



Europe's Most Active Professionals on Social - Best of 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](https://dsmn8.com)

So, where does your company rank?

| Position | Company Name | LinkedIn URL | Industry | Location | Employees on LinkedIn | No. Employees Shared (Last 30 Days) | % Shared (Last 30 Days) |
|----------|--------------------------|---|------------------|-------------|-----------------------|-------------------------------------|-------------------------|
| 1 | Le Mercato de l'Emploi | https://www.linkedin.com/company/le-mercato-de-l-emploi | Staffing & Recr | France | 501 | 276 | 55.09% |
| 2 | Generali Austria | https://www.linkedin.com/company/generali-austria | Insurance | Austria | 589 | 221 | 37.52% |
| 3 | Magma Studio | https://www.linkedin.com/company/magma-studio | Staffing & Recr | Portugal | 574 | 198 | 34.49% |
| 4 | Morgan Philips Group | https://www.linkedin.com/company/morgan-philips-group | Staffing & Recr | Luxembourg | 621 | 197 | 31.72% |
| 5 | Generali Switzerland | https://www.linkedin.com/company/generali-switzerland | Insurance | Switzerland | 543 | 146 | 26.89% |
| 6 | SBB Accountants & Adviso | https://www.linkedin.com/company/sbb-accountants-adviso | Financial Servic | Belgium | 514 | 138 | 26.85% |
| 7 | Mercuri Urval | https://www.linkedin.com/company/mercuri-urval | Staffing & Recr | Sweden | 663 | 177 | 26.70% |
| 8 | Mason Hayes & Curran | https://www.linkedin.com/company/mason-hayes-curran | Law & Legal | Ireland | 641 | 164 | 25.59% |
| 9 | Lucanet | https://www.linkedin.com/company/lucanet | Computer Softv | Germany | 604 | 154 | 25.50% |
| 10 | Scaleway | https://www.linkedin.com/company/scaleway | Computer Softv | France | 562 | 143 | 25.44% |
| 11 | KPMG Denmark | https://www.linkedin.com/company/kpmg-denmark | Management C | Denmark | 660 | 167 | 25.30% |
| 12 | Aiven | https://www.linkedin.com/company/aiven | Computer Softv | Finland | 507 | 126 | 24.85% |
| 13 | Mirakl | https://www.linkedin.com/company/mirakl | Computer Softv | France | 762 | 189 | 24.80% |
| 14 | Cognite | https://www.linkedin.com/company/cognite | Computer Softv | Norway | 601 | 149 | 24.79% |
| 15 | Expereo | https://www.linkedin.com/company/expereo | Computer Softv | Netherlands | 532 | 128 | 24.06% |
| 16 | NonStop Consulting | https://www.linkedin.com/company/nonstop-consulting | Staffing & Recr | Switzerland | 744 | 177 | 23.79% |
| 17 | STX Group | https://www.linkedin.com/company/stx-group | Financial Servic | Netherlands | 530 | 124 | 23.40% |
| 18 | Law Society of Ireland | https://www.linkedin.com/company/law-society-of-ireland | Legal Services | Ireland | 548 | 128 | 23.36% |
| 19 | Camunda | https://www.linkedin.com/company/camunda | Computer Softv | Germany | 511 | 118 | 23.09% |
| 20 | awwwards. | https://www.linkedin.com/company/awwwards | Internet | Spain | 545 | 124 | 22.75% |
| 21 | RSM | https://www.linkedin.com/company/rsm | Financial Servic | Netherlands | 561 | 127 | 22.64% |

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|----|----------------------------|---|-----------------|-------------|-----|-----|--------|
| 22 | Eficode | https://www.link | IT & Services | Finland | 564 | 127 | 22.52% |
| 23 | Contentful | https://www.link | Computer Softw | Germany | 849 | 181 | 21.32% |
| 24 | Gan Patrimoine | https://www.link | Insurance | France | 649 | 138 | 21.26% |
| 25 | VDMA | https://www.link | Machinery | Germany | 640 | 134 | 20.94% |
| 26 | SALTO Systems | https://www.link | Electronics/Ele | Spain | 869 | 181 | 20.83% |
| 27 | Crowe Foederer | https://www.link | Accounting | Netherlands | 549 | 113 | 20.58% |
| 28 | PwC Malta | https://www.link | Financial Serv | Malta | 625 | 128 | 20.48% |
| 29 | Berenschot | https://www.link | Management C | Netherlands | 670 | 137 | 20.45% |
| 30 | Moore DRV | https://www.link | Financial Serv | Netherlands | 783 | 160 | 20.43% |
| 31 | SAP LeanIX | https://www.link | Computer Softw | Germany | 618 | 126 | 20.39% |
| 32 | commercetools | https://www.link | Computer Softw | Germany | 683 | 139 | 20.35% |
| 33 | ICAB | https://www.link | Law & Legal | Spain | 653 | 131 | 20.06% |
| 34 | SAP Signavio | https://www.link | Computer Softw | Germany | 629 | 126 | 20.03% |
| 35 | CM.com | https://www.link | IT & Services | Netherlands | 761 | 150 | 19.71% |
| 36 | Lavoropiù | https://www.link | Staffing & Recr | Italy | 836 | 164 | 19.62% |
| 37 | AFNOR Certification | https://www.link | Management C | France | 591 | 115 | 19.46% |
| 38 | SELISE Digital Platforms | https://www.link | Computer Softw | Switzerland | 592 | 115 | 19.43% |
| 39 | INTEDYA | https://www.link | Management C | Spain | 512 | 99 | 19.34% |
| 40 | Pleo | https://www.link | Financial Serv | Denmark | 994 | 192 | 19.32% |
| 41 | Wolf Theiss | https://www.link | Law & Legal | Austria | 726 | 139 | 19.15% |
| 42 | ITG Group | https://www.link | Management C | France | 537 | 102 | 18.99% |
| 43 | Universal Robots | https://www.link | Machinery | Denmark | 912 | 172 | 18.86% |
| 44 | TriFinance Belgium | https://www.link | Financial Serv | Belgium | 621 | 117 | 18.84% |
| 45 | VGD | https://www.link | Financial Serv | Belgium | 616 | 116 | 18.83% |
| 46 | Argon & Co | https://www.link | Management C | France | 717 | 135 | 18.83% |
| 47 | codecentric | https://www.link | IT & Services | Germany | 528 | 99 | 18.75% |
| 48 | ECIJA | https://www.link | Law & Legal | Spain | 608 | 114 | 18.75% |
| 49 | Dalux | https://www.link | Computer Softw | Denmark | 595 | 111 | 18.66% |
| 50 | L-Acoustics | https://www.link | Electronics/Ele | France | 509 | 94 | 18.47% |
| 51 | Adjust | https://www.link | Computer Softw | Germany | 668 | 122 | 18.26% |
| 52 | Getnet | https://www.link | Financial Serv | Spain | 850 | 155 | 18.24% |
| 53 | juliet sterwen | https://www.link | Management C | France | 532 | 97 | 18.23% |
| 54 | WithSecure | https://www.link | Computer Netw | Finland | 884 | 161 | 18.21% |
| 55 | Seequent | https://www.link | Computer Softw | New Zealand | 676 | 123 | 18.20% |
| 56 | Eplan | https://www.link | Computer Softw | Germany | 865 | 157 | 18.15% |
| 57 | Moore MKW | https://www.link | Financial Serv | Netherlands | 635 | 114 | 17.95% |
| 58 | Sonar | https://www.link | Computer Softw | Switzerland | 639 | 114 | 17.84% |
| 59 | AlfaPeople | https://www.link | IT & Services | Denmark | 679 | 121 | 17.82% |
| 60 | Schoenherr Attorneys at La | https://www.link | Law & Legal | Austria | 644 | 114 | 17.70% |
| 61 | Sparekassen Kronjylland | https://www.link | Banking | Denmark | 877 | 154 | 17.56% |
| 62 | Business Sweden | https://www.link | Management C | Sweden | 621 | 109 | 17.55% |
| 63 | Aerogen | https://www.link | Medical Device | Ireland | 513 | 89 | 17.35% |
| 64 | Generali France | https://www.link | Insurance | France | 785 | 136 | 17.32% |
| 65 | Pagero | https://www.link | IT & Services | Sweden | 687 | 118 | 17.18% |
| 66 | OCTO Technology | https://www.link | IT & Services | France | 944 | 161 | 17.06% |
| 67 | Sofigate | https://www.link | IT & Services | Finland | 777 | 132 | 16.99% |
| 68 | PALO IT | https://www.link | IT & Services | France | 590 | 100 | 16.95% |
| 69 | HBX Group | https://www.link | Internet | Spain | 638 | 108 | 16.93% |
| 70 | Kvadrat | https://www.link | IT & Services | Sweden | 515 | 87 | 16.89% |
| 71 | Daan | https://www.link | Staffing & Recr | Netherlands | 527 | 89 | 16.89% |
| 72 | Equativ | https://www.link | Marketing & Ad | France | 533 | 90 | 16.89% |
| 73 | Visma Finland | https://www.link | Computer Softw | Finland | 610 | 103 | 16.89% |
| 74 | Staffbase | https://www.link | Computer Softw | Germany | 836 | 141 | 16.87% |
| 75 | Greenstep | https://www.link | Financial Serv | Finland | 647 | 109 | 16.85% |
| 76 | Adform | https://www.link | IT & Services | Denmark | 785 | 132 | 16.82% |
| 77 | Roboyo | https://www.link | IT & Services | Germany | 518 | 87 | 16.80% |
| 78 | Interaction Interim | https://www.link | Staffing & Recr | France | 794 | 133 | 16.75% |
| 79 | Mollie | https://www.link | Financial Serv | Netherlands | 816 | 136 | 16.67% |
| 80 | WILLIAM FRY | https://www.link | Law & Legal | Ireland | 541 | 90 | 16.64% |
| 81 | Unite | https://www.link | IT & Services | Germany | 511 | 85 | 16.63% |
| 82 | MaibornWolff | https://www.link | IT & Services | Germany | 784 | 130 | 16.58% |
| 83 | Innofactor | https://www.link | Computer Softw | Finland | 573 | 95 | 16.58% |
| 84 | Flick Gocke Schaumburg | https://www.link | Legal Services | Germany | 663 | 109 | 16.44% |
| 85 | NIRAS International Consu | https://www.link | Management C | Denmark | 707 | 116 | 16.41% |
| 86 | Monuta | https://www.link | Insurance | Netherlands | 562 | 92 | 16.37% |
| 87 | Advens | https://www.link | Computer Netw | France | 563 | 92 | 16.34% |
| 88 | Easi | https://www.link | IT & Services | Belgium | 637 | 104 | 16.33% |
| 89 | Vitamin Well Group | https://www.link | Food & Beverag | Sweden | 552 | 90 | 16.30% |
| 90 | Valiantys | https://www.link | IT & Services | France | 577 | 94 | 16.29% |
| 91 | CMS Francis Lefebvre Avo | https://www.link | Law & Legal | France | 915 | 149 | 16.28% |
| 92 | CCH® Tagetik | https://www.link | IT & Services | Italy | 690 | 112 | 16.23% |
| 93 | abab | https://www.link | Accounting | Netherlands | 776 | 125 | 16.11% |

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| 94 | Scatec ASA | https://www.link | Logistics & Sup Norway | 904 | 145 | 16.04% |
| 95 | Havas Worldwide Paris | https://www.link | Marketing & Ad France | 500 | 80 | 16.00% |



Ready to win at social?

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