



## The UK's Most Active Unicorn Company Professionals on Social - January 2025

### 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	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)
1	Mews	<a href="https://www.linkedin.com/company/mews">https://www.linkedin.com/company/mews</a>	United Kingdom	1,237	256	20.70%
2	Lighthouse	<a href="https://www.linkedin.com/company/lighthouse">https://www.linkedin.com/company/lighthouse</a>	United Kingdom	1,017	176	17.31%
3	Multiverse	<a href="https://www.linkedin.com/company/multiverse">https://www.linkedin.com/company/multiverse</a>	United Kingdom	1,200	175	14.58%
4	Checkout.com	<a href="https://www.linkedin.com/company/checkout-com">https://www.linkedin.com/company/checkout-com</a>	United Kingdom	1,954	281	14.38%
5	The Access Group	<a href="https://www.linkedin.com/company/the-access-group">https://www.linkedin.com/company/the-access-group</a>	United Kingdom	6,115	705	11.53%
6	Infobip	<a href="https://www.linkedin.com/company/infobip">https://www.linkedin.com/company/infobip</a>	United Kingdom	3,358	351	10.45%
7	SumUp	<a href="https://www.linkedin.com/company/sumup">https://www.linkedin.com/company/sumup</a>	United Kingdom	3,568	353	9.89%
8	Moniepoint	<a href="https://www.linkedin.com/company/moniepoint">https://www.linkedin.com/company/moniepoint</a>	United Kingdom	3,137	258	8.22%
9	BrewDog	<a href="https://www.linkedin.com/company/brewdog">https://www.linkedin.com/company/brewdog</a>	United Kingdom	1,233	95	7.70%
10	Monzo	<a href="https://www.linkedin.com/company/monzo">https://www.linkedin.com/company/monzo</a>	United Kingdom	3,361	243	7.23%
11	Octopus Energy	<a href="https://www.linkedin.com/company/octopus-energy">https://www.linkedin.com/company/octopus-energy</a>	United Kingdom	3,661	251	6.86%
12	Gymshark	<a href="https://www.linkedin.com/company/gymshark">https://www.linkedin.com/company/gymshark</a>	United Kingdom	1,986	130	6.55%
13	Builder.ai	<a href="https://www.linkedin.com/company/builder-ai">https://www.linkedin.com/company/builder-ai</a>	United Kingdom	1,704	95	5.58%
14	Arqiva	<a href="https://www.linkedin.com/company/arqiva">https://www.linkedin.com/company/arqiva</a>	United Kingdom	1,613	89	5.52%
15	Revolut	<a href="https://www.linkedin.com/company/revolut">https://www.linkedin.com/company/revolut</a>	United Kingdom	16,264	884	5.44%
16	Gousto	<a href="https://www.linkedin.com/company/gousto">https://www.linkedin.com/company/gousto</a>	United Kingdom	1,018	48	4.72%
17	Starling Bank	<a href="https://www.linkedin.com/company/starling-bank">https://www.linkedin.com/company/starling-bank</a>	United Kingdom	2,646	113	4.27%
18	FNZ	<a href="https://www.linkedin.com/company/fnz">https://www.linkedin.com/company/fnz</a>	United Kingdom	4,965	176	3.54%

Ready to win at social?

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