



Europe's Most Active Information Services Professionals on Social - December 2024

Industry at a glance:

Average Score:
10.89%

Total Companies:
21

Global Industry Average:
9.29%

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)
1	LLYC	https://www.linkedin.com/company/llyc	Spain	1,481	345	23.30%
2	ATREVIA	https://www.linkedin.com/company/atrevia	Spain	603	114	18.91%
3	Rystad Energy	https://www.linkedin.com/company/rystad-energy	Norway	821	155	18.88%
4	Lefebvre Dalloz	https://www.linkedin.com/company/lefebvre-dalloz	France	595	107	17.98%
5	AFNOR Group	https://www.linkedin.com/company/afnor	France	1,289	216	16.76%
6	KB nationale bibliotheek	https://www.linkedin.com/company/kb-nationale-bibliotheek	Netherlands	559	83	14.85%
7	Creditsafe	https://www.linkedin.com/company/creditsafe	Ireland	1,124	154	13.70%
8	EcoVadis	https://www.linkedin.com/company/ecovadis	France	1,779	241	13.55%
9	Atheneum	https://www.linkedin.com/company/atheneum	Germany	1,324	153	11.56%
10	L'EQUIPE	https://www.linkedin.com/company/lequipe	France	1,364	145	10.63%
11	Dailymotion	https://www.linkedin.com/company/dailymotion	France	576	60	10.42%
12	Prisma Media	https://www.linkedin.com/company/prisma-media	France	1,470	152	10.34%
13	Agencia EFE	https://www.linkedin.com/company/agencia-efe	Spain	1,526	148	9.70%
14	Immobiliare.it	https://www.linkedin.com/company/immobiliare.it	Italy	558	44	7.89%
15	Sportradar	https://www.linkedin.com/company/sportradar	Switzerland	3,677	285	7.75%
16	Cerved	https://www.linkedin.com/company/cerved	Italy	2,058	131	6.37%
17	Wolters Kluwer	https://www.linkedin.com/company/wolters-kluwer	Netherlands	22,843	1,125	4.92%
18	DHL IT Services	https://www.linkedin.com/company/dhl-it-services	Germany	3,664	149	4.07%
19	Bisnode	https://www.linkedin.com/company/bisnode	Sweden	566	15	2.65%
20	MSL (Global)	https://www.linkedin.com/company/msl-global	France	3,223	83	2.58%
21	MeglioQuesto	https://www.linkedin.com/company/meglioquesto	Italy	511	10	1.96%

Ready to win at social?

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

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

