



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

Industry at a glance:

Average Score:
5.67%

Total Companies:
43

Global Industry Average:
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	SSEN Transmission	https://www.linkedin.com/company/sesen-transmission/	United Kingdom	1,333	193	14.48%	▲ 3
2	Utility Warehouse	https://www.linkedin.com/company/utility-warehouse/	United Kingdom	4,287	593	13.83%	▲ 0
3	National Gas	https://www.linkedin.com/company/national-gas/	United Kingdom	1,564	176	11.25%	▲ 0
4	SP Energy Networks	https://www.linkedin.com/company/sp-energy-networks/	United Kingdom	1,385	114	8.23%	▲ 4
5	Scottish and Southern Electric	https://www.linkedin.com/company/scottish-and-southern-electric/	United Kingdom	1,325	109	8.23%	▲ 0
6	E.ON Next	https://www.linkedin.com/company/eon-next/	United Kingdom	1,377	113	8.21%	▲ 0
7	National Grid ESO	https://www.linkedin.com/company/national-grid-eso/	United Kingdom	1,549	126	8.13%	▼ -6
8	Octopus Energy	https://www.linkedin.com/company/octopus-energy/	United Kingdom	3,409	258	7.57%	▲ 14
9	National Grid	https://www.linkedin.com/company/national-grid/	United Kingdom	16,328	1,200	7.35%	▲ 0
10	OCU	https://www.linkedin.com/company/ocu/	United Kingdom	1,175	86	7.32%	New Entry
11	Lanes Group	https://www.linkedin.com/company/lanes-group/	United Kingdom	1,202	82	6.82%	▼ -4
12	Cadent Gas	https://www.linkedin.com/company/cadent-gas/	United Kingdom	2,954	196	6.64%	▲ 0
13	NWG	https://www.linkedin.com/company/nwg/	United Kingdom	1,495	98	6.56%	▼ -2
14	Dŵr Cymru Welsh Water	https://www.linkedin.com/company/dwr-cymru-welsh-water/	United Kingdom	2,003	129	6.44%	▲ 5
15	Metito	https://www.linkedin.com/company/metito/	United Kingdom	2,617	168	6.42%	▲ 1
16	Aggreko	https://www.linkedin.com/company/aggreko/	United Kingdom	7,813	494	6.32%	▼ -3
17	Severn Trent	https://www.linkedin.com/company/severn-trent/	United Kingdom	3,421	212	6.20%	▼ -2
18	Southern Water	https://www.linkedin.com/company/southern-water/	United Kingdom	2,215	134	6.05%	▲ 0
19	Yorkshire Water	https://www.linkedin.com/company/yorkshire-water/	United Kingdom	2,588	156	6.03%	▲ 4
20	Northern Powergrid	https://www.linkedin.com/company/northern-powergrid/	United Kingdom	1,374	81	5.90%	▲ 6
21	Drax Group	https://www.linkedin.com/company/drax-group/	United Kingdom	2,329	136	5.84%	▲ 0

22	OVO	https://www.link	United Kingdom	3,254	189	5.81%	▼ -12
23	United Utilities	https://www.link	United Kingdom	4,373	230	5.26%	▲ 7
24	Anglian Water Services	https://www.link	United Kingdom	3,483	183	5.25%	▼ -10
25	EDF (UK)	https://www.link	United Kingdom	8,405	432	5.14%	▲ 0
26	Network Plus	https://www.link	United Kingdom	1,058	48	4.54%	New Entry
27	ScottishPower	https://www.link	United Kingdom	4,582	207	4.52%	▲ 2
28	South West Water	https://www.link	United Kingdom	1,220	55	4.51%	▼ -4
29	SGN	https://www.link	United Kingdom	2,430	108	4.44%	▼ -1
30	Morrison Water Services	https://www.link	United Kingdom	1,471	63	4.28%	▼ -10
31	Electricity North West	https://www.link	United Kingdom	1,349	57	4.23%	▼ -14
32	Wessex Water	https://www.link	United Kingdom	1,826	72	3.94%	▼ -5
33	E.ON UK	https://www.link	United Kingdom	3,817	148	3.88%	▼ -2
34	Calor Gas	https://www.link	United Kingdom	1,137	42	3.69%	▼ -1
35	UK Power Networks	https://www.link	United Kingdom	3,052	105	3.44%	▼ -3
36	Thames Water	https://www.link	United Kingdom	5,617	187	3.33%	▼ -2
37	Freedom	https://www.link	United Kingdom	1,357	42	3.10%	▼ -2
38	SMS	https://www.link	United Kingdom	1,200	33	2.75%	New Entry
39	SSE	https://www.link	United Kingdom	14,159	320	2.26%	▼ -3
40	British Gas	https://www.link	United Kingdom	9,740	178	1.83%	▼ -2
41	Magnox	https://www.link	United Kingdom	1,705	24	1.41%	▼ -4
42	Centrica	https://www.link	United Kingdom	19,388	259	1.34%	▼ -3
43	Pamela Hatswell Utility Wa	https://www.link	United Kingdom	1,346	15	1.11%	▼ -3

Ready to win at social?

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

