



## 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](https://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	KPMG Belgium	<a href="https://www.linkedin.com/company/kpmg-belgium">https://www.linkedin.com/company/kpmg-belgium</a>	Management C	Belgium	1,809	641	35.43%
2	Gi Group Holding	<a href="https://www.linkedin.com/company/gi-group-holding">https://www.linkedin.com/company/gi-group-holding</a>	Staffing & Recr	Italy	1,124	370	32.92%
3	Blip	<a href="https://www.linkedin.com/company/blip">https://www.linkedin.com/company/blip</a>	South America	Brazil	1,588	447	28.15%
4	LLYC	<a href="https://www.linkedin.com/company/llyc">https://www.linkedin.com/company/llyc</a>	Marketing & Ad	Spain	1,369	375	27.39%
5	Frontiers	<a href="https://www.linkedin.com/company/frontiers">https://www.linkedin.com/company/frontiers</a>	Swiss HQ	Research	3,050	816	26.75%
6	KPMG Switzerland	<a href="https://www.linkedin.com/company/kpmg-switzerland">https://www.linkedin.com/company/kpmg-switzerland</a>	Management C	Switzerland	2,262	601	26.57%
7	Cato Networks	<a href="https://www.linkedin.com/company/cato-networks">https://www.linkedin.com/company/cato-networks</a>	IT & Services	Israel	1,136	300	26.41%
8	Le Conservateur	<a href="https://www.linkedin.com/company/le-conservateur">https://www.linkedin.com/company/le-conservateur</a>	Financial Serv	France	1,103	279	25.29%
9	<a href="https://www.linkedin.com/company/proprietes-privées.com">Proprietes-privées.com</a>	<a href="https://www.linkedin.com/company/proprietes-privées.com">https://www.linkedin.com/company/proprietes-privées.com</a>	Real Estate	France	1,368	344	25.15%
10	Sankhya Gestão de Negócios	<a href="https://www.linkedin.com/company/sankhya-gestao-de-negocios">https://www.linkedin.com/company/sankhya-gestao-de-negocios</a>	South America	Brazil	2,086	503	24.11%
11	Mews	<a href="https://www.linkedin.com/company/mews">https://www.linkedin.com/company/mews</a>	Computer Softw	Netherlands	1,213	274	22.59%
12	Implement Consulting Group	<a href="https://www.linkedin.com/company/implement-consulting-group">https://www.linkedin.com/company/implement-consulting-group</a>	Management C	Denmark	1,833	414	22.59%
13	Lucerne University of Applied Sciences and Arts	<a href="https://www.linkedin.com/company/lucerne-university-of-applied-sciences-and-arts">https://www.linkedin.com/company/lucerne-university-of-applied-sciences-and-arts</a>	Swiss HQ	Switzerland	2,939	662	22.52%
14	Barreau de Paris	<a href="https://www.linkedin.com/company/barreau-de-paris">https://www.linkedin.com/company/barreau-de-paris</a>	Legal Services	France	1,237	278	22.47%
15	Alan	<a href="https://www.linkedin.com/company/alan">https://www.linkedin.com/company/alan</a>	Insurance	France	1,021	227	22.23%
16	World Intellectual Property Organization	<a href="https://www.linkedin.com/company/world-intellectual-property-organization">https://www.linkedin.com/company/world-intellectual-property-organization</a>	Swiss HQ	Switzerland	2,146	468	21.81%
17	International Telecommunication Union	<a href="https://www.linkedin.com/company/international-telecommunication-union">https://www.linkedin.com/company/international-telecommunication-union</a>	Swiss HQ	Switzerland	1,303	283	21.72%
18	International Trade Centre	<a href="https://www.linkedin.com/company/international-trade-centre">https://www.linkedin.com/company/international-trade-centre</a>	Swiss HQ	Switzerland	1,225	264	21.55%
19	Neogrid	<a href="https://www.linkedin.com/company/neogrid">https://www.linkedin.com/company/neogrid</a>	South America	Brazil	1,063	228	21.45%
20	Crayon	<a href="https://www.linkedin.com/company/crayon">https://www.linkedin.com/company/crayon</a>	IT & Services	Norway	3,468	740	21.34%
21	Morgan McKinley	<a href="https://www.linkedin.com/company/morgan-mckinley">https://www.linkedin.com/company/morgan-mckinley</a>	Staffing & Recr	Ireland	1,303	275	21.11%

22	MDS Group	<a href="https://www.link">https://www.link</a>	Insurance	Portugal	1,901	393	20.67%
23	SAFTI	<a href="https://www.link">https://www.link</a>	Real Estate	France	3,785	778	20.55%
24	BSK Immobilier	<a href="https://www.link">https://www.link</a>	Real Estate	France	1,433	293	20.45%
25	PwC Finland	<a href="https://www.link">https://www.link</a>	Management C	Finland	1,112	226	20.32%
26	Nexthink	<a href="https://www.link">https://www.link</a>	Swiss HQ	Switzerland	1,025	208	20.29%
27	Cresol Cooperativa	<a href="https://www.link">https://www.link</a>	South America	Brazil	5,789	1,163	20.09%
28	iad France	<a href="https://www.link">https://www.link</a>	Real Estate	France	8,735	1,748	20.01%
29	RD Station	<a href="https://www.link">https://www.link</a>	South America	Brazil	1,342	266	19.82%
30	KPMG Norway	<a href="https://www.link">https://www.link</a>	Management C	Norway	1,630	323	19.82%
31	PwC Ireland	<a href="https://www.link">https://www.link</a>	Management C	Ireland	2,418	478	19.77%
32	Nordcloud	<a href="https://www.link">https://www.link</a>	IT & Services	Finland	1,271	249	19.59%
33	Efficity	<a href="https://www.link">https://www.link</a>	Real Estate	France	1,426	276	19.35%
34	Groupe LIP	<a href="https://www.link">https://www.link</a>	Staffing & Recr	France	1,026	195	19.01%
35	KPMG Italy	<a href="https://www.link">https://www.link</a>	Management C	Italy	4,860	923	18.99%
36	Awin Global	<a href="https://www.link">https://www.link</a>	Marketing & Ad	Germany	1,348	256	18.99%
37	Omie	<a href="https://www.link">https://www.link</a>	South America	Brazil	1,383	262	18.94%
38	Ilustre Colegio de la Aboga	<a href="https://www.link">https://www.link</a>	Law & Legal	Spain	1,323	250	18.90%
39	Q_PERIOR	<a href="https://www.link">https://www.link</a>	Management C	Germany	1,054	199	18.88%
40	Grafton Recruitment	<a href="https://www.link">https://www.link</a>	Staffing & Recr	Italy	1,195	224	18.74%
41	UEFA	<a href="https://www.link">https://www.link</a>	Swiss HQ	Switzerland	2,979	556	18.66%
42	SUPPLAY	<a href="https://www.link">https://www.link</a>	Staffing & Recr	France	1,854	346	18.66%
43	APEC	<a href="https://www.link">https://www.link</a>	Staffing & Recr	France	1,679	311	18.52%
44	PwC Sweden	<a href="https://www.link">https://www.link</a>	Management C	Sweden	2,676	492	18.39%
45	Buk	<a href="https://www.link">https://www.link</a>	South America	Chile	1,443	263	18.23%
46	Zühlke Group	<a href="https://www.link">https://www.link</a>	IT & Services	Switzerland	1,809	326	18.02%
47	COSMO CONSULT	<a href="https://www.link">https://www.link</a>	IT & Services	Germany	1,335	239	17.90%
48	ManpowerGroup Italia	<a href="https://www.link">https://www.link</a>	Staffing & Recr	Italy	1,166	207	17.75%
49	SUSE	<a href="https://www.link">https://www.link</a>	Computer Soft	Germany	2,522	445	17.64%
50	Generali France	<a href="https://www.link">https://www.link</a>	Insurance	France	1,044	184	17.62%
51	Ultracargo	<a href="https://www.link">https://www.link</a>	South America	Brazil	1,045	184	17.61%
52	PwC Luxembourg	<a href="https://www.link">https://www.link</a>	Financial Serv	Luxembourg	3,408	592	17.37%
53	Allianz Services	<a href="https://www.link">https://www.link</a>	Financial Serv	Germany	3,164	547	17.29%
54	Grupo Vamos	<a href="https://www.link">https://www.link</a>	South America	Brazil	1,205	208	17.26%
55	PwC Argentina	<a href="https://www.link">https://www.link</a>	South America	Argentina	2,930	503	17.17%
56	Malt	<a href="https://www.link">https://www.link</a>	Internet	France	1,521	260	17.09%
57	Trustpilot	<a href="https://www.link">https://www.link</a>	Internet	Denmark	1,136	191	16.81%
58	PagoNxt	<a href="https://www.link">https://www.link</a>	Financial Serv	Spain	1,410	237	16.81%
59	will bank	<a href="https://www.link">https://www.link</a>	South America	Brazil	1,335	223	16.70%
60	PwC Belgium	<a href="https://www.link">https://www.link</a>	Accounting	Belgium	1,814	303	16.70%
61	Onepoint	<a href="https://www.link">https://www.link</a>	Management C	France	3,585	596	16.62%
62	KPMG Sweden	<a href="https://www.link">https://www.link</a>	Management C	Sweden	1,786	296	16.57%
63	PwC Greece	<a href="https://www.link">https://www.link</a>	Management C	Greece	1,912	316	16.53%
64	Telefónica Tech	<a href="https://www.link">https://www.link</a>	Telco	Spain	3,893	643	16.52%
65	Accenture Greece	<a href="https://www.link">https://www.link</a>	IT & Services	Greece	1,128	186	16.49%
66	South Pole	<a href="https://www.link">https://www.link</a>	Swiss HQ	Switzerland	1,040	171	16.44%
67	Consid	<a href="https://www.link">https://www.link</a>	IT & Services	Sweden	1,844	302	16.38%
68	Voltaia	<a href="https://www.link">https://www.link</a>	Semiconductor	France	1,444	236	16.34%
69	Allianz France	<a href="https://www.link">https://www.link</a>	Insurance	France	6,665	1,087	16.31%
70	Adyen	<a href="https://www.link">https://www.link</a>	Financial Serv	Netherlands	4,569	744	16.28%
71	C6 Bank	<a href="https://www.link">https://www.link</a>	South America	Brazil	3,861	628	16.27%
72	Grant Thornton Sweden	<a href="https://www.link">https://www.link</a>	Management C	Sweden	1,728	281	16.26%
73	PwC Colombia	<a href="https://www.link">https://www.link</a>	South America	Colombia	1,121	181	16.15%
74	DeepL	<a href="https://www.link">https://www.link</a>	Computer Soft	Germany	1,357	219	16.14%
75	PwC Nederland	<a href="https://www.link">https://www.link</a>	Management C	Netherlands	3,667	591	16.12%
76	Accenture Baltics	<a href="https://www.link">https://www.link</a>	IT & Services	Latvia	1,134	182	16.05%
77	TeamViewer	<a href="https://www.link">https://www.link</a>	Computer Soft	Germany	1,989	319	16.04%
78	General Motors South Ame	<a href="https://www.link">https://www.link</a>	South America	Brazil	1,312	209	15.93%
79	Agibank	<a href="https://www.link">https://www.link</a>	South America	Brazil	5,081	809	15.92%
80	XP Investimentos	<a href="https://www.link">https://www.link</a>	South America	Brazil	4,136	656	15.86%
81	Banco Mercantil	<a href="https://www.link">https://www.link</a>	South America	Brazil	4,364	690	15.81%
82	Odoo	<a href="https://www.link">https://www.link</a>	Computer Soft	Belgium	4,952	782	15.79%
83	OptimHome Immobilier	<a href="https://www.link">https://www.link</a>	Real Estate	France	1,140	180	15.79%
84	Elsevier	<a href="https://www.link">https://www.link</a>	IT & Services	Netherlands	11,541	1,820	15.77%
85	PagBank	<a href="https://www.link">https://www.link</a>	South America	Brazil	8,308	1,310	15.77%
86	HSO	<a href="https://www.link">https://www.link</a>	IT & Services	Netherlands	2,705	425	15.71%
87	FSB Comunicação	<a href="https://www.link">https://www.link</a>	South America	Brazil	1,264	198	15.66%
88	Inpasa Brasil	<a href="https://www.link">https://www.link</a>	South America	Brazil	2,026	317	15.65%
89	Zurich Santander Insuranc	<a href="https://www.link">https://www.link</a>	Insurance	Spain	1,062	166	15.63%
90	Swiss Life France	<a href="https://www.link">https://www.link</a>	Insurance	France	2,855	445	15.59%
91	Scala Data Centers	<a href="https://www.link">https://www.link</a>	South America	Brazil	1,033	161	15.59%
92	Ivalua	<a href="https://www.link">https://www.link</a>	Computer Soft	France	1,048	163	15.55%
93	MedSênior	<a href="https://www.link">https://www.link</a>	South America	Brazil	1,591	247	15.52%

94	CAPIFRANCE	<a href="https://www.link">https://www.link</a>	Real Estate	France	1,955	303	15.50%
95	Azimut Italia	<a href="https://www.link">https://www.link</a>	Financial Serv	Italy	2,323	359	15.45%
96	PwC Switzerland	<a href="https://www.link">https://www.link</a>	IT & Services	Switzerland	2,977	460	15.45%
97	Fineco Bank	<a href="https://www.link">https://www.link</a>	Financial Serv	Italy	4,159	642	15.44%
98	RELEX Solutions	<a href="https://www.link">https://www.link</a>	Computer Soft	Finland	2,135	329	15.41%
99	F1RST Digital Services	<a href="https://www.link">https://www.link</a>	South America	Brazil	4,207	648	15.40%
100	Maandag	<a href="https://www.link">https://www.link</a>	Staffing & Recr	Netherlands	1,879	289	15.38%
101	Abeille Assurances	<a href="https://www.link">https://www.link</a>	Insurance	France	3,063	471	15.38%
102	MetLife Colombia	<a href="https://www.link">https://www.link</a>	South America	Colombia	1,159	178	15.36%
103	Atea Sverige	<a href="https://www.link">https://www.link</a>	IT & Services	Sweden	2,414	367	15.20%
104	emagine	<a href="https://www.link">https://www.link</a>	IT & Services	Denmark	1,226	186	15.17%
105	Spar Nord	<a href="https://www.link">https://www.link</a>	Banking	Denmark	2,005	303	15.11%
106	dss+	<a href="https://www.link">https://www.link</a>	Swiss HQ	Switzerland	1,658	250	15.08%
107	Alelo Brasil	<a href="https://www.link">https://www.link</a>	South America	Brazil	1,327	200	15.07%
108	NAVA - Technology for Bus	<a href="https://www.link">https://www.link</a>	South America	Brazil	1,328	200	15.06%
109	Oncoclinicas&Co	<a href="https://www.link">https://www.link</a>	South America	Brazil	3,234	487	15.06%
110	STRATESYS	<a href="https://www.link">https://www.link</a>	IT & Services	Spain	1,581	238	15.05%
111	GetYourGuide	<a href="https://www.link">https://www.link</a>	Computer Soft	Germany	1,083	162	14.96%
112	TravelPerk	<a href="https://www.link">https://www.link</a>	Internet	Spain	1,506	225	14.94%
113	W1 Consultoria	<a href="https://www.link">https://www.link</a>	South America	Brazil	1,100	164	14.91%
114	KPMG Romania	<a href="https://www.link">https://www.link</a>	Management C	Romania	1,089	162	14.88%
115	Cielo	<a href="https://www.link">https://www.link</a>	South America	Brazil	8,181	1,217	14.88%
116	cbs Corporate Business Sc	<a href="https://www.link">https://www.link</a>	IT & Services	Germany	1,016	151	14.86%
117	Accenture DACH	<a href="https://www.link">https://www.link</a>	IT & Services	Germany	4,059	603	14.86%
118	Cámara de Comercio de B	<a href="https://www.link">https://www.link</a>	South America	Colombia	1,760	260	14.77%
119	Ayming	<a href="https://www.link">https://www.link</a>	Management C	France	1,774	262	14.77%
120	Personio	<a href="https://www.link">https://www.link</a>	Computer Soft	Germany	2,155	318	14.76%
121	KPMG Portugal	<a href="https://www.link">https://www.link</a>	Management C	Portugal	1,398	205	14.66%
122	Prudential do Brasil	<a href="https://www.link">https://www.link</a>	South America	Brazil	1,453	213	14.66%
123	Gofore	<a href="https://www.link">https://www.link</a>	IT & Services	Finland	1,220	178	14.59%
124	Contentsquare	<a href="https://www.link">https://www.link</a>	Computer Soft	France	1,482	216	14.57%
125	Sebrae-SP	<a href="https://www.link">https://www.link</a>	South America	Brazil	1,960	285	14.54%
126	astara	<a href="https://www.link">https://www.link</a>	Internet	Spain	2,079	301	14.48%
127	KPMG Poland	<a href="https://www.link">https://www.link</a>	Management C	Poland	1,921	278	14.47%
128	V4 Company	<a href="https://www.link">https://www.link</a>	South America	Brazil	4,076	589	14.45%
129	Horváth	<a href="https://www.link">https://www.link</a>	Management C	Germany	1,571	227	14.45%
130	Seguros Unimed	<a href="https://www.link">https://www.link</a>	South America	Brazil	1,929	278	14.41%
131	Start People France	<a href="https://www.link">https://www.link</a>	Staffing & Recr	France	1,050	151	14.38%
132	FS Fueling Sustainability	<a href="https://www.link">https://www.link</a>	South America	Brazil	1,245	179	14.38%
133	BDO Switzerland	<a href="https://www.link">https://www.link</a>	Management C	Switzerland	1,148	165	14.37%
134	PwC Deutschland	<a href="https://www.link">https://www.link</a>	Management C	Germany	10,320	1,475	14.29%
135	Norlys	<a href="https://www.link">https://www.link</a>	Telco	Denmark	2,080	297	14.28%
136	Nova	<a href="https://www.link">https://www.link</a>	Internet	Spain	5,266	749	14.22%
137	AXA Group Operations	<a href="https://www.link">https://www.link</a>	IT & Services	France	2,654	377	14.20%
138	Sobha Realty	<a href="https://www.link">https://www.link</a>	Dubai	Real Estate	1,956	277	14.16%
139	Timenow	<a href="https://www.link">https://www.link</a>	South America	Brazil	2,229	315	14.13%
140	CMS Germany	<a href="https://www.link">https://www.link</a>	Law & Legal	Germany	1,049	148	14.11%
141	A&L Goodbody	<a href="https://www.link">https://www.link</a>	Law & Legal	Ireland	1,021	144	14.10%
142	adesso	<a href="https://www.link">https://www.link</a>	IT & Services	Germany	5,405	762	14.10%
143	DOMITYS	<a href="https://www.link">https://www.link</a>	Real Estate	France	2,203	310	14.07%
144	mc2i	<a href="https://www.link">https://www.link</a>	IT & Services	France	1,463	204	13.94%
145	Yacht	<a href="https://www.link">https://www.link</a>	Staffing & Recr	Netherlands	1,593	222	13.94%
146	YER	<a href="https://www.link">https://www.link</a>	Staffing & Recr	Netherlands	1,609	224	13.92%
147	MAG Seguros	<a href="https://www.link">https://www.link</a>	South America	Brazil	3,426	476	13.89%
148	Acronis	<a href="https://www.link">https://www.link</a>	Swiss HQ	Switzerland	2,010	279	13.88%
149	Baker Tilly France	<a href="https://www.link">https://www.link</a>	Management C	France	1,198	166	13.86%
150	IMD	<a href="https://www.link">https://www.link</a>	Swiss HQ	Switzerland	1,974	273	13.83%
151	KPMG Nederland	<a href="https://www.link">https://www.link</a>	Financial Serv	Netherlands	3,771	521	13.82%

Ready to win at social?

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



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



