



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

Industry at a glance:



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	Standards Australia	https://www.linkedin.com/company/standards-australia	Australia	553	149	26.94%
2	ICIS	https://www.linkedin.com/company/icis	United Kingdom	969	234	24.15%
3	LLYC	https://www.linkedin.com/company/llyc	Spain	1,481	345	23.30%
4	Gartner	https://www.linkedin.com/company/gartner	United States	24,441	5,500	22.50%
5	GLG	https://www.linkedin.com/company/glg	United States	11,505	2,500	21.73%
6	Burson	https://www.linkedin.com/company/burson	United States	3,198	664	20.76%
7	HuffPost	https://www.linkedin.com/company/huffpost	United States	1,424	294	20.65%
8	Fastmarkets	https://www.linkedin.com/company/fastmarkets	United Kingdom	855	175	20.47%
9	Guidepoint	https://www.linkedin.com/company/guidepoint	United States	4,177	813	19.46%
10	ATREVIA	https://www.linkedin.com/company/atrevia	Spain	603	114	18.91%
11	Coleman Research	https://www.linkedin.com/company/coleman-research	United States	741	140	18.89%
12	Rystad Energy	https://www.linkedin.com/company/rystad-energy	Norway	821	155	18.88%
13	U.S. News & World Report	https://www.linkedin.com/company/us-news-world-report	United States	635	119	18.74%
14	Grayling	https://www.linkedin.com/company/grayling	United Kingdom	582	109	18.73%
15	Oxford Economics	https://www.linkedin.com/company/oxford-economics	United Kingdom	644	119	18.48%
16	Informa Connect	https://www.linkedin.com/company/informa-connect	United Kingdom	850	157	18.47%
17	Lefebvre Dalloz	https://www.linkedin.com/company/lefebvre-dalloz	France	595	107	17.98%
18	Wood Mackenzie	https://www.linkedin.com/company/wood-mackenzie	United Kingdom	2,448	439	17.93%
19	Allison Worldwide	https://www.linkedin.com/company/allison-worldwide	United States	711	123	17.30%
20	Dialectica	https://www.linkedin.com/company/dialectica	United Kingdom	1,878	324	17.25%
21	Informa Tech	https://www.linkedin.com/company/informa-tech	United Kingdom	550	94	17.09%

22	Axios	https://www.link€	United States	617	105	17.02%
23	AFNOR Group	https://www.link€	France	1,289	216	16.76%
24	Argus Media	https://www.link€	United Kingdom	1,869	300	16.05%
25	AlphaSights	https://www.link€	United Kingdom	3,220	494	15.34%
26	Everest Group	https://www.link€	United States	1,378	209	15.17%
27	Newsweek	https://www.link€	United States	781	118	15.11%
28	Janes	https://www.link€	United Kingdom	683	102	14.93%
29	ISG	https://www.link€	United States	2,117	315	14.88%
30	KB nationale bibliotheek	https://www.link€	Netherlands	559	83	14.85%
31	Bloomberg News	https://www.link€	United States	3,122	451	14.45%
32	Creditsafe	https://www.link€	Ireland	1,124	154	13.70%
33	Norstella	https://www.link€	United States	677	92	13.59%
34	EcoVadis	https://www.link€	France	1,779	241	13.55%
35	Onclusive	https://www.link€	United Kingdom	959	127	13.24%
36	Golin	https://www.link€	United States	1,307	170	13.01%
37	Law Business Research	https://www.link€	United Kingdom	609	79	12.97%
38	Newsmax Media	https://www.link€	United States	580	75	12.93%
39	Zeno Group	https://www.link€	United States	875	109	12.46%
40	Spire	https://www.link€	United States	565	68	12.04%
41	Weber Shandwick	https://www.link€	United States	4,610	554	12.02%
42	Wolters Kluwer Health	https://www.link€	United States	2,072	248	11.97%
43	The Independent	https://www.link€	United Kingdom	766	89	11.62%
44	Atheneum	https://www.link€	Germany	1,324	153	11.56%
45	WGSN	https://www.link€	United Kingdom	940	107	11.38%
46	Boston Globe Media	https://www.link€	United States	1,223	138	11.28%
47	Porter Novelli	https://www.link€	United States	996	111	11.14%
48	Brightcove	https://www.link€	United States	719	79	10.99%
49	Equinix EMEA	https://www.link€	United States	1,138	123	10.81%
50	GlobalData	https://www.link€	United Kingdom	2,818	304	10.79%
51	Third Bridge Group	https://www.link€	United Kingdom	1,988	213	10.71%
52	dunnhumby	https://www.link€	United Kingdom	2,701	289	10.70%
53	L'EQUIPE	https://www.link€	France	1,364	145	10.63%
54	Skyscanner	https://www.link€	United Kingdom	1,423	150	10.54%
55	Stuff	https://www.link€	New Zealand	805	84	10.43%
56	Dailymotion	https://www.link€	France	576	60	10.42%
57	Complex NTWRK	https://www.link€	United States	586	61	10.41%
58	Prisma Media	https://www.link€	France	1,470	152	10.34%
59	Static Media	https://www.link€	United States	664	68	10.24%
60	Equinix	https://www.link€	United States	13,899	1,403	10.09%
61	Treatwell	https://www.link€	United Kingdom	756	76	10.05%
62	JATO Dynamics	https://www.link€	United Kingdom	749	75	10.01%
63	Definitive Healthcare	https://www.link€	United States	842	84	9.98%
64	Agencia EFE	https://www.link€	Spain	1,526	148	9.70%
65	Edelman	https://www.link€	United States	6,882	664	9.65%
66	Copyright Clearance Cente	https://www.link€	United States	855	81	9.47%
67	Barstool Sports	https://www.link€	United States	1,211	114	9.41%
68	Industrial Info Resources	https://www.link€	United States	747	69	9.24%
69	Ketchum	https://www.link€	United States	1,240	113	9.11%
70	Fitch Solutions	https://www.link€	United Kingdom	930	82	8.82%
71	BCW Global	https://www.link€	United States	608	50	8.22%
72	POLITICO	https://www.link€	United States	1,499	121	8.07%
73	Verisk	https://www.link€	United States	5,112	407	7.96%
74	NielsenIQ	https://www.link€	United States	24,866	1,974	7.94%
75	Dun & Bradstreet	https://www.link€	United States	5,760	457	7.93%
76	MailOnline	https://www.link€	United Kingdom	506	40	7.91%
77	Immobiliare.it	https://www.link€	Italy	558	44	7.89%
78	Sportradar	https://www.link€	Switzerland	3,677	285	7.75%
79	Law360	https://www.link€	United States	693	53	7.65%
80	Ruder Finn	https://www.link€	United States	888	64	7.21%
81	Experian	https://www.link€	United States	23,465	1,662	7.08%
82	EBSCO Information Servic	https://www.link€	United States	2,527	177	7.00%
83	Cision	https://www.link€	United States	3,857	249	6.46%
84	CoreLogic	https://www.link€	United States	6,472	413	6.38%
85	Cerved	https://www.link€	Italy	2,058	131	6.37%
86	Data Axle	https://www.link€	United States	1,370	86	6.28%
87	OverDrive	https://www.link€	United States	539	33	6.12%
88	FleishmanHillard	https://www.link€	United States	2,303	139	6.04%
89	Clarivate	https://www.link€	United Kingdom	10,563	629	5.95%
90	J.D. Power	https://www.link€	United States	1,642	97	5.91%
91	BDG	https://www.link€	United States	751	42	5.59%
92	Dow Jones	https://www.link€	United States	6,196	330	5.33%
93	Zoodoc	https://www.link€	United States	1,119	59	5.27%

94	ICR	https://www.link	United States	712	37	5.20%
95	WE Communications	https://www.link	United States	1,775	91	5.13%
96	Corsearch	https://www.link	United Kingdom	1,587	80	5.04%
97	Wolters Kluwer	https://www.link	Netherlands	22,843	1,125	4.92%
98	Minted	https://www.link	United States	559	27	4.83%
99	Access	https://www.link	United States	1,058	51	4.82%
100	Calgary Public Library	https://www.link	Canada	587	27	4.60%
101	The New York Public Librai	https://www.link	United States	2,585	118	4.56%
102	Columbus Metropolitan Lib	https://www.link	United States	664	30	4.52%
103	PR Newswire	https://www.link	United States	1,041	47	4.51%
104	Business Insider	https://www.link	United States	7,782	349	4.48%
105	Business Wire	https://www.link	United States	870	38	4.37%
106	Altrata	https://www.link	United States	1,197	52	4.34%
107	DHL IT Services	https://www.link	Germany	3,664	149	4.07%
108	CNET	https://www.link	United States	1,060	43	4.06%
109	Brooklyn Public Library	https://www.link	United States	1,093	44	4.03%
110	Web Developer	https://www.link	United States	3,816	149	3.90%
111	Bibliotheca	https://www.link	United States	531	20	3.77%
112	Isentia	https://www.link	Australia	916	34	3.71%
113	News UK	https://www.link	United Kingdom	5,035	186	3.69%
114	Nucleus Global	https://www.link	United Kingdom	656	24	3.66%
115	Hill & Knowlton	https://www.link	United States	3,147	114	3.62%
116	AutoTrader.ca	https://www.link	Canada	1,026	37	3.61%
117	Capvision	https://www.link	United States	828	29	3.50%
118	Cherokee Nation Business	https://www.link	United States	1,274	44	3.45%
119	Wolters Kluwer UK	https://www.link	United Kingdom	674	23	3.41%
120	Hunter	https://www.link	United States	929	31	3.34%
121	Cincinnati and Hamilton Co	https://www.link	United States	581	19	3.27%
122	Ascential	https://www.link	United Kingdom	1,750	55	3.14%
123	Toronto Public Library	https://www.link	Canada	1,496	46	3.07%
124	Monster	https://www.link	United States	3,582	103	2.88%
125	Informa	https://www.link	United Kingdom	11,716	312	2.66%
126	Bisnode	https://www.link	Sweden	566	15	2.65%
127	MSL (Global)	https://www.link	France	3,223	83	2.58%
128	IHS Markit	https://www.link	United Kingdom	6,185	149	2.41%
129	CT Corporation	https://www.link	United States	1,912	46	2.41%
130	Cass Information Systems	https://www.link	United States	920	20	2.17%
131	Shred-it	https://www.link	Canada	2,170	46	2.12%
132	MeglioQuesto	https://www.link	Italy	511	10	1.96%
133	Baker & Taylor	https://www.link	United States	1,127	21	1.86%
134	GGG Information Services	https://www.link	United States	1,063	19	1.79%
135	ProQuest	https://www.link	United States	1,036	18	1.74%
136	Merit Data & Technology In	https://www.link	United Kingdom	1,006	16	1.59%
137	Queens Public Library	https://www.link	United States	834	13	1.56%
138	Burson-Marsteller	https://www.link	United States	1,005	13	1.29%
139	Legacy.com	https://www.link	United States	567	7	1.23%
140	Vox Media	https://www.link	United States	11,340	109	0.96%
141	Enlyte	https://www.link	United States	4,685	26	0.55%
142	Insider	https://www.link	United States	8,831	24	0.27%

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