



The USA'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	Gartner	https://www.linkedin.com/company/gartner	United States	24,441	5,500	22.50%
2	GLG	https://www.linkedin.com/company/gl-g	United States	11,505	2,500	21.73%
3	Burson	https://www.linkedin.com/company/burson-burnett	United States	3,198	664	20.76%
4	HuffPost	https://www.linkedin.com/company/huffpost	United States	1,424	294	20.65%
5	Guidepoint	https://www.linkedin.com/company/guidepoint	United States	4,177	813	19.46%
6	Coleman Research	https://www.linkedin.com/company/coleman-research	United States	741	140	18.89%
7	U.S. News & World Report	https://www.linkedin.com/company/us-news-world-report	United States	635	119	18.74%
8	Allison Worldwide	https://www.linkedin.com/company/allison-worldwide	United States	711	123	17.30%
9	Axios	https://www.linkedin.com/company/axios	United States	617	105	17.02%
10	Everest Group	https://www.linkedin.com/company/everest-group	United States	1,378	209	15.17%
11	Newsweek	https://www.linkedin.com/company/newsweek	United States	781	118	15.11%
12	ISG	https://www.linkedin.com/company/isg	United States	2,117	315	14.88%
13	Bloomberg News	https://www.linkedin.com/company/bloomberg-news	United States	3,122	451	14.45%
14	Norstella	https://www.linkedin.com/company/norstella	United States	677	92	13.59%
15	Golin	https://www.linkedin.com/company/golin	United States	1,307	170	13.01%
16	Newsmax Media	https://www.linkedin.com/company/newsmax-media	United States	580	75	12.93%
17	Zeno Group	https://www.linkedin.com/company/zeno-group	United States	875	109	12.46%
18	Spire	https://www.linkedin.com/company/spire	United States	565	68	12.04%
19	Weber Shandwick	https://www.linkedin.com/company/weber-shandwick	United States	4,610	554	12.02%
20	Wolters Kluwer Health	https://www.linkedin.com/company/wolters-kluwer-health	United States	2,072	248	11.97%
21	Boston Globe Media	https://www.linkedin.com/company/boston-globe-media	United States	1,223	138	11.28%

22	Porter Novelli	https://www.link	United States	996	111	11.14%
23	Brightcove	https://www.link	United States	719	79	10.99%
24	Equinix EMEA	https://www.link	United States	1,138	123	10.81%
25	Complex NTWRK	https://www.link	United States	586	61	10.41%
26	Static Media	https://www.link	United States	664	68	10.24%
27	Equinix	https://www.link	United States	13,899	1,403	10.09%
28	Definitive Healthcare	https://www.link	United States	842	84	9.98%
29	Edelman	https://www.link	United States	6,882	664	9.65%
30	Copyright Clearance Center	https://www.link	United States	855	81	9.47%
31	Barstool Sports	https://www.link	United States	1,211	114	9.41%
32	Industrial Info Resources	https://www.link	United States	747	69	9.24%
33	Ketchum	https://www.link	United States	1,240	113	9.11%
34	BCW Global	https://www.link	United States	608	50	8.22%
35	POLITICO	https://www.link	United States	1,499	121	8.07%
36	Verisk	https://www.link	United States	5,112	407	7.96%
37	NielsenIQ	https://www.link	United States	24,866	1,974	7.94%
38	Dun & Bradstreet	https://www.link	United States	5,760	457	7.93%
39	Law360	https://www.link	United States	693	53	7.65%
40	Ruder Finn	https://www.link	United States	888	64	7.21%
41	Experian	https://www.link	United States	23,465	1,662	7.08%
42	EBSCO Information Services	https://www.link	United States	2,527	177	7.00%
43	Cision	https://www.link	United States	3,857	249	6.46%
44	CoreLogic	https://www.link	United States	6,472	413	6.38%
45	Data Axle	https://www.link	United States	1,370	86	6.28%
46	OverDrive	https://www.link	United States	539	33	6.12%
47	FleishmanHillard	https://www.link	United States	2,303	139	6.04%
48	J.D. Power	https://www.link	United States	1,642	97	5.91%
49	BDG	https://www.link	United States	751	42	5.59%
50	Dow Jones	https://www.link	United States	6,196	330	5.33%
51	Zocdoc	https://www.link	United States	1,119	59	5.27%
52	ICR	https://www.link	United States	712	37	5.20%
53	WE Communications	https://www.link	United States	1,775	91	5.13%
54	Minted	https://www.link	United States	559	27	4.83%
55	Access	https://www.link	United States	1,058	51	4.82%
56	The New York Public Library	https://www.link	United States	2,585	118	4.56%
57	Columbus Metropolitan Library	https://www.link	United States	664	30	4.52%
58	PR Newswire	https://www.link	United States	1,041	47	4.51%
59	Business Insider	https://www.link	United States	7,782	349	4.48%
60	Business Wire	https://www.link	United States	870	38	4.37%
61	Altrata	https://www.link	United States	1,197	52	4.34%
62	CNET	https://www.link	United States	1,060	43	4.06%
63	Brooklyn Public Library	https://www.link	United States	1,093	44	4.03%
64	Web Developer	https://www.link	United States	3,816	149	3.90%
65	Bibliotheca	https://www.link	United States	531	20	3.77%
66	Hill & Knowlton	https://www.link	United States	3,147	114	3.62%
67	Capvision	https://www.link	United States	828	29	3.50%
68	Cherokee Nation Business	https://www.link	United States	1,274	44	3.45%
69	Hunter	https://www.link	United States	929	31	3.34%
70	Cincinnati and Hamilton County	https://www.link	United States	581	19	3.27%
71	Monster	https://www.link	United States	3,582	103	2.88%
72	CT Corporation	https://www.link	United States	1,912	46	2.41%
73	Cass Information Systems	https://www.link	United States	920	20	2.17%
74	Baker & Taylor	https://www.link	United States	1,127	21	1.86%
75	GGG Information Services	https://www.link	United States	1,063	19	1.79%
76	ProQuest	https://www.link	United States	1,036	18	1.74%
77	Queens Public Library	https://www.link	United States	834	13	1.56%
78	Burson-Marsteller	https://www.link	United States	1,005	13	1.29%
79	Legacy.com	https://www.link	United States	567	7	1.23%
80	Vox Media	https://www.link	United States	11,340	109	0.96%
81	Enlyte	https://www.link	United States	4,685	26	0.55%
82	Insider	https://www.link	United States	8,831	24	0.27%

Ready to win at social?

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