



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

Industry at a glance:

Average Score:
5.62%

Total Companies:
23

Global Industry Average:
4.00%

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	GSMA	https://www.linkedin.com/company/gsmn8	United Kingdom	1,219	276	22.64%	▲ 0
2	Oofcom	https://www.linkedin.com/company/oofcom	United Kingdom	1,581	140	8.86%	▲ 0
3	CityFibre	https://www.linkedin.com/company/cityfibre	United Kingdom	1,548	129	8.33%	▲ 0
4	Virgin Media O2	https://www.linkedin.com/company/virgin-media-o2	United Kingdom	7,134	593	8.31%	▲ 0
5	Vodafone Business	https://www.linkedin.com/company/vodafone-business	United Kingdom	7,637	615	8.05%	▲ 0
6	Arqiva	https://www.linkedin.com/company/arqiva	United Kingdom	1,610	115	7.14%	▲ 3
7	Gamma	https://www.linkedin.com/company/gamma	United Kingdom	2,026	139	6.86%	▼ -1
8	Hyperoptic	https://www.linkedin.com/company/hyperoptic	United Kingdom	1,457	97	6.66%	▲ 3
9	Colt Technology Services	https://www.linkedin.com/company/colt-technology-services	United Kingdom	5,409	320	5.92%	▼ -2
10	IHS Towers	https://www.linkedin.com/company/ihs-towers	United Kingdom	3,571	204	5.71%	▲ 0
11	Telent Technology Services	https://www.linkedin.com/company/telent-technology-services	United Kingdom	2,595	119	4.59%	▲ 2
12	Liberty Global	https://www.linkedin.com/company/liberty-global	United Kingdom	3,446	158	4.59%	▼ -4
13	Tesco Mobile	https://www.linkedin.com/company/tesco-mobile	United Kingdom	1,632	65	3.98%	▲ 4
14	Three UK	https://www.linkedin.com/company/three-uk	United Kingdom	6,169	226	3.66%	▼ -2
15	Lyca Mobile Group	https://www.linkedin.com/company/lyca-mobile-group	United Kingdom	1,394	49	3.52%	▲ 3
16	Inmarsat	https://www.linkedin.com/company/inmarsat	United Kingdom	1,244	42	3.38%	▼ -2
17	BT Group	https://www.linkedin.com/company/bt-group	United Kingdom	78,257	2,500	3.19%	▼ -1
18	Kelly Group	https://www.linkedin.com/company/kelly-group	United Kingdom	1,020	32	3.14%	New Entry
19	Vodafone	https://www.linkedin.com/company/vodafone	United Kingdom	139,896	4,000	2.86%	▲ 0
20	TalkTalk	https://www.linkedin.com/company/talktalk	United Kingdom	1,848	50	2.71%	▼ -5
21	EE	https://www.linkedin.com/company/ee	United Kingdom	10,728	243	2.27%	▼ -1

22	Openreach	https://www.link United Kingdom	16,206	302	1.86%	▼ -1
23	O2	https://www.linke United Kingdom	5,235	59	1.13%	▼ -1

Ready to win at social?

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