

DSMN8

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

Industry at a glance:

Average Score:
2.79%

Total Companies:
109

Global Industry Average:
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	Lucid Motors	https://www.linkedin.com/company/lucidmotors	United States	6,208	751	12.10%	▲ 0
2	Nikola	https://www.linkedin.com/company/nikolamotors	United States	1,485	123	8.28%	▲ 0
3	Rivian	https://www.linkedin.com/company/rivian	United States	11,089	880	7.94%	▲ 0
4	Zoox	https://www.linkedin.com/company/zoox	United States	3,573	277	7.75%	▲ 4
5	Gentherm	https://www.linkedin.com/company/gentherm	United States	2,167	132	6.09%	▲ 20
6	Lippert	https://www.linkedin.com/company/lippert	United States	3,615	202	5.59%	▲ 1
7	Tesla	https://www.linkedin.com/company/tesla	United States	66,240	3,500	5.28%	▲ 14
8	Holman	https://www.linkedin.com/company/holman	United States	4,399	220	5.00%	▲ 1
9	Hunter Engineering Comp	https://www.linkedin.com/company/hunter-engineering	United States	1,380	69	5.00%	▲ 4
10	Volvo Trucks North America	https://www.linkedin.com/company/volvo-trucks-north-america	United States	1,108	54	4.87%	▼ -6
11	Joyson Safety Systems	https://www.linkedin.com/company/joyson-safety-systems	United States	7,069	339	4.80%	▲ 30
12	Amerit Fleet Solutions	https://www.linkedin.com/company/amerit	United States	1,001	47	4.70%	New Entry
13	Textron Specialized Vehicle	https://www.linkedin.com/company/textron-specialized-vehicle	United States	1,203	56	4.66%	▼ -2
14	Dealer Tire	https://www.linkedin.com/company/dealer-tire	United States	1,437	65	4.52%	▲ 6
15	Club Car	https://www.linkedin.com/company/club-car	United States	1,250	55	4.40%	▼ -1
16	Subaru of America	https://www.linkedin.com/company/subaru-of-america	United States	3,685	161	4.37%	▲ 11
17	Cruise	https://www.linkedin.com/company/cruise	United States	3,223	138	4.28%	▲ 1
18	Christian Brothers Automot	https://www.linkedin.com/company/christian-brothers-automotive	United States	1,443	61	4.23%	▲ 4
19	Lithia & Driveway	https://www.linkedin.com/company/lithia-driveway	United States	4,884	198	4.05%	▼ -9
20	Allison Transmission	https://www.linkedin.com/company/allison-transmission	United States	2,757	110	3.99%	▲ 3
21	AUTOKINITON	https://www.linkedin.com/company/autokiniton	United States	1,515	55	3.63%	▼ -5

22	TI Fluid Systems	https://www.link	United States	2,314	84	3.63%	▼ -3
23	Group 1 Automotive	https://www.link	United States	3,009	108	3.59%	▲ 16
24	The Goodyear Tire & Rubb	https://www.link	United States	26,239	936	3.57%	▲ 5
25	Bridgestone Americas	https://www.link	United States	14,667	489	3.33%	▲ 13
26	Mazda Toyota Manufacturi	https://www.link	United States	1,380	45	3.26%	▲ 8
27	Dorman Products	https://www.link	United States	1,952	62	3.18%	▲ 3
28	Toyota North America	https://www.link	United States	19,533	619	3.17%	▲ 3
29	Daimler Truck North Ameri	https://www.link	United States	6,285	199	3.17%	▼ -1
30	AAM	https://www.link	United States	8,834	273	3.09%	▲ 12
31	Standard Motor Products	https://www.link	United States	1,589	49	3.08%	▲ 2
32	BorgWarner	https://www.link	United States	18,031	555	3.08%	▲ 3
33	General Motors	https://www.link	United States	98,191	3,000	3.06%	▲ 17
34	Cummins	https://www.link	United States	48,499	1,425	2.94%	▲ 11
35	Challenge Manufacturing	https://www.link	United States	1,417	41	2.89%	▲ 40
36	Volkswagen of America	https://www.link	United States	4,893	139	2.84%	▲ 12
37	Mazda North American Op	https://www.link	United States	2,000	56	2.80%	▲ 27
38	Genuine Parts Company	https://www.link	United States	5,787	162	2.80%	▲ 2
39	Dent Wizard International	https://www.link	United States	1,445	40	2.77%	▲ 17
40	Hyundai Motor America	https://www.link	United States	4,390	121	2.76%	▲ 6
41	Caliber Collision	https://www.link	United States	7,245	199	2.75%	▲ 13
42	JM Family Enterprises	https://www.link	United States	4,305	118	2.74%	▲ 9
43	BBB Industries	https://www.link	United States	1,819	49	2.69%	▼ -7
44	Dana	https://www.link	United States	15,701	415	2.64%	▲ 9
45	West Herr Automotive Gro	https://www.link	United States	1,148	30	2.61%	▼ -21
46	IAC Group	https://www.link	United States	6,903	180	2.61%	▲ 17
47	Visteon	https://www.link	United States	10,204	266	2.61%	▲ 13
48	Lear	https://www.link	United States	46,208	1,200	2.60%	▲ 7
49	Nexeer Automotive	https://www.link	United States	7,829	202	2.58%	▲ 17
50	Ford Motor Company	https://www.link	United States	136,047	3,500	2.57%	▲ 11
51	Harley-Davidson Motor Co	https://www.link	United States	10,855	278	2.56%	▲ 11
52	Crash Champions	https://www.link	United States	3,034	77	2.54%	▼ -9
53	American Tire Distributors	https://www.link	United States	2,799	70	2.50%	▼ -6
54	International	https://www.link	United States	10,146	253	2.49%	New Entry
55	Sage Automotive Interiors	https://www.link	United States	1,044	26	2.49%	New Entry
56	DRIV	https://www.link	United States	1,705	42	2.46%	▼ -44
57	Audi of America	https://www.link	United States	1,871	46	2.46%	▲ 19
58	Tenneco	https://www.link	United States	26,341	638	2.42%	▲ 10
59	Adient	https://www.link	United States	15,520	369	2.38%	▲ 8
60	Toyo Tires	https://www.link	United States	1,599	38	2.38%	▲ 21
61	Roush	https://www.link	United States	2,158	50	2.32%	▲ 8
62	Bosch Automotive	https://www.link	United States	1,103	25	2.27%	▲ 16
63	OPENLANE	https://www.link	United States	5,291	117	2.21%	▲ 33
64	Veoneer	https://www.link	United States	2,036	45	2.21%	▼ -15
65	Inteva Products	https://www.link	United States	3,367	73	2.17%	▲ 15
66	American Honda Motor Co	https://www.link	United States	12,343	267	2.16%	▲ 22
67	BMW Manufacturing Co.	https://www.link	United States	5,463	116	2.12%	▲ 15
68	AutoNation	https://www.link	United States	10,005	212	2.12%	▲ 4
69	Factory Motor Parts	https://www.link	United States	1,654	35	2.12%	▼ -4
70	BMW of North America	https://www.link	United States	5,214	108	2.07%	▲ 7
71	Sonic Automotive	https://www.link	United States	2,221	46	2.07%	▲ 0
72	Copart	https://www.link	United States	4,565	94	2.06%	▼ -2
73	BWI GROUP	https://www.link	United States	1,701	35	2.06%	▼ -16
74	Pierce Manufacturing	https://www.link	United States	1,226	25	2.04%	▼ -48
75	Gerber Collision & Glass	https://www.link	United States	3,262	65	1.99%	▲ 14
76	IAA	https://www.link	United States	2,561	50	1.95%	▲ 11
77	Jeep	https://www.link	United States	3,589	69	1.92%	▲ 22
78	Android Industries	https://www.link	United States	1,570	29	1.85%	▲ 5
79	Mercedes-Benz USA	https://www.link	United States	11,318	207	1.83%	▲ 19
80	Shiloh Industries	https://www.link	United States	1,380	25	1.81%	▲ 21
81	Toyoda Gosei Americas	https://www.link	United States	1,513	27	1.78%	▲ 11
82	Kia America	https://www.link	United States	3,951	69	1.75%	▲ 21
83	Toyota Boshoku America	https://www.link	United States	3,566	62	1.74%	▼ -24
84	Hendrick Automotive Group	https://www.link	United States	3,710	64	1.73%	▼ -5
85	Yazaki North America	https://www.link	United States	5,294	91	1.72%	▲ 1
86	DENSO	https://www.link	United States	17,667	303	1.72%	▲ 7
87	Penske Automotive Group	https://www.link	United States	3,226	55	1.70%	▼ -13
88	Asbury Automotive Group	https://www.link	United States	3,999	65	1.63%	▲ 22
89	Delphi	https://www.link	United States	1,869	29	1.55%	New Entry
90	Take 5 Oil Change	https://www.link	United States	2,161	33	1.53%	▲ 0
91	Superior Industries	https://www.link	United States	2,217	32	1.44%	▲ 14
92	East Penn Manufacturing C	https://www.link	United States	2,014	29	1.44%	▲ 17
93	Yokohama Tire	https://www.link	United States	2,043	29	1.42%	▼ -8

94	Discount Tire	https://www.link	United States	9,204	123	1.34%	▲ 10
95	Pep Boys	https://www.link	United States	4,640	62	1.34%	New Entry
96	LKQ	https://www.link	United States	7,558	96	1.27%	▲ 6
97	Manheim	https://www.link	United States	5,169	64	1.24%	▲ 9
98	Akebono Brake	https://www.link	United States	1,539	19	1.23%	▲ 22
99	Honda R&D Americas	https://www.link	United States	2,240	27	1.21%	New Entry
100	WORLDPAAC	https://www.link	United States	1,800	21	1.17%	▲ 19
101	Chevrolet	https://www.link	United States	10,317	117	1.13%	▲ 15
102	National Automobile Dealer	https://www.link	United States	3,797	43	1.13%	▲ 13
103	Forest River	https://www.link	United States	2,830	31	1.10%	▲ 8
104	Ken Garff Automotive Grou	https://www.link	United States	2,310	21	0.91%	▲ 17
105	PACCAR	https://www.link	United States	18,258	163	0.89%	▲ 9
106	Porsche Cars North Americ	https://www.link	United States	8,419	75	0.89%	▲ 11
107	Oshkosh	https://www.link	United States	8,703	73	0.84%	▲ 11
108	Carquest Auto Parts	https://www.link	United States	2,912	9	0.31%	▲ 15
109	Freightliner	https://www.link	United States	1,196	3	0.25%	▲ 17

Ready to win at social?

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