



Latin America'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

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 | Blip | https://www.linkedin.com/company/blip/ | South America | Brazil | 1,588 | 447 | 28.15% |
| 2 | Sankhya Gestão de Negócios | https://www.linkedin.com/company/sankhya-gestao-de-negocios/ | South America | Brazil | 2,086 | 503 | 24.11% |
| 3 | Neogrid | https://www.linkedin.com/company/neogrid/ | South America | Brazil | 1,063 | 228 | 21.45% |
| 4 | Cresol Cooperativa | https://www.linkedin.com/company/cresol-cooperativa/ | South America | Brazil | 5,789 | 1,163 | 20.09% |
| 5 | RD Station | https://www.linkedin.com/company/rd-station/ | South America | Brazil | 1,342 | 266 | 19.82% |
| 6 | Omie | https://www.linkedin.com/company/omie/ | South America | Brazil | 1,383 | 262 | 18.94% |
| 7 | Ultracargo | https://www.linkedin.com/company/ultracargo/ | South America | Brazil | 1,045 | 184 | 17.61% |
| 8 | Grupo Vamos | https://www.linkedin.com/company/grupo-vamos/ | South America | Brazil | 1,205 | 208 | 17.26% |
| 9 | PwC Argentina | https://www.linkedin.com/company/pwc-argentina/ | South America | Argentina | 2,930 | 503 | 17.17% |
| 10 | will bank | https://www.linkedin.com/company/will-bank/ | South America | Brazil | 1,335 | 223 | 16.70% |
| 11 | C6 Bank | https://www.linkedin.com/company/c6-bank/ | South America | Brazil | 3,861 | 628 | 16.27% |
| 12 | PwC Colombia | https://www.linkedin.com/company/pwc-colombia/ | South America | Colombia | 1,121 | 181 | 16.15% |
| 13 | General Motors South America | https://www.linkedin.com/company/general-motors-south-america/ | South America | Brazil | 1,312 | 209 | 15.93% |
| 14 | Agibank | https://www.linkedin.com/company/agibank/ | South America | Brazil | 5,081 | 809 | 15.92% |
| 15 | XP Investimentos | https://www.linkedin.com/company/xp-investimentos/ | South America | Brazil | 4,136 | 656 | 15.86% |
| 16 | Banco Mercantil | https://www.linkedin.com/company/banco-mercantil/ | South America | Brazil | 4,364 | 690 | 15.81% |
| 17 | PagBank | https://www.linkedin.com/company/pagbank/ | South America | Brazil | 8,308 | 1,310 | 15.77% |
| 18 | FSB Comunicação | https://www.linkedin.com/company/fsb-comunicacao/ | South America | Brazil | 1,264 | 198 | 15.66% |
| 19 | Inpasa Brasil | https://www.linkedin.com/company/inpasa-brasil/ | South America | Brazil | 2,026 | 317 | 15.65% |
| 20 | Scala Data Centers | https://www.linkedin.com/company/scala-data-centers/ | South America | Brazil | 1,033 | 161 | 15.59% |
| 21 | MedSênior | https://www.linkedin.com/company/medsenior/ | South America | Brazil | 1,591 | 247 | 15.52% |

| | | | | | | | |
|----|---------------------------|---|---------------|----------|-------|-------|--------|
| 22 | F1RST Digital Services | https://www.link | South America | Brazil | 4,207 | 648 | 15.40% |
| 23 | MetLife Colombia | https://www.link | South America | Colombia | 1,159 | 178 | 15.36% |
| 24 | Alelo Brasil | https://www.link | South America | Brazil | 1,327 | 200 | 15.07% |
| 25 | NAVA - Technology for Bus | https://www.link | South America | Brazil | 1,328 | 200 | 15.06% |
| 26 | Oncoclínicas&Co | https://www.link | South America | Brazil | 3,234 | 487 | 15.06% |
| 27 | W1 Consultoria | https://www.link | South America | Brazil | 1,100 | 164 | 14.91% |
| 28 | Cielo | https://www.link | South America | Brazil | 8,181 | 1,217 | 14.88% |
| 29 | Cámara de Comercio de B | https://www.link | South America | Colombia | 1,760 | 260 | 14.77% |
| 30 | Prudential do Brasil | https://www.link | South America | Brazil | 1,453 | 213 | 14.66% |
| 31 | Sebrae-SP | https://www.link | South America | Brazil | 1,960 | 285 | 14.54% |
| 32 | V4 Company | https://www.link | South America | Brazil | 4,076 | 589 | 14.45% |
| 33 | Seguros Unimed | https://www.link | South America | Brazil | 1,929 | 278 | 14.41% |
| 34 | FS Fueling Sustainability | https://www.link | South America | Brazil | 1,245 | 179 | 14.38% |
| 35 | Timenow | https://www.link | South America | Brazil | 2,229 | 315 | 14.13% |
| 36 | MAG Seguros | https://www.link | South America | Brazil | 3,426 | 476 | 13.89% |

Ready to win at social?

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



@DSMN8

DSMN8

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

