



Europe's Most Active Utilities Professionals on Social - October 2024

Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
4.56%	83	3.87%

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	TenneT TSO	https://www.linkedin.com/company/tennet-tso/	Netherlands	3,356	359	10.70%	▲ 1
2	RWE	https://www.linkedin.com/company/rwe/	Germany	14,005	1,444	10.31%	▲ 8
3	Svenska kraftnät	https://www.linkedin.com/company/svenska-kraftnat/	Sweden	1,458	143	9.81%	▼ -2
4	Hitachi Energy	https://www.linkedin.com/company/hitachi-energy/	Switzerland	26,627	2,500	9.39%	▼ -1
5	OK	https://www.linkedin.com/company/ok/	Denmark	1,053	92	8.74%	New Entry
6	HOFOR	https://www.linkedin.com/company/hofor/	Denmark	1,276	110	8.62%	▲ 0
7	E.ON Deutschland	https://www.linkedin.com/company/eon-deutschland/	Germany	1,168	98	8.39%	▲ 1
8	Uniper	https://www.linkedin.com/company/uniper/	Germany	4,435	359	8.09%	▲ 6
9	Stedin	https://www.linkedin.com/company/stedin/	Netherlands	4,254	327	7.69%	▼ -4
10	Fortum	https://www.linkedin.com/company/fortum/	Finland	5,043	365	7.24%	▼ -1
11	Gasunie	https://www.linkedin.com/company/gasunie/	Netherlands	2,357	169	7.17%	▼ -7
12	Wien Energie	https://www.linkedin.com/company/wien-energie/	Austria	1,215	87	7.16%	▲ 1
13	EnBW Energie Baden-Württemberg	https://www.linkedin.com/company/enbw-energie-baden-wuerttemberg/	Germany	4,589	325	7.08%	▲ 4
14	Enexis	https://www.linkedin.com/company/enexis/	Netherlands	5,252	352	6.70%	▲ 4
15	50Hertz Transmission	https://www.linkedin.com/company/50hertz-transmission/	Germany	1,235	80	6.48%	▲ 0
16	Groupe E	https://www.linkedin.com/company/groupe-e/	Switzerland	1,220	77	6.31%	New Entry
17	Vattenfall	https://www.linkedin.com/company/vattenfall/	Sweden	13,292	824	6.20%	▲ 3
18	Elia Group	https://www.linkedin.com/company/elia-group/	Belgium	2,191	135	6.16%	New Entry
19	Göteborgs Energi	https://www.linkedin.com/company/goteborgs-energi/	Sweden	1,057	65	6.15%	▲ 3
20	Fluxys	https://www.linkedin.com/company/fluxys/	Belgium	1,083	66	6.09%	▲ 15
21	ENGIE Deutschland	https://www.linkedin.com/company/engie-deutschland/	Germany	1,203	73	6.07%	▲ 10

22	Italgas	https://www.link	Italy	2,477	148	5.97%	▲ 6
23	Omexom	https://www.link	France	2,291	135	5.89%	▲ 0
24	BKW	https://www.link	Switzerland	1,307	77	5.89%	▼ -17
25	Essent	https://www.link	Netherlands	2,645	155	5.86%	New Entry
26	Alliander	https://www.link	Netherlands	7,806	455	5.83%	▼ -2
27	Ampion	https://www.link	Germany	1,473	85	5.77%	▲ 5
28	Circet IRE & UK	https://www.link	Ireland	1,450	83	5.72%	▲ 10
29	Bayernwerk	https://www.link	Germany	1,175	67	5.70%	New Entry
30	PPC	https://www.link	Greece	2,118	120	5.67%	▼ -18
31	VERBUND	https://www.link	Austria	1,170	66	5.64%	New Entry
32	Enel X	https://www.link	Italy	2,902	161	5.55%	▼ -13
33	Enedis	https://www.link	France	21,830	1,125	5.15%	▲ 0
34	Alpiq	https://www.link	Switzerland	2,141	104	4.86%	▲ 7
35	Axpo Group	https://www.link	Switzerland	4,208	204	4.85%	▼ -1
36	Liander	https://www.link	Netherlands	2,235	106	4.74%	▼ -10
37	Vattenfall Services Nordic	https://www.link	Sweden	1,621	76	4.69%	▲ 5
38	Réseau de Transport d'Éle	https://www.link	France	7,087	331	4.67%	▼ -11
39	Terna	https://www.link	Italy	4,005	180	4.49%	▼ -10
40	Framatome	https://www.link	France	11,895	532	4.47%	▲ 0
41	GE Grid Solutions	https://www.link	France	6,186	276	4.46%	▼ -4
42	ESB	https://www.link	Ireland	4,438	195	4.39%	▲ 6
43	A2A	https://www.link	Italy	4,275	183	4.28%	▼ -27
44	Netze BW	https://www.link	Germany	1,815	76	4.19%	▼ -8
45	ENGIE Italia	https://www.link	Italy	1,394	58	4.16%	▼ -24
46	Stadtwerke München	https://www.link	Germany	2,714	109	4.02%	▼ -16
47	Snam	https://www.link	Italy	2,919	112	3.84%	▼ -22
48	Actavo	https://www.link	Ireland	1,102	41	3.72%	▼ -1
49	Polskie Sieci Elektroenerge	https://www.link	Poland	1,056	39	3.69%	New Entry
50	ACCIONA	https://www.link	Spain	25,618	920	3.59%	▼ -5
51	REN	https://www.link	Portugal	1,143	41	3.59%	▼ -7
52	Red Eléctrica	https://www.link	Spain	1,160	41	3.53%	▲ 5
53	ACEA	https://www.link	Italy	2,657	91	3.42%	▼ -7
54	OMV	https://www.link	Austria	8,203	276	3.36%	▲ 1
55	Edison	https://www.link	Italy	3,648	122	3.34%	New Entry
56	Gruppo Iren	https://www.link	Italy	3,382	105	3.10%	▼ -7
57	Orano	https://www.link	France	10,925	336	3.08%	▼ -7
58	Grupo Cobra	https://www.link	Spain	4,665	143	3.07%	▼ -4
59	E-Distribuzione	https://www.link	Italy	5,017	153	3.05%	▼ -20
60	EVN	https://www.link	Austria	1,435	43	3.00%	▲ 3
61	Enel Energia	https://www.link	Italy	1,235	37	3.00%	▼ -50
62	ORES	https://www.link	Belgium	1,524	44	2.89%	▼ -9
63	ENGIE Belgium	https://www.link	Belgium	3,604	103	2.86%	▼ -4
64	Gruppo Hera	https://www.link	Italy	3,188	90	2.82%	▼ -8
65	E-REDES	https://www.link	Portugal	1,062	28	2.64%	New Entry
66	Fluvius	https://www.link	Belgium	3,448	87	2.52%	▼ -23
67	An Post	https://www.link	Ireland	2,724	64	2.35%	▼ -16
68	Canal de Isabel II	https://www.link	Spain	1,262	29	2.30%	▼ -8
69	Endesa	https://www.link	Spain	8,485	191	2.25%	▼ -7
70	EDP	https://www.link	Portugal	13,795	307	2.23%	▼ -12
71	EPZ	https://www.link	Netherlands	1,596	35	2.19%	▼ -7
72	Enel Group	https://www.link	Italy	30,510	605	1.98%	▼ -11
73	Suara Cooperativa	https://www.link	Spain	1,428	27	1.89%	▼ -8
74	E.ON	https://www.link	Germany	28,932	531	1.84%	▼ -6
75	EMT Madrid	https://www.link	Spain	1,101	20	1.82%	▼ -5
76	Dussmann Italy	https://www.link	Italy	2,348	35	1.49%	▼ -3
77	ENGIE	https://www.link	France	50,314	731	1.45%	▼ -8
78	Transports Metropolitans d	https://www.link	Spain	2,729	38	1.39%	▼ -12
79	BKK	https://www.link	Norway	1,157	15	1.30%	▼ -12
80	Correos	https://www.link	Spain	12,762	142	1.11%	▼ -9
81	Electrica	https://www.link	Romania	1,790	13	0.73%	▼ -7
82	Sedena	https://www.link	Spain	4,175	24	0.57%	▼ -7
83	innogy	https://www.link	Germany	7,617	9	0.12%	New Entry

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