



The UK's Most Active Computer Software Professionals on Social - October 2024

Industry at a glance:

Average Score:
7.88%

Total Companies:
27

Global Industry Average:
8.90%

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	VTEX	https://www.linkedin.com/company/vtex	United Kingdom	1,519	287	18.89%	▲ 0
2	Ideagen	https://www.linkedin.com/company/ideagen	United Kingdom	1,139	191	16.77%	New Entry
3	The Access Group	https://www.linkedin.com/company/the-access-group	United Kingdom	5,913	769	13.01%	▼ -1
4	Canonical	https://www.linkedin.com/company/canonical	United Kingdom	1,564	177	11.32%	▼ -1
5	Brandwatch	https://www.linkedin.com/company/brandwatch	United Kingdom	1,101	120	10.90%	New Entry
6	Auto Trader UK	https://www.linkedin.com/company/auto-trader-uk	United Kingdom	1,636	169	10.33%	▲ 0
7	Sophos	https://www.linkedin.com/company/sophos	United Kingdom	4,718	466	9.88%	▼ -3
8	AVEVA	https://www.linkedin.com/company/aveva	United Kingdom	7,454	698	9.36%	▲ 2
9	OneAdvanced	https://www.linkedin.com/company/oneadvanced	United Kingdom	2,695	246	9.13%	▼ -4
10	Genius Sports	https://www.linkedin.com/company/genius-sports	United Kingdom	2,539	213	8.39%	▼ -3
11	Sage	https://www.linkedin.com/company/sage	United Kingdom	14,239	1,176	8.26%	▲ 1
12	Keyloop	https://www.linkedin.com/company/keyloop	United Kingdom	2,047	166	8.11%	▼ -3
13	SHL	https://www.linkedin.com/company/shl	United Kingdom	2,434	188	7.72%	▲ 1
14	Builder.ai	https://www.linkedin.com/company/builder-ai	United Kingdom	1,673	117	6.99%	▼ -3
15	Godel Technologies Europe	https://www.linkedin.com/company/godel-technologies-europe	United Kingdom	1,367	88	6.44%	▲ 3
16	Zellis	https://www.linkedin.com/company/zellis	United Kingdom	1,371	85	6.20%	▲ 0
17	EMIS	https://www.linkedin.com/company/emis	United Kingdom	1,579	97	6.14%	▼ -4
18	IRIS Software Group	https://www.linkedin.com/company/iris-software-group	United Kingdom	2,665	155	5.82%	▼ -10
19	Ocado Technology	https://www.linkedin.com/company/ocado-technology	United Kingdom	3,301	191	5.79%	▼ -4
20	OpenBet	https://www.linkedin.com/company/openbet	United Kingdom	1,141	60	5.26%	▲ 2
21	THG	https://www.linkedin.com/company/thg	United Kingdom	4,211	210	4.99%	▼ -2

22	Clinisys	https://www.linkedin.com/company/clinisys	United Kingdom	1,588	77	4.85%	▼ -5
23	FARFETCH	https://www.linkedin.com/company/farfetch	United Kingdom	3,775	158	4.19%	▼ -3
24	Square Enix	https://www.linkedin.com/company/square-enix	United Kingdom	1,038	43	4.14%	New Entry
25	ION	https://www.linkedin.com/company/ion	United Kingdom	4,992	192	3.85%	▼ -4
26	Playtech	https://www.linkedin.com/company/playtech	United Kingdom	3,342	127	3.80%	▼ -3
27	IGT	https://www.linkedin.com/company/igt	United Kingdom	11,150	251	2.25%	▼ -3

Ready to win at social?

[Visit our website](https://www.dsmn8.com) or [contact us at support@dsmn8.com](mailto:support@dsmn8.com)



DSMN8

[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

