



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

Industry at a glance:

Average Score:
2.83%

Total Companies:
118

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	Orbia	https://www.linkedin.com/company/orbia	United States	1,064	112	10.53%	New Entry
2	EPRI	https://www.linkedin.com/company/epri	United States	2,060	190	9.22%	▼ -1
3	Midcontinent Independent System Operator	https://www.linkedin.com/company/midcontinent-independent-system-operator	United States	1,224	97	7.92%	▼ -1
4	Inframark	https://www.linkedin.com/company/inframark	United States	1,008	78	7.74%	New Entry
5	Badger Meter	https://www.linkedin.com/company/badger-meter	United States	1,083	69	6.37%	New Entry
6	CLEAResult	https://www.linkedin.com/company/clearresult	United States	2,117	128	6.05%	▼ -3
7	Duquesne Light Company	https://www.linkedin.com/company/duquesnelight	United States	1,330	78	5.86%	▼ -1
8	CPS Energy	https://www.linkedin.com/company/cps-energy	United States	2,398	137	5.71%	▲ 0
9	The AES	https://www.linkedin.com/company/aes	United States	5,929	333	5.62%	▼ -2
10	Baltimore Gas and Electric	https://www.linkedin.com/company/baltimore-gas-and-electric	United States	1,567	86	5.49%	▼ -6
11	Conservice	https://www.linkedin.com/company/conservice	United States	1,601	79	4.93%	▼ -6
12	GE Hitachi Nuclear Energy	https://www.linkedin.com/company/ge-hitachi-nuclear-energy	United States	1,282	60	4.68%	New Entry
13	Eversource	https://www.linkedin.com/company/eversource	United States	1,655	75	4.53%	▼ -4
14	Seattle City Light	https://www.linkedin.com/company/seattle-city-light	United States	1,105	49	4.43%	▲ 6
15	Avangrid	https://www.linkedin.com/company/avangrid	United States	5,757	255	4.43%	▲ 22
16	El Paso Electric Company	https://www.linkedin.com/company/el-paso-electric-company	United States	1,043	46	4.41%	New Entry
17	Constellation	https://www.linkedin.com/company/constellation	United States	8,977	393	4.38%	▲ 0
18	Vistra	https://www.linkedin.com/company/vistra	United States	2,127	91	4.28%	New Entry
19	Schweitzer Engineering Laboratories	https://www.linkedin.com/company/schweitzer-engineering-laboratories	United States	6,106	259	4.24%	▼ -3
20	Orlando Utilities Commission	https://www.linkedin.com/company/orlando-utilities-commission	United States	1,021	43	4.21%	New Entry
21	Portland General Electric	https://www.linkedin.com/company/portland-general-electric	United States	2,868	112	3.91%	▲ 7

22	Arizona Public Service	https://www.link	United States	3,080	120	3.90%	▼ -1
23	Regal Rexnord	https://www.link	United States	8,767	341	3.89%	▼ -4
24	New York Power Authority	https://www.link	United States	2,031	78	3.84%	▼ -14
25	Austin Energy	https://www.link	United States	1,531	58	3.79%	▼ -7
26	SAE Towers	https://www.link	United States	1,028	38	3.70%	New Entry
27	Enercon Services	https://www.link	United States	1,549	57	3.68%	▲ 5
28	ENTRUST Solutions Group	https://www.link	United States	2,488	91	3.66%	▼ -14
29	San Diego Gas & Electric	https://www.link	United States	2,859	103	3.60%	▲ 0
30	NextEra Energy Resources	https://www.link	United States	5,734	204	3.56%	▼ -6
31	Tampa Electric	https://www.link	United States	1,153	41	3.56%	▼ -20
32	Southwest Gas	https://www.link	United States	1,811	64	3.53%	▲ 7
33	American Water	https://www.link	United States	3,113	110	3.53%	▼ -10
34	Westinghouse Electric Con	https://www.link	United States	10,286	361	3.51%	▲ 1
35	Alabama Power Company	https://www.link	United States	2,337	82	3.51%	▲ 1
36	SoCalGas	https://www.link	United States	3,586	125	3.49%	▼ -6
37	Black Hills Energy	https://www.link	United States	2,111	71	3.36%	▲ 9
38	Eversource Energy	https://www.link	United States	7,637	251	3.29%	▼ -12
39	Salt River Project	https://www.link	United States	4,705	153	3.25%	▲ 12
40	Omaha Public Power Distri	https://www.link	United States	1,995	64	3.21%	▼ -28
41	Tennessee Valley Authority	https://www.link	United States	8,443	270	3.20%	▼ -8
42	ITC Holdings Corp.	https://www.link	United States	1,359	43	3.16%	▼ -11
43	Nicor Gas	https://www.link	United States	1,406	44	3.13%	▲ 7
44	Georgia Power Company	https://www.link	United States	4,737	148	3.12%	▼ -29
45	Pepco Holdings	https://www.link	United States	1,859	55	2.96%	▼ -11
46	Itron	https://www.link	United States	5,609	159	2.83%	▼ -21
47	Southern California Edison	https://www.link	United States	12,059	341	2.83%	▼ -2
48	Avista	https://www.link	United States	1,493	42	2.81%	▲ 1
49	EthosEnergy	https://www.link	United States	1,790	50	2.79%	▼ -22
50	Con Edison	https://www.link	United States	8,971	247	2.75%	▼ -12
51	CenterPoint Energy	https://www.link	United States	6,337	174	2.75%	▼ -11
52	Puget Sound Energy	https://www.link	United States	2,850	77	2.70%	▲ 4
53	NIPSCO	https://www.link	United States	1,111	30	2.70%	▼ -11
54	Xcel Energy	https://www.link	United States	10,943	281	2.57%	▲ 6
55	Pacific Gas and Electric Co	https://www.link	United States	21,156	542	2.56%	▲ 6
56	WSSC Water	https://www.link	United States	1,356	34	2.51%	▼ -1
57	LCRA	https://www.link	United States	1,967	49	2.49%	▼ -35
58	NW Natural	https://www.link	United States	1,045	26	2.49%	▼ -45
59	Entergy	https://www.link	United States	11,477	284	2.47%	▼ -1
60	AWP Safety	https://www.link	United States	2,286	56	2.45%	New Entry
61	Oncor Electric Delivery	https://www.link	United States	3,390	80	2.36%	▲ 15
62	Consumers Energy	https://www.link	United States	6,297	148	2.35%	▼ -3
63	Southern Nuclear	https://www.link	United States	2,089	49	2.35%	▼ -22
64	Pike Engineering	https://www.link	United States	1,324	31	2.34%	New Entry
65	UGI Utilities	https://www.link	United States	1,131	26	2.30%	▼ -2
66	Tucson Electric Power	https://www.link	United States	1,334	30	2.25%	▼ -18
67	OGE Energy Corp.	https://www.link	United States	1,856	41	2.21%	▼ -20
68	PJM Interconnection	https://www.link	United States	1,045	23	2.20%	New Entry
69	Alliant Energy	https://www.link	United States	2,505	55	2.20%	▼ -26
70	Calpine	https://www.link	United States	2,194	48	2.19%	▲ 23
71	Southern Company	https://www.link	United States	11,384	249	2.19%	▼ -1
72	Atmos Energy	https://www.link	United States	4,359	92	2.11%	▼ -20
73	Waste Pro USA	https://www.link	United States	1,526	32	2.10%	▼ -29
74	Florida Power & Light	https://www.link	United States	7,345	152	2.07%	▲ 7
75	ComEd	https://www.link	United States	4,891	101	2.07%	▼ -13
76	NV Energy	https://www.link	United States	1,990	41	2.06%	▼ -19
77	NiSource	https://www.link	United States	5,921	121	2.04%	▼ -13
78	DTE Energy	https://www.link	United States	8,974	183	2.04%	▼ -1
79	NAES	https://www.link	United States	2,179	44	2.02%	▼ -13
80	American Electric Power	https://www.link	United States	11,829	229	1.94%	▼ -12
81	New York State Electric & C	https://www.link	United States	1,086	21	1.93%	▼ -12
82	CAMS	https://www.link	United States	1,360	26	1.91%	▼ -29
83	Ameren	https://www.link	United States	6,854	130	1.90%	▼ -1
84	Idaho Power	https://www.link	United States	1,418	26	1.83%	▼ -12
85	Duke Energy	https://www.link	United States	24,246	443	1.83%	▼ -7
86	TXU Energy	https://www.link	United States	1,044	19	1.82%	▼ -11
87	NextEra Energy	https://www.link	United States	11,098	195	1.76%	▲ 0
88	FirstEnergy	https://www.link	United States	6,584	114	1.73%	▼ -9
89	LG&E and KU Energy	https://www.link	United States	1,705	29	1.70%	▲ 0
90	Sensus	https://www.link	United States	1,201	20	1.67%	▼ -10
91	PacifiCorp	https://www.link	United States	2,777	46	1.66%	▼ -8
92	PSEG	https://www.link	United States	7,946	130	1.64%	▼ -18
93	Just Energy	https://www.link	United States	1,959	32	1.63%	▼ -5

94	MidAmerican Energy Comp	https://www.link	United States	2,084	34	1.63%	▼ -8
95	Osmose	https://www.link	United States	2,247	36	1.60%	▼ -30
96	EBMUD	https://www.link	United States	1,463	21	1.44%	▼ -23
97	PREPA	https://www.link	United States	2,124	30	1.41%	New Entry
98	USIC	https://www.link	United States	4,236	58	1.37%	▼ -31
99	Sempra	https://www.link	United States	2,603	35	1.34%	▼ -9
100	Exelon	https://www.link	United States	18,463	243	1.32%	▼ -9
101	Los Angeles Department of	https://www.link	United States	4,555	58	1.27%	▼ -17
102	WEC Energy Group	https://www.link	United States	2,778	35	1.26%	▼ -7
103	Dominion Energy	https://www.link	United States	26,852	330	1.23%	▼ -11
104	STP Nuclear Operating Co	https://www.link	United States	1,233	15	1.22%	▼ -6
105	PPL	https://www.link	United States	6,398	73	1.14%	▼ -11
106	Aqua	https://www.link	United States	2,508	27	1.08%	▼ -21
107	Edison International	https://www.link	United States	1,883	20	1.06%	▼ -7
108	Hawaiian Electric	https://www.link	United States	1,607	16	1.00%	▼ -12
109	Ambit Energy	https://www.link	United States	4,967	49	0.99%	New Entry
110	TECO Energy	https://www.link	United States	3,244	32	0.99%	New Entry
111	Stream	https://www.link	United States	1,009	8	0.79%	New Entry
112	BHI Energy	https://www.link	United States	1,627	11	0.68%	▼ -15
113	UtiliQuest	https://www.link	United States	1,148	7	0.61%	▼ -14
114	Reliant Energy	https://www.link	United States	1,049	6	0.57%	▼ -11
115	We Energies	https://www.link	United States	2,757	14	0.51%	▼ -13
116	Direct Energy	https://www.link	United States	2,176	7	0.32%	▼ -15
117	Progress Energy	https://www.link	United States	2,033	3	0.15%	New Entry
118	SCANA	https://www.link	United States	1,795	1	0.06%	New Entry

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