Entry |
| 59 | Sheppard Mullin Richter & | https://www.link | United States | 2,065 | 195 | 9.44% | ▲ 14 |
| 60 | Cozen O'Connor | https://www.link | United States | 1,884 | 174 | 9.24% | ▲ 23 |
| 61 | Withersworldwide | https://www.link | United Kingdom | 1,346 | 124 | 9.21% | New Entry |
| 62 | Dentons | https://www.link | United Kingdom | 9,424 | 866 | 9.19% | ▼ -14 |
| 63 | DAC Beachcroft | https://www.link | United Kingdom | 2,778 | 254 | 9.14% | ▲ 3 |
| 64 | White & Case | https://www.link | United States | 7,460 | 679 | 9.10% | ▼ -23 |
| 65 | McCarthy Tétrault | https://www.link | Canada | 1,906 | 172 | 9.02% | ▲ 0 |
| 66 | CMS UK | https://www.link | United Kingdom | 3,162 | 282 | 8.92% | ▼ -8 |
| 67 | Taylor Rose | https://www.link | United Kingdom | 1,111 | 99 | 8.91% | ▼ -18 |
| 68 | Haynes and Boone | https://www.link | United States | 1,467 | 130 | 8.86% | ▼ -5 |
| 69 | DLA Piper | https://www.link | United Kingdom | 13,339 | 1,179 | 8.84% | ▼ -8 |
| 70 | Seyfarth Shaw | https://www.link | United States | 2,204 | 194 | 8.80% | ▼ -18 |
| 71 | Squire Patton Boggs | https://www.link | United States | 3,467 | 304 | 8.77% | ▲ 0 |
| 72 | Manatt, Phelps & Phillips | https://www.link | United States | 1,084 | 95 | 8.76% | ▲ 7 |
| 73 | Norton Rose Fulbright | https://www.link | United Kingdom | 8,751 | 758 | 8.66% | ▲ 12 |
| 74 | Miller Thomson | https://www.link | Canada | 1,327 | 114 | 8.59% | ▲ 12 |
| 75 | Cleary Gottlieb Steen & Ha | https://www.link | United States | 2,301 | 196 | 8.52% | ▲ 1 |
| 76 | Fox Rothschild | https://www.link | United States | 2,112 | 179 | 8.48% | ▼ -23 |
| 77 | Herbert Smith Freehills | https://www.link | United Kingdom | 6,008 | 502 | 8.36% | ▼ -10 |
| 78 | Eversheds Sutherland | https://www.link | United Kingdom | 5,832 | 487 | 8.35% | ▼ -23 |
| 79 | Nelson Mullins Riley & Sca | https://www.link | United States | 1,914 | 159 | 8.31% | ▼ -20 |
| 80 | Akin Gump Strauss Hauer | https://www.link | United States | 2,281 | 188 | 8.24% | ▲ 4 |
| 81 | Frost Brown Todd | https://www.link | United States | 1,252 | 103 | 8.23% | ▲ 15 |
| 82 | Holland & Knight | https://www.link | United States | 4,257 | 349 | 8.20% | ▲ 12 |
| 83 | Ashurst | https://www.link | United Kingdom | 4,711 | 386 | 8.19% | ▼ -46 |
| 84 | Locke Lord | https://www.link | United States | 1,436 | 117 | 8.15% | ▲ 29 |
| 85 | Macfarlanes | https://www.link | United Kingdom | 1,057 | 86 | 8.14% | ▲ 36 |
| 86 | Nixon Peabody | https://www.link | United States | 1,764 | 143 | 8.11% | ▼ -8 |
| 87 | Linklaters | https://www.link | United Kingdom | 7,192 | 575 | 7.99% | ▼ -25 |
| 88 | Buchanan Ingersoll & Roor | https://www.link | United States | 1,162 | 91 | 7.83% | ▼ -66 |
| 89 | Baker Botts | https://www.link | United States | 1,549 | 121 | 7.81% | ▲ 22 |
| 90 | Ballard Spahr | https://www.link | United States | 1,464 | 113 | 7.72% | ▲ 46 |
| 91 | Wilson Sonsini Goodrich & | https://www.link | United States | 2,133 | 164 | 7.69% | ▲ 2 |
| 92 | Ogletree Deakins | https://www.link | United States | 2,656 | 203 | 7.64% | ▼ -5 |
| 93 | Perkins Coie | https://www.link | United States | 2,906 | 222 | 7.64% | ▼ -12 |

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|-----|------------------------------|---|----------------|--------|-----|-------|-----------|
| 94 | Pillsbury Winthrop Shaw Pi | https://www.link€ | United States | 1,875 | 143 | 7.63% | ▼ -12 |
| 95 | Mintz | https://www.link€ | United States | 1,353 | 103 | 7.61% | ▼ -35 |
| 96 | Matheson | https://www.link€ | Ireland | 1,047 | 79 | 7.55% | New Entry |
| 97 | Blank Rome | https://www.link€ | United States | 1,597 | 120 | 7.51% | ▼ -25 |
| 98 | Venable | https://www.link€ | United States | 1,886 | 141 | 7.48% | ▼ -24 |
| 99 | Goodwin | https://www.link€ | United States | 3,689 | 271 | 7.35% | ▼ -8 |
| 100 | Bracewell | https://www.link€ | United States | 1,045 | 76 | 7.27% | ▲ 46 |
| 101 | Fragomen | https://www.link€ | United States | 5,850 | 423 | 7.23% | ▼ -6 |
| 102 | Clifford Chance | https://www.link€ | United Kingdom | 8,071 | 580 | 7.19% | ▼ -13 |
| 103 | Winston & Strawn | https://www.link€ | United States | 2,193 | 157 | 7.16% | ▼ -3 |
| 104 | BakerHostetler | https://www.link€ | United States | 2,110 | 151 | 7.16% | ▼ -29 |
| 105 | PPLSI | https://www.link€ | United States | 4,679 | 332 | 7.10% | New Entry |
| 106 | Axiom | https://www.link€ | United States | 2,307 | 162 | 7.02% | ▲ 17 |
| 107 | Cooley | https://www.link€ | United States | 3,343 | 233 | 6.97% | ▼ -2 |
| 108 | Baker Donelson | https://www.link€ | United States | 1,539 | 107 | 6.95% | ▲ 8 |
| 109 | Consilio | https://www.link€ | United States | 3,229 | 223 | 6.91% | New Entry |
| 110 | Morrison Foerster | https://www.link€ | United States | 2,816 | 194 | 6.89% | ▼ -20 |
| 111 | Stikeman Elliott | https://www.link€ | Canada | 1,468 | 101 | 6.88% | ▲ 38 |
| 112 | Latham & Watkins | https://www.link€ | United States | 7,641 | 525 | 6.87% | ▼ -9 |
| 113 | Akerman | https://www.link€ | United States | 1,721 | 118 | 6.86% | ▲ 18 |
| 114 | Garrigues | https://www.link€ | Spain | 2,555 | 173 | 6.77% | New Entry |
| 115 | King & Spalding | https://www.link€ | United States | 2,796 | 189 | 6.76% | ▲ 18 |
| 116 | Osler, Hoskin & Harcourt | https://www.link€ | Canada | 1,550 | 104 | 6.71% | ▼ -59 |
| 117 | Proskauer Rose | https://www.link€ | United States | 1,921 | 128 | 6.66% | ▲ 0 |
| 118 | Orrick, Herrington & Sutclif | https://www.link€ | United States | 2,826 | 187 | 6.62% | ▼ -21 |
| 119 | Baker McKenzie | https://www.link€ | United States | 12,048 | 794 | 6.59% | ▼ -13 |
| 120 | Slaughter and May | https://www.link€ | United Kingdom | 1,974 | 130 | 6.59% | ▲ 20 |
| 121 | Freshfields Bruckhaus Deri | https://www.link€ | United Kingdom | 6,951 | 457 | 6.57% | ▼ -44 |
| 122 | RSM Ebner Stolz | https://www.link€ | Germany | 995 | 65 | 6.53% | New Entry |
| 123 | BAL | https://www.link€ | United States | 1,251 | 81 | 6.47% | ▼ -8 |
| 124 | Alston & Bird | https://www.link€ | United States | 2,281 | 146 | 6.40% | ▲ 0 |
| 125 | Covington & Burling | https://www.link€ | United States | 2,519 | 161 | 6.39% | ▲ 1 |
| 126 | Milbank | https://www.link€ | United States | 1,413 | 90 | 6.37% | ▲ 27 |
| 127 | Dinsmore & Shohl | https://www.link€ | United States | 1,558 | 99 | 6.35% | ▼ -19 |
| 128 | Bennett Jones | https://www.link€ | Canada | 1,204 | 75 | 6.23% | ▼ -26 |
| 129 | Blake, Cassels & Graydon | https://www.link€ | Canada | 1,585 | 98 | 6.18% | ▼ -31 |
| 130 | K&L Gates | https://www.link€ | United States | 4,693 | 288 | 6.14% | ▼ -23 |
| 131 | McGuireWoods | https://www.link€ | United States | 2,318 | 142 | 6.13% | ▲ 23 |
| 132 | Hunton Andrews Kurth | https://www.link€ | United States | 1,324 | 80 | 6.04% | ▼ -13 |
| 133 | Sidley Austin | https://www.link€ | United States | 4,725 | 284 | 6.01% | ▼ -21 |
| 134 | Mayer Brown | https://www.link€ | United States | 4,398 | 264 | 6.00% | ▼ -20 |
| 135 | Arnold & Porter | https://www.link€ | United States | 2,324 | 138 | 5.94% | ▼ -10 |
| 136 | Katten Muchin Rosenman | https://www.link€ | United States | 1,550 | 92 | 5.94% | ▼ -14 |
| 137 | A&O Shearman | https://www.link€ | United Kingdom | 10,381 | 614 | 5.91% | New Entry |
| 138 | Duane Morris | https://www.link€ | United States | 1,885 | 111 | 5.89% | ▼ -28 |
| 139 | Morgan, Lewis & Bockius | https://www.link€ | United States | 4,639 | 272 | 5.86% | ▼ -35 |
| 140 | Fidal | https://www.link€ | France | 2,288 | 134 | 5.86% | ▼ -60 |
| 141 | Dickinson Wright | https://www.link€ | United States | 1,095 | 64 | 5.84% | ▼ -4 |
| 142 | HFW | https://www.link€ | United Kingdom | 1,622 | 94 | 5.80% | ▼ -50 |
| 143 | Fenwick & West | https://www.link€ | United States | 1,128 | 65 | 5.76% | ▼ -34 |
| 144 | Paul Hastings | https://www.link€ | United States | 2,769 | 158 | 5.71% | ▼ -15 |
| 145 | Hinshaw & Culbertson | https://www.link€ | United States | 1,116 | 63 | 5.65% | ▲ 0 |
| 146 | Quinn Emanuel | https://www.link€ | United States | 1,819 | 101 | 5.55% | ▲ 6 |
| 147 | Keoghs | https://www.link€ | United Kingdom | 1,438 | 79 | 5.49% | ▼ -3 |
| 148 | WilmerHale | https://www.link€ | United States | 2,313 | 127 | 5.49% | ▼ -20 |
| 149 | Paul, Weiss, Rifkind, Whar | https://www.link€ | United States | 2,340 | 125 | 5.34% | ▲ 16 |
| 150 | Quarles & Brady | https://www.link€ | United States | 1,269 | 67 | 5.28% | ▼ -11 |
| 151 | Jones Day | https://www.link€ | United States | 5,920 | 311 | 5.25% | ▼ -17 |
| 152 | Veritext Legal Solutions | https://www.link€ | United States | 1,458 | 76 | 5.21% | New Entry |
| 153 | Lewis Brisbois | https://www.link€ | United States | 2,983 | 153 | 5.13% | ▲ 2 |
| 154 | Dorsey & Whitney | https://www.link€ | United States | 1,569 | 80 | 5.10% | ▼ -12 |
| 155 | Willkie Farr & Gallagher | https://www.link€ | United States | 1,965 | 99 | 5.04% | ▼ -7 |
| 156 | Fried Frank | https://www.link€ | United States | 1,493 | 75 | 5.02% | ▲ 6 |
| 157 | Jenner & Block | https://www.link€ | United States | 1,106 | 55 | 4.97% | ▼ -39 |
| 158 | Shook, Hardy & Bacon | https://www.link€ | United States | 1,460 | 71 | 4.86% | ▲ 5 |
| 159 | Marshall Dennehey | https://www.link€ | United States | 1,155 | 56 | 4.85% | ▼ -32 |
| 160 | Gibson Dunn | https://www.link€ | United States | 3,424 | 166 | 4.85% | ▼ -19 |
| 161 | Vinson & Elkins | https://www.link€ | United States | 1,685 | 81 | 4.81% | ▼ -29 |
| 162 | Lighthouse | https://www.link€ | United States | 1,295 | 62 | 4.79% | ▼ -2 |
| 163 | Holland & Hart | https://www.link€ | United States | 1,174 | 55 | 4.68% | ▼ -20 |
| 164 | Dechert | https://www.link€ | United States | 2,182 | 100 | 4.58% | ▼ -44 |
| 165 | Kilpatrick Townsend & Stoc | https://www.link€ | United States | 1,621 | 74 | 4.57% | ▼ -9 |

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|-----|----------------------------|---|----------------|-------|-----|-------|-----------|
| 166 | Epiq | https://www.link€ | United States | 7,693 | 351 | 4.56% | ▼ -36 |
| 167 | CMS | https://www.link€ | Germany | 5,792 | 264 | 4.56% | ▲ 2 |
| 168 | Gide Loyrette Nouel | https://www.link€ | France | 1,108 | 50 | 4.51% | ▼ -21 |
| 169 | HF | https://www.link€ | United Kingdom | 1,520 | 68 | 4.47% | New Entry |
| 170 | Stinson | https://www.link€ | United States | 1,083 | 48 | 4.43% | ▼ -20 |
| 171 | Gordon Rees Scully Mansu | https://www.link€ | United States | 2,431 | 107 | 4.40% | ▼ -12 |
| 172 | Cole, Scott & Kissane | https://www.link€ | United States | 1,082 | 47 | 4.34% | ▼ -14 |
| 173 | Kirkland & Ellis | https://www.link€ | United States | 7,620 | 320 | 4.20% | ▼ -16 |
| 174 | Ropes & Gray | https://www.link€ | United States | 3,293 | 138 | 4.19% | ▼ -39 |
| 175 | LegalZoom | https://www.link€ | United States | 1,385 | 58 | 4.19% | New Entry |
| 176 | Wilson Elser | https://www.link€ | United States | 2,437 | 96 | 3.94% | ▼ -6 |
| 177 | Morgan & Morgan | https://www.link€ | United States | 4,355 | 170 | 3.90% | New Entry |
| 178 | KLDiscovery | https://www.link€ | United States | 1,061 | 40 | 3.77% | New Entry |
| 179 | Simpson Thacher & Bartlet | https://www.link€ | United States | 2,771 | 102 | 3.68% | ▼ -13 |
| 180 | Weil, Gotshal & Manges | https://www.link€ | United States | 2,790 | 101 | 3.62% | ▼ -13 |
| 181 | Deloitte Société d'Avocats | https://www.link€ | France | 1,145 | 40 | 3.49% | ▼ -7 |
| 182 | Skadden, Arps, Slate, Mea | https://www.link€ | United States | 4,484 | 154 | 3.43% | ▼ -14 |
| 183 | Fish & Richardson | https://www.link€ | United States | 1,482 | 48 | 3.24% | ▼ -19 |
| 184 | Sullivan & Cromwell | https://www.link€ | United States | 1,937 | 62 | 3.20% | ▼ -12 |
| 185 | Davis Polk & Wardwell | https://www.link€ | United States | 2,358 | 75 | 3.18% | ▼ -24 |
| 186 | The Legal Aid Society | https://www.link€ | United States | 2,792 | 85 | 3.04% | New Entry |
| 187 | O'Melveny & Myers | https://www.link€ | United States | 1,735 | 50 | 2.88% | ▼ -16 |
| 188 | Debevoise & Plimpton | https://www.link€ | United States | 1,915 | 54 | 2.82% | ▼ -37 |
| 189 | Allen & Overy | https://www.link€ | United Kingdom | 3,989 | 111 | 2.78% | ▼ -51 |
| 190 | DAS | https://www.link€ | Netherlands | 3,405 | 83 | 2.44% | New Entry |
| 191 | Cravath, Swaine & Moore | https://www.link€ | United States | 1,469 | 30 | 2.04% | ▼ -16 |
| 192 | Shearman & Sterling | https://www.link€ | United States | 1,089 | 11 | 1.01% | ▼ -19 |

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