

DSMN8

The UK's Most Active Automotive Professionals on Social - December 2024

Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
5.82%	25	3.60%

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	TrustFord	https://www.linkedin.com/company/trustford	United Kingdom	1,341	161	12.01%	▲ 1
2	Vertu Motors	https://www.linkedin.com/company/vertumotors	United Kingdom	2,081	209	10.04%	▼ -1
3	McLaren Automotive	https://www.linkedin.com/company/mclaren-automotive	United Kingdom	2,667	215	8.06%	▲ 2
4	Zenith Vehicles	https://www.linkedin.com/company/zenithvehicles	United Kingdom	1,076	86	7.99%	▲ 9
5	Marshall Motor Group	https://www.linkedin.com/company/marshall-motor-group	United Kingdom	1,883	148	7.86%	▼ -2
6	Aston Martin Lagonda	https://www.linkedin.com/company/aston-martin-lagonda	United Kingdom	3,305	220	6.66%	▲ 1
7	Bentley Motors	https://www.linkedin.com/company/bentley-motors	United Kingdom	4,103	267	6.51%	▼ -3
8	Evans Halshaw	https://www.linkedin.com/company/evans-halshaw	United Kingdom	1,616	101	6.25%	▲ 7
9	Lookers Motor Group	https://www.linkedin.com/company/lookers-motor-group	United Kingdom	2,285	139	6.08%	▲ 8
10	Inchcape	https://www.linkedin.com/company/inchcape	United Kingdom	1,605	94	5.86%	▼ -2
11	The AA	https://www.linkedin.com/company/the-aa	United Kingdom	3,567	208	5.83%	▲ 5
12	Audi UK	https://www.linkedin.com/company/audi-uk	United Kingdom	1,119	65	5.81%	▼ -1
13	Triumph Motorcycles	https://www.linkedin.com/company/triumph-motorcycles	United Kingdom	1,748	99	5.66%	▼ -1
14	Group Lotus	https://www.linkedin.com/company/group-lotus	United Kingdom	1,970	108	5.48%	▼ -4
15	JLR	https://www.linkedin.com/company/jlr	United Kingdom	37,634	2,054	5.46%	▼ -1
16	Honda Motor Europe	https://www.linkedin.com/company/honda-motor-europe	United Kingdom	1,955	101	5.17%	▲ 9
17	Syner Group	https://www.linkedin.com/company/syner-group	United Kingdom	2,172	112	5.16%	▲ 1
18	Euro Car Parts	https://www.linkedin.com/company/euro-car-parts	United Kingdom	3,290	153	4.65%	▲ 1
19	Bristol Street Motors	https://www.linkedin.com/company/bristol-street-motors	United Kingdom	1,170	54	4.62%	▼ -10
20	Mercedes-Benz in the UK	https://www.linkedin.com/company/mercedes-benz-in-the-uk	United Kingdom	2,669	118	4.42%	▲ 3
21	GKN Automotive	https://www.linkedin.com/company/gkn-automotive	United Kingdom	8,830	354	4.01%	▼ -1

22	Arnold Clark	https://www.link	United Kingdom	4,545	167	3.67%	▼ -1
23	BCA UK	https://www.link	United Kingdom	2,137	73	3.42%	▼ -1
24	Kwik-Fit (GB)	https://www.link	United Kingdom	1,254	39	3.11%	▲ 2
25	Vauxhall Motors	https://www.link	United Kingdom	1,627	26	1.60%	▲ 3

Ready to win at social?

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



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