## DSMN8

The USA's Most Active Professionals on Social - Best of 2024

## Industry at a glance:

Average Score:

18.21%

Total Companies:

**Global Industry Average:** 

17.95%

Why should you care?

265

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	Industry	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)			
1	Comparion Insurance Ager	https://www.linke	Insurance	United States	1,517	618	40.74%			
2	Equitable Advisors	https://www.linke	Financial Servio	United States	3,870	1,525	39.41%			
3	Attentive	https://www.linke	Marketing & Ad	United States	1,363	489	35.88%			
4	Truist Wealth	https://www.linke	Financial Servio	United States	1,690	576	34.08%			
5	Urban Land Institute	https://www.linke	Real Estate	United States	1,209	374	30.93%			
6	Upwork	https://www.linke	Internet	United States	4,809	1,463	30.42%			
7	Wiz	https://www.linke	Computer Netw	United States	1,554	458	29.47%			
8	Omnissa	https://www.linke	Computer Softw	United States	1,384	399	28.83%			
9	Harness	https://www.linke	Computer Softw	United States	1,110	312	28.11%			
10	gpac	https://www.linke	Staffing & Recr	United States	1,836	504	27.45%			
11	Pax8	https://www.linke	IT & Services	United States	1,711	465	27.18%			
12	Snyk	https://www.linke	IT & Services	United States	1,240	332	26.77%			
13	Klaviyo	https://www.linke	Marketing & Ad	United States	2,217	591	26.66%			
14	Bugcrowd	https://www.linke	Computer Netw	United States	2,687	710	26.42%			
15	Recorded Future	https://www.linke	Computer Netw	United States	1,095	284	25.94%			
16	ReliaQuest	https://www.linke	Computer Netw	United States	1,094	282	25.78%			
17	Celonis	https://www.linke	Computer Softw	United States	3,253	833	25.61%			
18	Janney Montgomery Scott	https://www.linke	Financial Servio	United States	2,505	624	24.91%			
19	CompTIA	https://www.linko	IT & Services	United States	1,337	326	24.38%			
20	Tenable	https://www.linko	Computer Netw	United States	2,214	534	24.12%			
21	Modern Woodmen of Amer	https://www.linko	Financial Servio	United States	2,285	544	23.81%			

	LinkedIn	https://www.linke				25,535	6,000	23.50%
23 (	Compass.uol	https://www.linke IT & S	ervices	Unite	d States	4,400	1,029	23.39%
24 A	Arctic Wolf	https://www.linke Comp	uter Net	w Unite	d States	2,488	576	23.15%
	Databricks	https://www.linke Comp				9,401	2,175	23.14%
		https://www.linke				3,074	708	23.03%
27 8	Saviynt	https://www.linke				1,017	234	23.01%
28 H	HackerOne	https://www.linke Comp	uter Net	w Unite	d States	4,787	1,100	22.98%
29 9	SentinelOne	https://www.linke IT & S				2,747	629	22.90%
	Braze	https://www.linkeComp				1,823	417	22.87%
	First Command Financial S					2,559	583	22.78%
32 (	CFGI	https://www.linke Manag	ement (	C Unite	d States	1,033	233	22.56%
33 F	HiBob	https://www.linke IT & S	ervices	Unite	d States	1,415	319	22.54%
34 6	Edward Jones	https://www.linke	ial Sonv	vic I Inita	d States	42,151	9,500	22.54%
	Gartner	https://www.linke				24,441	5,500	22.50%
36 1	ManpowerGroup Talent So	https://www.linke Staffin	g & Rec	r Unite	d States	1,731	388	22.41%
37 F	Forescout Technologies	https://www.linke Comp	uter Net	w Unite	d States	1,108	248	22.38%
38 (	OutSystems	https://www.linke Comp	uter Sof	tv Unite	d States	1,989	445	22.37%
	Delinea	https://www.linke Comp				1,134	253	22.31%
	Internet Society	https://www.linke Interne			d States	1,005	223	22.19%
41 8	Similarweb	https://www.linke	uter Sof	tv Unite	d States	1,272	282	22.17%
42 I	Infoblox	https://www.linke IT & S	ervices	Unite	d States	2,475	548	22.14%
43 9	SANS Institute	https://www.linkeComp	uter Net	w Unite	d States	1,554	343	22.07%
	Teads	https://www.linke Marke				1,297	286	22.05%
			-					
	Commvault	https://www.linke				2,993	659	22.02%
46 1	Tanium	https://www.linke IT & S	ervices	Unite	d States	2,035	444	21.82%
47 <i>i</i>	APCO	https://www.linke Marke	ting & A	d Unite	d States	1,596	347	21.74%
	GLG	https://www.linke Inform	-			11,505	2,500	21.73%
	Premier Sotheby's Internati				d States	1,421	305	21.46%
	•							
	Dataiku	https://www.linke				1,389	297	21.38%
51 Y	Yotpo	https://www.linke Internet	et	Unite	d States	1,003	214	21.34%
52 8	Snowflake	https://www.linke Comp	uter Sof	tv Unite	d States	8,583	1,825	21.26%
	Seismic	https://www.linke Comp				1,358	287	21.13%
	Workato						215	21.00%
		https://www.linkeComp				1,024		
	CrowdStrike	https://www.linke				8,687	1,819	20.94%
56 F	Ramp	https://www.linke Finance	ial Serv	vic Unite	d States	1,180	247	20.93%
57 1	Netskope	https://www.linke Comp	uter Net	w Unite	d States	2,643	551	20.85%
58 F	Real Chemistry	https://www.linke Marke	ting & A	d Unite	d States	1,373	286	20.83%
	Burson	https://www.linke Inform				3,198	664	20.76%
	ClickUp	https://www.linke Comp				1,189	246	20.69%
	HuffPost	https://www.linke Inform				1,424	294	20.65%
62 F	Rubrik	https://www.linke Comp	uter Sof	tv Unite	d States	3,895	794	20.39%
63 1	NEXA Mortgage	https://www.linke Finance	ial Serv	ic Unite	d States	1,860	379	20.38%
	OneTrust	https://www.linke Comp				2,626	535	20.37%
	Fivetran	https://www.linke				1,307	265	20.28%
	MongoDB	https://www.linke	uter Sof	tv Unite	d States	6,944	1,397	20.12%
67 0	Optimizely	https://www.linke Comp	uter Sof	tv Unite	d States	1,462	294	20.11%
68 (	Cohesity	https://www.linkeComp	uter Sof	tv Unite	d States	2,354	473	20.09%
	Insperity	https://www.linke Staffin				4,773	959	20.09%
			-					
	SailPoint	https://www.linke				2,758	546	19.80%
71 (	Qualys	https://www.linke	uter Net	w Unite	d States	2,694	533	19.78%
72	AlixPartners	https://www.linke Manag	ement	C Unite	d States	3,545	699	19.72%
73 (	CMG Financial	https://www.linke Finance				2,672	526	19.69%
	Cloudflare	https://www.linke Comp				4,491	878	19.55%
	BeyondTrust	https://www.linke				1,565	305	19.49%
76 (	Guidepoint	https://www.linke Inform	ation Se	er Unite	d States	4,177	813	19.46%
77 1	TTEC Digital	https://www.linke IT & S	ervices	Unite	d States	1,688	328	19.43%
	NinjaOne	https://www.linkeComp	iter Sof	ty Unite	d States	1,238	240	19.39%
	Golin	https://www.linke Marke				1,288	248	19.25%
			-					
	Carahsoft	https://www.linke IT & S			d States	3,313	637	19.23%
81 (	Confluent	https://www.linke Comp	uter Sof	tv Unite	d States	3,255	623	19.14%
82 8	Society of Petroleum Engir	https://www.linke Oil & E	nergy	Unite	d States	1,835	351	19.13%
	Improving	https://www.linke IT & S			d States	1,381	264	19.12%
	Boyden	https://www.linke				1,035	197	19.03%
85 1	Trace3	https://www.linke	ervices	Unite	d States	1,309	249	19.02%
86 F	Pure Storage	https://www.linke IT & S	ervices	Unite	d States	6,131	1,163	18.97%
87 1	Microsoft for Startups	https://www.linkeInterne		Unite	d States	1,219	231	18.95%
	Gupshup	https://www.linke IT & S			d States	1,253	237	18.91%
	Xebia	https://www.linke IT & S			d States	3,760	711	18.91%
90 8	Sitecore	https://www.linke Comp	uter Sof	tv Unite	d States	1,780	335	18.82%
91 F	Palo Alto Networks	https://www.linke Comp	uter Net	w Unite	d States	16,020	3,000	18.73%
92 F	Barrett Financial Group	https://www.linke Finance	ial Serv	i Unite	d States	1,012	189	18.68%
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94 ;	Slalom	https://www.linke Management C United States	9,813	1,825	18.60%
95	Quadrant Technologies	https://www.linke IT & Services United States	1,152	212	18.40%
	EC-Council	https://www.linke Computer Netw United States	1,326	244	18.40%
		https://www.linke Insurance United States	9,806	1,802	18.38%
98	CrossCountry Mortgage	https://www.linke Financial Servic United States	5,436	998	18.36%
99 I	Datasite	https://www.linke Computer Softv United States	1,255	230	18.33%
100	Armanino	https://www.linke Accounting United States	2,746	503	18.32%
	Union Home Mortgage	https://www.linke Financial Servic United States	1,675	306	18.27%
102 1	BNI Global	https://www.linke Management C United States	4,890	893	18.26%
103 I	Prosperity Home Mortgage	https://www.linke Financial Servic United States	1,079	197	18.26%
104	GitLab	https://www.linke IT & Services United States	2,713	493	18.17%
105	Whatfix	https://www.linke Computer Softv United States	1,112	201	18.08%
	Elastic	https://www.linke Computer Softv United States	4,073	736	18.07%
	Talkdesk	https://www.linke Computer Softv United States	1,282	231	18.02%
108	Redis	https://www.linke Computer Softv United States	1,100	198	18.00%
109 I	Mercer Advisors	https://www.linke Financial Servic United States	1,034	186	17.99%
110 I	Miro	https://www.linke Computer Softv United States	2,871	516	17.97%
	Paycor	https://www.linke Computer Softv United States	3,020	540	17.88%
	Fortinet	https://www.linke Computer Netw United States	14,012	2,500	17.84%
	Grafana Labs	https://www.linke Computer Softv United States	1,387	247	17.81%
114 I	Proofpoint	https://www.linke Computer Netw United States	4,631	823	17.77%
115	Diligent	https://www.linke Computer Softv United States	2,567	455	17.72%
	Optiv	https://www.linke Computer Netw United States	2,414	426	17.65%
					17.60%
	Plante Moran	https://www.linke Accounting United States	4,391	773	
	Intercom	https://www.linke Computer Softv United States	1,487	261	17.55%
119	New American Funding	https://www.linke Financial Servic United States	4,108	719	17.50%
120	Coupa Software	https://www.linke Computer Softv United States	3,229	565	17.50%
	Veeam Software	https://www.linke IT & Services United States	5,608	980	17.48%
					17.48%
	Fisher Phillips		1,198	209	
123	Ameriprise Financial Servic	https://www.linke Financial Servic United States	17,207	3,000	17.43%
124	Gong	https://www.linke Computer Softv United States	1,608	280	17.41%
125	ONE Sotheby's Internation	https://www.linke Real Estate United States	1,436	248	17.27%
	BDO USA	https://www.linke Accounting United States	10,488	1,805	17.21%
	Zscaler	https://www.linke Computer Netw United States	8,052	1,378	17.11%
	Fathom Realty	https://www.linke Real Estate United States	4,509	771	17.10%
129	Trellix	https://www.linke Computer Netw United States	3,445	589	17.10%
130	HashiCorp	https://www.linke Computer Softv United States	2,398	408	17.01%
131	Gigamon	https://www.linke Computer Softv United States	1,252	213	17.01%
	Cloudera	https://www.linke Computer Softv United States	3,197	543	16.98%
	OneStream Software	https://www.linke Computer Softy United States	1,468	249	16.96%
	Rapid7	https://www.linke Computer Netw United States	3,020	512	16.95%
135	Weaver	https://www.linke Accounting United States	1,840	311	16.90%
136	Thrivent	https://www.linke Financial Servic United States	8,147	1,375	16.88%
137	ALKU	https://www.linke Staffing & Recr United States	1,160	195	16.81%
	Ultimate Staffing	https://www.linke Staffing & Recr United States	1,226	206	16.80%
	Tinuiti	https://www.linke Marketing & Ad United States	1,118	187	16.73%
	Workiva	https://www.linke Computer Softv United States	2,930	489	16.69%
141 I	Pinnacle Infotech	https://www.linke IT & Services United States	3,170	529	16.69%
142	Oppenheimer & Co.	https://www.linke Financial Servic United States	3,135	523	16.68%
	Brex	https://www.linke Financial Servic United States	1,333	222	16.65%
	Webflow	https://www.linke Computer Softv United States	1,342	223	16.62%
	ICONMA	https://www.linke Staffing & Recr United States	1,088	180	16.54%
146	UiPath	https://www.linke Computer Softv United States	4,903	811	16.54%
147	Spring Health	https://www.linke Healthcare United States	2,560	423	16.52%
148	Tricentis	https://www.linke Computer Softv United States	1,472	242	16.44%
	Devsinc	https://www.linke	1,909	313	16.40%
	Dialpad	https://www.linke Computer Softv United States	1,326	217	16.37%
	6sense	https://www.linke Computer Softv United States	1,571	257	16.36%
152	Centric Consulting	https://www.linke Management C United States	1,239	202	16.30%
153	Charlie Health	https://www.linke Healthcare United States	1,368	223	16.30%
154	Dynatrace	https://www.linke Computer Softv United States	5,069	824	16.26%
	HubSpot	https://www.linke Computer Softy United States	10,897	1,768	16.22%
	Armanino	https://www.linke Accounting United States	2,861	463	16.18%
157	WalkMe	https://www.linke Computer Softv United States	1,086	175	16.11%
158 I	Druva	https://www.linke Computer Softv United States	1,260	203	16.11%
	Crowell & Moring	https://www.linke Law & Legal United States	1,507	242	16.06%
	Hitachi Digital Services		1,414	227	16.05%
	-				
	RPM Living	https://www.linke Real Estate United States	2,335	374	16.02%
162	Weber Shandwick	https://www.linke Marketing & Ad United States	4,696	750	15.97%
163	Womble Bond Dickinson (L	https://www.linke Law & Legal United States	1,146	183	15.97%
164	Anaplan	https://www.linke Computer Softv United States	2,321	370	15.94%
	- promotion - provide - pr		_,·	5.0	

		https://www.linke Accounting United States	18,842	3,000	15.92%
167	CyberArk	https://www.linke Computer Softv United States	3,672	584	15.90%
168	Grammarly	https://www.linke Computer Softv United States	1,654	263	15.90%
	ZoomInfo	https://www.linke Computer Softy United States	4,237	673	15.88%
				310	
		https://www.linke Management C United States	1,960		15.82%
	Salesloft	https://www.linke Computer Softv United States	1,214	192	15.82%
172 \	Verkada	https://www.linke Computer Softv United States	2,335	369	15.80%
173	Cherry Bekaert	https://www.linke Accounting United States	2,385	376	15.77%
	AppsFlyer	https://www.linke Internet United States	1,619	255	15.75%
		https://www.linke Computer Softv United States	3,630	571	15.73%
176	Splunk	https://www.linke Computer Softv United States	9,258	1,456	15.73%
177	Andela	https://www.linke IT & Services United States	1,571	247	15.72%
178	Wipfli	https://www.linke Management C United States	3,416	537	15.72%
179	Boomi	https://www.linke Computer Softv United States	2,236	351	15.70%
	Vantage Data Centers	https://www.linke IT & Services United States	1,415	222	15.69%
					15.69%
	-	https://www.linke Financial Servic United States	14,432	2,264	
	ServiceNow	https://www.linke Computer Softv United States	28,751	4,500	15.65%
183 I	Flutterwave	https://www.linke Financial Servic United States	1,016	159	15.65%
184	The Apache Software Four	https://www.linke Computer Softv United States	2,287	356	15.57%
185	Osaic	https://www.linke Financial Servic United States	1,703	265	15.56%
		https://www.linke Real Estate United States	1,194	185	15.49%
	Fluence				
		https://www.linke Semiconductor United States	1,762	273	15.49%
		https://www.linke Computer Softv United States	1,853	287	15.49%
189	Check Point Software	https://www.linke Computer Netw United States	7,674	1,187	15.47%
190 I	KnowBe4	https://www.linke Computer Netw United States	1,877	290	15.45%
191		https://www.linke Management C United States	1,316	203	15.43%
		https://www.linke Insurance United States	8,682	1,335	15.38%
		https://www.linke Internet United States	1,285	197	15.33%
	Service Express	https://www.linke IT & Services United States	1,104	169	15.31%
195	InfoCepts	https://www.linke Management C United States	1,297	198	15.27%
196	Hexagon Mining	https://www.linke IT & Services United States	1,162	177	15.23%
197	EisnerAmper	https://www.linke Accounting United States	3,619	550	15.20%
		https://www.linke Computer Softy United States	1,382	210	15.20%
	•	https://www.linke Computer Softy United States	1,126	171	15.19%
	BCG X	https://www.linke Management C United States	2,030	308	15.17%
201	Everest Group	https://www.linke Information Ser United States	1,378	209	15.17%
202	DigiCert	https://www.linke Computer Netw United States	1,458	221	15.16%
203	Matera	https://www.linke IT & Services United States	1,138	172	15.11%
		https://www.linke Computer Softv United States	19,894	3,000	15.08%
		https://www.linke Real Estate United States	1,002	151	15.07%
		https://www.linke Marketing & Ad United States	1,454	219	15.06%
207	Calix	https://www.linke Computer Softv United States	2,221	334	15.04%
208	AVI Systems	https://www.linke IT & Services United States	1,034	155	14.99%
209 I	Prologis	https://www.linke Real Estate United States	3,234	482	14.90%
210	ISG	https://www.linke Information Ser United States	2,117	315	14.88%
	Egnyte	https://www.linke Computer Softy United States	1,158	172	14.85%
	0,				
	Nintex	https://www.linke Computer Softy United States	1,212	180	14.85%
		https://www.linke Management C United States	2,014	299	14.85%
214 (	Qlik	https://www.linke Computer Softv United States	3,925	580	14.78%
215 I	Barracuda	https://www.linke IT & Services United States	2,194	323	14.72%
216		https://www.linke Computer Softv United States	8,490	1,249	14.71%
		https://www.linke Computer Softy United States	1,738	255	14.67%
	Best Version Media	https://www.linke Marketing & Ad United States	2,112	308	14.58%
	Fastly	https://www.linke Computer Softv United States	1,339	195	14.56%
220	Per Scholas	https://www.linke IT & Services United States	1,564	227	14.51%
221	Raymond James	https://www.linke Financial Servic United States	17,261	2,500	14.48%
222	Foley & Lardner	https://www.linke Law & Legal United States	2,880	417	14.48%
	•	https://www.linke Computer Softy United States	1,064	154	14.47%
	Mariner	https://www.linke Financial Servic United States	1,467	212	14.45%
	Circle	https://www.linke Financial Servic United States	1,225	177	14.45%
		https://www.linke Information Ser United States	3,122	451	14.45%
227	Willow Bridge Property Cor	https://www.linke Real Estate United States	1,055	152	14.41%
228	Dayforce	https://www.linke Computer Softv United States	4,798	691	14.40%
229	Semrush	https://www.linke Computer Softv United States	2,042	294	14.40%
230		https://www.linke Computer Softy United States	1,320	190	14.39%
			3,122		14.35%
	÷	https://www.linke Management C United States		448	
	Zendesk	https://www.linke Computer Softv United States	6,643	953	14.35%
233	Pegasystems	https://www.linke Computer Softv United States	5,543	795	14.34%
234	Rockefeller Capital Manage	https://www.linke Financial Servic United States	1,314	188	14.31%
	Marcus & Millichap	https://www.linke Real Estate United States	3,730	532	14.26%
235 1					
	NLB Services	https://www.linke IT & Services United States	2,056	293	14.25%

238	Mariner Wealth Advisors	https://www.linke	Financial Service	United States	1,305	185	14.18%
239	Automation Anywhere	https://www.linke	Computer Softw	United States	2,492	353	14.17%
240	PagerDuty	https://www.linke	Computer Softw	United States	1,356	192	14.16%
241	Workplace Options	https://www.linke	Healthcare	United States	1,507	213	14.13%
242	Effectv	https://www.linke	Marketing & Ad	United States	2,124	300	14.12%
243	The Western and Southern	https://www.linke	Insurance	United States	1,466	207	14.12%
244	Sirion	https://www.linke	Computer Softw	United States	1,034	146	14.12%
245	SADA	https://www.linke	IT & Services	United States	1,247	176	14.11%
246	National Association of RE	https://www.linke	Real Estate	United States	3,658	515	14.08%
247	Buchanan Ingersoll & Roor	https://www.linke	Law & Legal	United States	1,165	164	14.08%
248	Smarsh	https://www.linke	Computer Softw	United States	1,468	206	14.03%
249	Amazon Web Services	https://www.linke	IT & Services	United States	128,322	18,000	14.03%
250	Corpay	https://www.linke	Financial Servio	United States	1,235	173	14.01%
251	LocumTenens.com	https://www.linke	Staffing & Recr	United States	1,022	143	13.99%
252	Salesforce	https://www.linke	Computer Softw	United States	78,756	11,000	13.97%
253	Collibra	https://www.linke	Computer Softw	United States	1,024	143	13.96%
254	Samsara	https://www.linke	Computer Softw	United States	4,119	574	13.94%
255	LGI Homes	https://www.linke	Real Estate	United States	1,048	146	13.93%
256	Mendix	https://www.linke	Computer Softw	United States	1,250	174	13.92%
257	ChargePoint	https://www.linke	Electronic/Elect	United States	1,618	225	13.91%
258	F5	https://www.linke	IT & Services	United States	6,087	846	13.90%
259	Hearts & Science	https://www.linke	Marketing & Ad	United States	1,353	188	13.90%
260	Kforce	https://www.linke	IT & Services	United States	3,609	501	13.88%
261	Samson Properties	https://www.linke	Real Estate	United States	2,588	359	13.87%
262	Ascendion	https://www.linke	Internet	United States	2,855	396	13.87%
263	HighLevel	https://www.linke	Internet	United States	1,004	139	13.84%
264	Rehmann	https://www.linke	Financial Servio	United States	1,222	169	13.83%
265	Appian	https://www.linke	Computer Softw	United States	2,323	321	13.82%

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