



Singapore's Most Active Companies on Social - January 2025

Industry at a glance:

Average Score:
3.51%

Total Companies:
193

Average No. Employees:
3,799

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	Industry	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)	Rank Change
1	NTT DATA Asia Pacific	https://www.linkedin.com/company/ntt-data-asia-pacific	Information Techn	975	159	16.31%	New Entry
2	Tech Data APAC	https://www.linkedin.com/company/tech-data-apac	Information Techn	670	79	11.79%	▼ -1
3	PERSOLKELLY	https://www.linkedin.com/company/persolkelly	Human Resource	4,081	441	10.81%	▼ -1
4	Doo Group	https://www.linkedin.com/company/doo-group	Financial Services	612	64	10.46%	New Entry
5	Aspire	https://www.linkedin.com/company/aspire	Financial Services	882	87	9.86%	▲ 1
6	Ant International	https://www.linkedin.com/company/ant-international	Financial Services	638	62	9.72%	New Entry
7	BrightCHAMPS	https://www.linkedin.com/company/brightchamps	E-learning	1,337	128	9.57%	New Entry
8	BIPO	https://www.linkedin.com/company/bipo	Human Resource	814	75	9.21%	▲ 5
9	PwC South East Asia Cons	https://www.linkedin.com/company/pwc-south-east-asia-cons	Management Con	1,091	92	8.43%	▼ -6
10	boltech	https://www.linkedin.com/company/boltech	Insurance	938	74	7.89%	▲ 15
11	Darwinbox	https://www.linkedin.com/company/darwinbox	Computer Softwa	1,347	105	7.80%	▲ 5
12	Olam Agri	https://www.linkedin.com/company/olam-agri	Food Production	2,125	164	7.72%	▼ -3
13	Jiva	https://www.linkedin.com/company/jiva	Computer Softwa	578	43	7.44%	▼ -1
14	CXC	https://www.linkedin.com/company/cxc	Human Resource	569	42	7.38%	New Entry
15	Cloud4C Services	https://www.linkedin.com/company/cloud4c-services	Information Techn	1,444	105	7.27%	▼ -4
16	Web Synergies	https://www.linkedin.com/company/web-synergies	Information Techn	509	37	7.27%	New Entry
17	Mindsprint	https://www.linkedin.com/company/mindsprint	Information Techn	2,454	177	7.21%	New Entry
18	Professional Investment Ac	https://www.linkedin.com/company/professional-investment-ac	Financial Services	565	40	7.08%	▲ 16
19	Ensign InfoSecurity	https://www.linkedin.com/company/ensign-infosecurity	Computer & Netw	811	56	6.91%	▼ -14
20	TO THE NEW	https://www.linkedin.com/company/to-the-new	Information Techn	2,651	177	6.68%	▼ -3
21	Drew & Napier	https://www.linkedin.com/company/drew-napier	Law Practice	541	35	6.47%	▲ 1

22	Tolaram	https://www.link	Consumer Goods	820	53	6.46%	▲ 5
23	element14 Electronics	https://www.link	Electrical & Electr	776	48	6.19%	▼ -3
24	finexis advisory	https://www.link	Financial Services	761	46	6.04%	▼ -16
25	Verticurl	https://www.link	Marketing & Adve	1,428	85	5.95%	▲ 17
26	Azentio	https://www.link	Computer Softwa	1,890	112	5.93%	▲ 4
27	MariApps Marine Solutions	https://www.link	Information Techn	1,065	61	5.73%	▲ 31
28	Connell Caldic	https://www.link	Chemicals	741	42	5.67%	▼ -7
29	2C2P	https://www.link	Financial Services	552	30	5.43%	▲ 56
30	ADA	https://www.link	Management Cor	1,829	97	5.30%	▲ 39
31	Accenture Southeast Asia	https://www.link	Management Cor	1,469	77	5.24%	▼ -12
32	GovTech Singapore	https://www.link	Information Techn	3,955	206	5.21%	▲ 6
33	Cladtek	https://www.link	Oil & Energy	1,536	78	5.08%	▼ -7
34	iNova Pharmaceuticals	https://www.link	Pharmaceuticals	697	35	5.02%	▼ -11
35	Agoda	https://www.link	Computer Softwa	12,419	623	5.02%	▲ 13
36	EPI-USE	https://www.link	Information Techn	1,510	75	4.97%	▲ 4
37	Moglix	https://www.link	Computer Softwa	1,269	62	4.89%	▼ -5
38	MGH Group	https://www.link	Transportation/Tr	1,414	69	4.88%	▼ -28
39	Carro	https://www.link	Automotive	986	48	4.87%	▲ 8
40	Oil and Gas Industry	https://www.link	Oil & Energy	603	29	4.81%	New Entry
41	Quest Global	https://www.link	Information Techn	18,095	860	4.75%	▲ 12
42	PhillipCapital	https://www.link	Financial Services	1,139	54	4.74%	▼ -5
43	Optimum Solutions	https://www.link	Information Techn	1,389	65	4.68%	▲ 9
44	Thakral One	https://www.link	Information Techn	706	33	4.67%	▲ 33
45	BoardRoom Group	https://www.link	Financial Services	578	27	4.67%	New Entry
46	Patsnap	https://www.link	Computer Softwa	516	24	4.65%	▼ -13
47	ENGIE South East Asia	https://www.link	Utilities	560	26	4.64%	▼ -43
48	IQVIA Asia Pacific	https://www.link	Hospital & Health	1,507	69	4.58%	New Entry
49	Rajah & Tann Asia	https://www.link	Law Practice	818	37	4.52%	▲ 10
50	AIA Singapore	https://www.link	Insurance	3,128	141	4.51%	▼ -19
51	Indorama	https://www.link	Chemicals	1,135	51	4.49%	▲ 9
52	TDCX	https://www.link	Outsourcing/Offst	14,456	640	4.43%	▼ -1
53	Ocean Network Express	https://www.link	Transportation/Tr	4,750	210	4.42%	▲ 13
54	Shopee	https://www.link	Computer Softwa	47,318	2,050	4.33%	▼ -9
55	Circles	https://www.link	Computer Softwa	1,276	55	4.31%	▼ -19
56	Silverlake	https://www.link	Information Techn	882	38	4.31%	New Entry
57	Prudential Assurance Com	https://www.link	Financial Services	5,518	237	4.30%	▼ -22
58	Gear	https://www.link	Outsourcing/Offst	2,163	92	4.25%	▼ -8
59	ShopBack	https://www.link	Computer Softwa	943	40	4.24%	▼ -45
60	Maxeon Solar Technologier	https://www.link	Renewables & En	1,350	57	4.22%	▼ -45
61	Univers	https://www.link	Computer Softwa	817	34	4.16%	New Entry
62	Wilhelmsen Ship Managemen	https://www.link	Transportation/Tr	1,370	57	4.16%	▼ -21
63	APRIL	https://www.link	Paper & Forest Pr	4,727	193	4.08%	New Entry
64	International SOS	https://www.link	Hospital & Health	11,899	478	4.02%	New Entry
65	Eastspring Investments	https://www.link	Financial Services	1,113	44	3.95%	▼ -41
66	SGX Group	https://www.link	Financial Services	1,248	49	3.93%	▼ -20
67	SingHealth	https://www.link	Hospital & Health	2,699	105	3.89%	New Entry
68	Bromma	https://www.link	Machinery	674	26	3.86%	▲ 41
69	PwC Singapore	https://www.link	Accounting	2,575	98	3.81%	▼ -20
70	Trax Retail	https://www.link	Information Techn	841	32	3.80%	▼ -27
71	Mewah Group	https://www.link	Food & Beverage	632	24	3.80%	▼ -42
72	Menarini Asia-Pacific	https://www.link	Pharmaceuticals	637	24	3.77%	▼ -28
73	20Cube Logistics	https://www.link	Transportation/Tr	859	32	3.73%	▲ 14
74	KPMG Singapore	https://www.link	Management Cor	3,340	124	3.71%	▼ -35
75	Singlife	https://www.link	Insurance	1,002	37	3.69%	▼ -21
76	IBS Software	https://www.link	Computer Softwa	5,410	197	3.64%	▼ -19
77	Ben Line Group	https://www.link	Logistics & Suppl	1,054	38	3.61%	▼ -3
78	Pacific International Lines	https://www.link	Transportation/Tr	2,332	82	3.52%	▼ -2
79	Jebsen & Jessen Group	https://www.link	International Trad	1,478	51	3.45%	New Entry
80	Allen & Gledhill	https://www.link	Law Practice	732	25	3.42%	▲ 17
81	PropertyGuru Group	https://www.link	Computer Softwa	2,403	82	3.41%	▼ -20
82	M.Tech	https://www.link	Information Techn	768	26	3.39%	▼ -2
83	Traveloka	https://www.link	Computer Softwa	3,223	109	3.38%	▼ -16
84	Trip.com	https://www.link	Computer Softwa	1,008	34	3.37%	▼ -6
85	Canon Singapore	https://www.link	Information Techn	593	20	3.37%	▼ -14
86	Daraz	https://www.link	Computer Softwa	12,178	410	3.37%	▼ -21
87	ENNOVI	https://www.link	Electrical & Electr	1,878	63	3.35%	▲ 16
88	Starbucks Singapore	https://www.link	Food & Beverage	573	19	3.32%	▼ -32
89	CyberLogitec	https://www.link	Information Techn	845	27	3.20%	▲ 46
90	NCS Group	https://www.link	Information Techn	11,398	364	3.19%	▼ -28
91	CGS International Securitie	https://www.link	Financial Services	760	24	3.16%	▼ -21
92	Sembcorp Industries	https://www.link	Utilities	3,692	116	3.14%	▼ -28
93	Tectura	https://www.link	Information Techn	511	16	3.13%	▼ -9

94	Carousell Group	https://www.link	Computer Softwa	1,182	37	3.13%	▼ -39
95	Samsung Electronics Sout	https://www.link	Consumer Electrc	968	30	3.10%	New Entry
96	Bank of Singapore	https://www.link	Financial Service	2,501	77	3.08%	▼ -23
97	ST Engineering	https://www.link	Information Techn	16,101	494	3.07%	▼ -69
98	ComfortDelGro	https://www.link	Transportation/Tr	1,215	37	3.05%	▼ -16
99	Trafigura	https://www.link	Oil & Energy	4,599	139	3.02%	▼ -1
100	Synapxe	https://www.link	Information Techn	3,277	98	2.99%	▼ -11
101	National Cancer Centre Sir	https://www.link	Hospital & Health	942	28	2.97%	New Entry
102	Mitrais	https://www.link	Information Techn	632	18	2.85%	▼ -2
103	RSM - Singapore	https://www.link	Accounting	531	15	2.82%	New Entry
104	Panasonic Asia Pacific	https://www.link	Electrical & Electr	532	15	2.82%	▼ -14
105	SHOPLINE	https://www.link	Computer Softwa	923	26	2.82%	▼ -37
106	Fullerton Health	https://www.link	Hospital & Health	709	19	2.68%	New Entry
107	Crypto.com	https://www.link	Financial Service	6,239	165	2.64%	▼ -8
108	PT Ecogreen Oleochemical	https://www.link	Chemicals	1,026	27	2.63%	New Entry
109	Atome	https://www.link	Financial Service	647	17	2.63%	▲ 7
110	SP Group	https://www.link	Utilities	2,341	61	2.61%	▼ -18
111	Temasek	https://www.link	Financial Service	1,553	40	2.58%	▼ -30
112	NTUC Health Co-operative	https://www.link	Hospital & Health	629	16	2.54%	New Entry
113	Agency for Integrated Care	https://www.link	Hospital & Health	826	21	2.54%	New Entry
114	CIMB Singapore	https://www.link	Banking	792	20	2.53%	▼ -51
115	Esco	https://www.link	Biotechnology	1,111	28	2.52%	▲ 13
116	XP Power	https://www.link	Electrical & Electr	875	22	2.51%	▼ -44
117	Wilmar Consultancy Servic	https://www.link	Information Techn	637	16	2.51%	▼ -11
118	Synergy Marine Group	https://www.link	Logistics & Suppl	5,777	144	2.49%	▼ -30
119	Wilmar International	https://www.link	Food Production	6,986	173	2.48%	▼ -28
120	StarHub	https://www.link	Telecommunicat	2,731	67	2.45%	▼ -26
121	Puma Energy	https://www.link	Oil & Energy	7,010	170	2.43%	▼ -28
122	Plintron	https://www.link	Telecommunicat	755	18	2.38%	▼ -39
123	Singtel	https://www.link	Telecommunicat	8,128	193	2.37%	▼ -27
124	BW Group	https://www.link	Logistics & Suppl	1,265	30	2.37%	▲ 19
125	Aden Group	https://www.link	Facilities Service	1,287	30	2.33%	▲ 14
126	DBS Bank	https://www.link	Banking	33,856	766	2.26%	▼ -51
127	GIC	https://www.link	Financial Service	3,711	81	2.18%	▼ -4
128	Income Insurance	https://www.link	Insurance	2,354	51	2.17%	▼ -23
129	Monetary Authority of Sing	https://www.link	Banking	2,425	52	2.14%	▼ -15
130	M1	https://www.link	Telecommunicat	1,557	33	2.12%	▼ -29
131	YCH Group	https://www.link	Transportation/Tr	1,385	29	2.09%	▼ -10
132	foodpanda	https://www.link	Internet	15,094	315	2.09%	▼ -30
133	Rotary Engineering	https://www.link	Information Techn	2,021	42	2.08%	▲ 5
134	ISS Facility Services	https://www.link	Facilities Service	646	13	2.01%	▼ -30
135	Giti Tire	https://www.link	Automotive	650	13	2.00%	▼ -2
136	BIGO	https://www.link	Computer Softwa	2,950	59	2.00%	▼ -41
137	NEC Asia Pacific	https://www.link	Information Techn	1,003	20	1.99%	▼ -25
138	MIMS	https://www.link	Hospital & Health	1,256	25	1.99%	New Entry
139	Olam	https://www.link	Food & Beverage	8,725	168	1.93%	▼ -22
140	ZALORA Group	https://www.link	Computer Softwa	2,715	52	1.92%	▼ -18
141	EM Services	https://www.link	Facilities Service	532	10	1.88%	▼ -14
142	Dole Packaged Foods	https://www.link	Food & Beverage	1,811	34	1.88%	▼ -34
143	GREAT EASTERN	https://www.link	Insurance	13,797	254	1.84%	▼ -32
144	KK Women's and Children'	https://www.link	Hospital & Health	2,014	37	1.84%	New Entry
145	NETS	https://www.link	Financial Service	930	17	1.83%	▼ -66
146	UOB	https://www.link	Banking	26,811	481	1.79%	▼ -26
147	CrimsonLogic	https://www.link	Information Techn	1,231	22	1.79%	▼ -40
148	OCBC	https://www.link	Banking	18,793	332	1.77%	▼ -35
149	Sea	https://www.link	Computer Softwa	4,192	74	1.77%	▼ -30
150	AEM	https://www.link	Electrical & Electr	914	16	1.75%	▼ -2
151	MOH Holdings	https://www.link	Hospital & Health	1,583	27	1.71%	New Entry
152	UOB Kay Hian	https://www.link	Financial Service	1,377	23	1.67%	▲ 0
153	SMRT	https://www.link	Transportation/Tr	3,806	63	1.66%	▼ -67
154	Virtuos	https://www.link	Computer Games	2,424	40	1.65%	▼ -39
155	PSA Singapore	https://www.link	Logistics & Suppl	2,788	45	1.61%	▼ -4
156	Straive	https://www.link	Management Cor	11,421	183	1.60%	▼ -38
157	IGG	https://www.link	Computer Games	1,413	22	1.56%	▼ -13
158	Venture	https://www.link	Electrical & Electr	1,871	29	1.55%	▼ -24
159	Raffles Medical Group	https://www.link	Hospital & Health	1,294	20	1.55%	New Entry
160	Atlantic, Gulf & Pacific Con	https://www.link	Oil & Energy	2,396	37	1.54%	▼ -6
161	SATS	https://www.link	Airlines/Aviation	5,406	81	1.50%	▼ -24
162	Zuellig Pharma	https://www.link	Hospital & Health	6,427	96	1.49%	New Entry
163	PCI	https://www.link	Electrical & Electr	1,218	18	1.48%	▼ -37
164	ASMPT	https://www.link	Semiconductors	1,627	24	1.48%	▼ -35
165	The Coffee Bean & Tea Le	https://www.link	Food & Beverage	3,833	56	1.46%	▼ -33

166	Tokio Marine Insurance Gr	https://www.link	Insurance	2,055		30	1.46%	▼ -25
167	Keppel	https://www.link	Financial Services	1,533		22	1.44%	▼ -43
168	Singapore Post	https://www.link	Transportation/Tr	1,778		25	1.41%	▼ -32
169	Interplex	https://www.link	Electrical & Electr	1,156		16	1.38%	▼ -19
170	Grab	https://www.link	Computer Softwa	48,533		629	1.30%	▼ -25
171	Ninja Van	https://www.link	Transportation/Tr	5,061		65	1.28%	▼ -61
172	SIA Engineering Company	https://www.link	Airlines/Aviation	2,468		31	1.26%	▼ -30
173	National University Health	https://www.link	Hospital & Health	7,060		86	1.22%	New Entry
174	REC	https://www.link	Renewables & En	1,665		19	1.14%	▼ -25
175	Lazada	https://www.link	Computer Softwa	21,006		230	1.09%	▼ -28
176	Singapore Airlines	https://www.link	Airlines/Aviation	15,023		163	1.09%	▼ -21
177	Kulicke & Soffa	https://www.link	Semiconductors	1,966		21	1.07%	▼ -20
178	InMobi Advertising	https://www.link	Marketing & Adve	1,636		16	0.98%	▼ -171
179	JAPFA	https://www.link	Food Production	4,836		42	0.87%	▼ -23
180	EDMI	https://www.link	Electrical & Electr	581		5	0.86%	▼ -40
181	Scoot	https://www.link	Airlines/Aviation	1,667		12	0.72%	▼ -56
182	BreadTalk Group	https://www.link	Food & Beverage	1,112		8	0.72%	▼ -36
183	STATS ChipPAC	https://www.link	Semiconductors	2,700		18	0.67%	▼ -19
184	UTAC	https://www.link	Semiconductors	1,854		12	0.65%	▼ -25
185	Ayam Brand™ Official	https://www.link	Food Production	661		4	0.61%	▼ -19
186	DyStar	https://www.link	Chemicals	1,257		7	0.56%	▼ -33
187	MytePro	https://www.link	Information Techn	576		3	0.52%	New Entry
188	National Healthcare Group	https://www.link	Hospital & Health	13,856		50	0.36%	New Entry
189	PSA International	https://www.link	Transportation/Tr	11,271		39	0.35%	▼ -27
190	NIPSEA Group Nippon Pe	https://www.link	Chemicals	6,402		22	0.34%	▼ -27
191	51Talk Headquarters	https://www.link	E-learning	10,163		31	0.31%	New Entry
192	FUJIFILM Business Innova	https://www.link	Information Techn	6,292		16	0.25%	▼ -31
193	RGE	https://www.link	Paper & Forest Pi	19,118		27	0.14%	New Entry

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