



## The USA'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	Upgrade	<a href="https://www.linkedin.com/company/upgrade">https://www.linkedin.com/company/upgrade</a>	United States	1,479	522	35.29%
2	Chief	<a href="https://www.linkedin.com/company/chief">https://www.linkedin.com/company/chief</a>	United States	9,586	3,000	31.30%
3	Cohesity	<a href="https://www.linkedin.com/company/cohesity">https://www.linkedin.com/company/cohesity</a>	United States	3,672	1,032	28.10%
4	BetterUp	<a href="https://www.linkedin.com/company/betterup">https://www.linkedin.com/company/betterup</a>	United States	2,779	767	27.60%
5	Harness	<a href="https://www.linkedin.com/company/harness">https://www.linkedin.com/company/harness</a>	United States	1,141	289	25.33%
6	Bugcrowd	<a href="https://www.linkedin.com/company/bugcrowd">https://www.linkedin.com/company/bugcrowd</a>	United States	2,964	687	23.18%
7	Redis	<a href="https://www.linkedin.com/company/redis">https://www.linkedin.com/company/redis</a>	United States	1,137	235	20.67%
8	Databricks	<a href="https://www.linkedin.com/company/databricks">https://www.linkedin.com/company/databricks</a>	United States	9,775	2,008	20.54%
9	LogicMonitor	<a href="https://www.linkedin.com/company/logicmonitor">https://www.linkedin.com/company/logicmonitor</a>	United States	1,160	234	20.17%
10	Workato	<a href="https://www.linkedin.com/company/workato">https://www.linkedin.com/company/workato</a>	United States	1,050	199	18.95%
11	ReliaQuest	<a href="https://www.linkedin.com/company/reliaquest">https://www.linkedin.com/company/reliaquest</a>	United States	1,111	208	18.72%
12	Seismic	<a href="https://www.linkedin.com/company/seismic">https://www.linkedin.com/company/seismic</a>	United States	1,353	246	18.18%
13	OutSystems	<a href="https://www.linkedin.com/company/outsystems">https://www.linkedin.com/company/outsystems</a>	United States	1,993	361	18.11%
14	Arctic Wolf	<a href="https://www.linkedin.com/company/arctic-wolf">https://www.linkedin.com/company/arctic-wolf</a>	United States	2,637	470	17.82%
15	Grammarly	<a href="https://www.linkedin.com/company/grammarly">https://www.linkedin.com/company/grammarly</a>	United States	1,728	303	17.53%
16	Tanium	<a href="https://www.linkedin.com/company/tanium">https://www.linkedin.com/company/tanium</a>	United States	2,144	366	17.07%
17	Snyk	<a href="https://www.linkedin.com/company/snyk">https://www.linkedin.com/company/snyk</a>	United States	1,289	218	16.91%
18	Tricentis	<a href="https://www.linkedin.com/company/tricentis">https://www.linkedin.com/company/tricentis</a>	United States	1,528	258	16.88%
19	Grafana Labs	<a href="https://www.linkedin.com/company/grafana-labs">https://www.linkedin.com/company/grafana-labs</a>	United States	1,421	237	16.68%
20	Dataiku	<a href="https://www.linkedin.com/company/dataiku">https://www.linkedin.com/company/dataiku</a>	United States	1,415	234	16.54%
21	NinjaOne	<a href="https://www.linkedin.com/company/ninjaone">https://www.linkedin.com/company/ninjaone</a>	United States	1,323	215	16.25%

22	Pax8	<a href="https://www.link€">https://www.link€</a>	United States	1,749	282	16.12%
23	Gong	<a href="https://www.link€">https://www.link€</a>	United States	1,693	272	16.07%
24	Talkdesk	<a href="https://www.link€">https://www.link€</a>	United States	1,279	199	15.56%
25	Fivetran	<a href="https://www.link€">https://www.link€</a>	United States	1,339	207	15.46%
26	Webflow	<a href="https://www.link€">https://www.link€</a>	United States	1,145	176	15.37%
27	Ramp	<a href="https://www.link€">https://www.link€</a>	United States	1,314	197	14.99%
28	Tipalti	<a href="https://www.link€">https://www.link€</a>	United States	1,315	197	14.98%
29	AlphaSense	<a href="https://www.link€">https://www.link€</a>	United States	2,015	301	14.94%
30	ClickUp	<a href="https://www.link€">https://www.link€</a>	United States	1,223	181	14.80%
31	6sense	<a href="https://www.link€">https://www.link€</a>	United States	1,598	234	14.64%
32	AppsFlyer	<a href="https://www.link€">https://www.link€</a>	United States	1,595	223	13.98%
33	Anthropic	<a href="https://www.link€">https://www.link€</a>	United States	1,100	153	13.91%
34	ServiceTitan	<a href="https://www.link€">https://www.link€</a>	United States	2,438	332	13.62%
35	Spring Health	<a href="https://www.link€">https://www.link€</a>	United States	2,718	370	13.61%
36	Bloomreach	<a href="https://www.link€">https://www.link€</a>	United States	1,072	145	13.53%
37	Druva	<a href="https://www.link€">https://www.link€</a>	United States	1,272	169	13.29%
38	Verkada	<a href="https://www.link€">https://www.link€</a>	United States	2,388	312	13.07%
39	Pattern	<a href="https://www.link€">https://www.link€</a>	United States	1,323	169	12.77%
40	Dialpad	<a href="https://www.link€">https://www.link€</a>	United States	1,379	172	12.47%
41	Automation Anywhere	<a href="https://www.link€">https://www.link€</a>	United States	2,789	343	12.30%
42	Icertis	<a href="https://www.link€">https://www.link€</a>	United States	2,360	288	12.20%
43	Rippling	<a href="https://www.link€">https://www.link€</a>	United States	3,952	476	12.04%
44	Highspot	<a href="https://www.link€">https://www.link€</a>	United States	1,013	119	11.75%
45	Flutterwave	<a href="https://www.link€">https://www.link€</a>	United States	1,033	121	11.71%
46	Attentive	<a href="https://www.link€">https://www.link€</a>	United States	1,529	176	11.51%
47	Writer	<a href="https://www.link€">https://www.link€</a>	United States	1,368	157	11.48%
48	OneTrust	<a href="https://www.link€">https://www.link€</a>	United States	2,632	301	11.44%
49	OpenAI	<a href="https://www.link€">https://www.link€</a>	United States	4,917	555	11.29%
50	Intercom	<a href="https://www.link€">https://www.link€</a>	United States	1,536	172	11.20%
51	Figma	<a href="https://www.link€">https://www.link€</a>	United States	2,204	245	11.12%
52	Flock Safety	<a href="https://www.link€">https://www.link€</a>	United States	1,002	111	11.08%
53	Phenom	<a href="https://www.link€">https://www.link€</a>	United States	1,843	202	10.96%
54	Andela	<a href="https://www.link€">https://www.link€</a>	United States	1,549	165	10.65%
55	Circle	<a href="https://www.link€">https://www.link€</a>	United States	1,024	108	10.55%
56	Deel	<a href="https://www.link€">https://www.link€</a>	United States	6,538	682	10.43%
57	Miro	<a href="https://www.link€">https://www.link€</a>	United States	2,885	300	10.40%
58	Ripple	<a href="https://www.link€">https://www.link€</a>	United States	1,305	134	10.27%
59	AppDirect	<a href="https://www.link€">https://www.link€</a>	United States	1,029	104	10.11%
60	<a href="https://www.link€">Apollo.io</a>	<a href="https://www.link€">https://www.link€</a>	United States	1,575	155	9.84%
61	Podium	<a href="https://www.link€">https://www.link€</a>	United States	1,342	132	9.84%
62	Maven Clinic	<a href="https://www.link€">https://www.link€</a>	United States	1,009	99	9.81%
63	G-P/Globalization Partners	<a href="https://www.link€">https://www.link€</a>	United States	1,686	163	9.67%
64	Anduril Industries	<a href="https://www.link€">https://www.link€</a>	United States	3,501	326	9.31%
65	Fetch	<a href="https://www.link€">https://www.link€</a>	United States	1,003	93	9.27%
66	ThoughtSpot	<a href="https://www.link€">https://www.link€</a>	United States	1,478	137	9.27%
67	Brex	<a href="https://www.link€">https://www.link€</a>	United States	1,402	126	8.99%
68	Carta	<a href="https://www.link€">https://www.link€</a>	United States	1,978	177	8.95%
69	Fever	<a href="https://www.link€">https://www.link€</a>	United States	2,980	264	8.86%
70	Patreon	<a href="https://www.link€">https://www.link€</a>	United States	1,012	89	8.79%
71	Amagi Media Labs	<a href="https://www.link€">https://www.link€</a>	United States	1,034	90	8.70%
72	EquipmentShare	<a href="https://www.link€">https://www.link€</a>	United States	2,986	259	8.67%
73	Innovaccer	<a href="https://www.link€">https://www.link€</a>	United States	1,473	127	8.62%
74	Kendra Scott Design	<a href="https://www.link€">https://www.link€</a>	United States	2,270	195	8.59%
75	Chargebee	<a href="https://www.link€">https://www.link€</a>	United States	1,189	102	8.58%
76	Guild	<a href="https://www.link€">https://www.link€</a>	United States	1,260	107	8.49%
77	Lyra Health	<a href="https://www.link€">https://www.link€</a>	United States	2,358	200	8.48%
78	Navan	<a href="https://www.link€">https://www.link€</a>	United States	2,578	213	8.26%
79	Motive	<a href="https://www.link€">https://www.link€</a>	United States	4,325	354	8.18%
80	Stripe	<a href="https://www.link€">https://www.link€</a>	United States	10,682	870	8.14%
81	Relativity	<a href="https://www.link€">https://www.link€</a>	United States	1,689	137	8.11%
82	Chime	<a href="https://www.link€">https://www.link€</a>	United States	1,974	160	8.11%
83	xAI	<a href="https://www.link€">https://www.link€</a>	United States	1,459	118	8.09%
84	Turing	<a href="https://www.link€">https://www.link€</a>	United States	3,837	308	8.03%
85	Hinge Health	<a href="https://www.link€">https://www.link€</a>	United States	1,583	127	8.02%
86	Fractal	<a href="https://www.link€">https://www.link€</a>	United States	5,551	444	8.00%
87	iCIMS	<a href="https://www.link€">https://www.link€</a>	United States	1,276	102	7.99%
88	Scale AI	<a href="https://www.link€">https://www.link€</a>	United States	4,390	349	7.95%
89	Domestika	<a href="https://www.link€">https://www.link€</a>	United States	1,252	99	7.91%
90	insightsoftware	<a href="https://www.link€">https://www.link€</a>	United States	2,101	166	7.90%
91	Aledade	<a href="https://www.link€">https://www.link€</a>	United States	1,557	123	7.90%
92	Headway	<a href="https://www.link€">https://www.link€</a>	United States	2,011	158	7.86%
93	Zapier	<a href="https://www.link€">https://www.link€</a>	United States	1,171	92	7.86%

94	Outreach	<a href="https://www.link€">https://www.link€</a>	United States	1,324	104	7.85%
95	Zenoti	<a href="https://www.link€">https://www.link€</a>	United States	1,041	79	7.59%
96	Postman	<a href="https://www.link€">https://www.link€</a>	United States	2,668	197	7.38%
97	Nextiva	<a href="https://www.link€">https://www.link€</a>	United States	1,646	121	7.35%
98	Mercury	<a href="https://www.link€">https://www.link€</a>	United States	1,035	76	7.34%
99	GupShup	<a href="https://www.link€">https://www.link€</a>	United States	1,333	96	7.20%
100	Notion	<a href="https://www.link€">https://www.link€</a>	United States	5,266	376	7.14%
101	<a href="https://www.link€">impact.com</a>	<a href="https://www.link€">https://www.link€</a>	United States	2,848	197	6.92%
102	ShipBob	<a href="https://www.link€">https://www.link€</a>	United States	1,273	88	6.91%
103	Lucid Software	<a href="https://www.link€">https://www.link€</a>	United States	1,211	83	6.85%
104	Remote	<a href="https://www.link€">https://www.link€</a>	United States	8,165	552	6.76%
105	Aptean	<a href="https://www.link€">https://www.link€</a>	United States	2,861	193	6.75%
106	Vuori	<a href="https://www.link€">https://www.link€</a>	United States	1,706	114	6.68%
107	Cruise	<a href="https://www.link€">https://www.link€</a>	United States	3,222	215	6.67%
108	Waymo	<a href="https://www.link€">https://www.link€</a>	United States	2,892	188	6.50%
109	Checkr	<a href="https://www.link€">https://www.link€</a>	United States	1,355	87	6.42%
110	Zipline	<a href="https://www.link€">https://www.link€</a>	United States	1,319	83	6.29%
111	LTK	<a href="https://www.link€">https://www.link€</a>	United States	1,161	73	6.29%
112	Radiology Partners	<a href="https://www.link€">https://www.link€</a>	United States	1,951	122	6.25%
113	<a href="https://www.link€">ID.me</a>	<a href="https://www.link€">https://www.link€</a>	United States	1,024	64	6.25%
114	Resilience	<a href="https://www.link€">https://www.link€</a>	United States	1,591	99	6.22%
115	Epic Games	<a href="https://www.link€">https://www.link€</a>	United States	10,270	632	6.15%
116	HighRadius	<a href="https://www.link€">https://www.link€</a>	United States	4,553	278	6.11%
117	Tekion	<a href="https://www.link€">https://www.link€</a>	United States	2,495	151	6.05%
118	Plaid	<a href="https://www.link€">https://www.link€</a>	United States	1,275	76	5.96%
119	Outschool	<a href="https://www.link€">https://www.link€</a>	United States	1,534	91	5.93%
120	Syniverse	<a href="https://www.link€">https://www.link€</a>	United States	1,963	113	5.76%
121	Via	<a href="https://www.link€">https://www.link€</a>	United States	1,772	101	5.70%
122	Wonder	<a href="https://www.link€">https://www.link€</a>	United States	1,029	58	5.64%
123	Caris Life Sciences	<a href="https://www.link€">https://www.link€</a>	United States	1,458	82	5.62%
124	Noom	<a href="https://www.link€">https://www.link€</a>	United States	1,298	73	5.62%
125	Included Health	<a href="https://www.link€">https://www.link€</a>	United States	1,542	86	5.58%
126	Iyuno-SDI	<a href="https://www.link€">https://www.link€</a>	United States	2,929	162	5.53%
127	GoodLeap	<a href="https://www.link€">https://www.link€</a>	United States	1,013	56	5.53%
128	Ro	<a href="https://www.link€">https://www.link€</a>	United States	1,015	56	5.52%
129	Gusto	<a href="https://www.link€">https://www.link€</a>	United States	3,240	178	5.49%
130	Zeta	<a href="https://www.link€">https://www.link€</a>	United States	1,756	94	5.35%
131	Devoted Health	<a href="https://www.link€">https://www.link€</a>	United States	1,663	89	5.35%
132	ezCater	<a href="https://www.link€">https://www.link€</a>	United States	1,003	53	5.28%
133	Discord	<a href="https://www.link€">https://www.link€</a>	United States	3,037	158	5.20%
134	Tinder	<a href="https://www.link€">https://www.link€</a>	United States	1,075	55	5.12%
135	Flexport	<a href="https://www.link€">https://www.link€</a>	United States	2,650	133	5.02%
136	Vice Media	<a href="https://www.link€">https://www.link€</a>	United States	1,916	96	5.01%
137	inDrive	<a href="https://www.link€">https://www.link€</a>	United States	7,615	377	4.95%
138	Printful	<a href="https://www.link€">https://www.link€</a>	United States	1,043	50	4.79%
139	JUUL	<a href="https://www.link€">https://www.link€</a>	United States	1,040	49	4.71%
140	Red Ventures	<a href="https://www.link€">https://www.link€</a>	United States	2,379	112	4.71%
141	Zocdoc	<a href="https://www.link€">https://www.link€</a>	United States	1,118	52	4.65%
142	Turo	<a href="https://www.link€">https://www.link€</a>	United States	1,699	79	4.65%
143	Sierra Space	<a href="https://www.link€">https://www.link€</a>	United States	1,620	75	4.63%
144	Addepar	<a href="https://www.link€">https://www.link€</a>	United States	1,085	50	4.61%
145	DistroKid	<a href="https://www.link€">https://www.link€</a>	United States	1,413	63	4.46%
146	Verily	<a href="https://www.link€">https://www.link€</a>	United States	1,459	65	4.46%
147	SpotOn	<a href="https://www.link€">https://www.link€</a>	United States	2,648	117	4.42%
148	Thumbtack	<a href="https://www.link€">https://www.link€</a>	United States	1,470	64	4.35%
149	Honor	<a href="https://www.link€">https://www.link€</a>	United States	1,057	45	4.26%
150	UST	<a href="https://www.link€">https://www.link€</a>	United States	35,264	1,479	4.19%
151	Gemini	<a href="https://www.link€">https://www.link€</a>	United States	1,223	51	4.17%
152	SpaceX	<a href="https://www.link€">https://www.link€</a>	United States	14,241	588	4.13%
153	Fanatics	<a href="https://www.link€">https://www.link€</a>	United States	9,829	404	4.11%
154	VistaJet	<a href="https://www.link€">https://www.link€</a>	United States	1,913	77	4.03%
155	Relativity Space	<a href="https://www.link€">https://www.link€</a>	United States	1,198	48	4.01%
156	Houzz	<a href="https://www.link€">https://www.link€</a>	United States	1,486	57	3.84%
157	Verbit	<a href="https://www.link€">https://www.link€</a>	United States	1,649	61	3.70%
158	Lessen	<a href="https://www.link€">https://www.link€</a>	United States	1,113	41	3.68%
159	Entrata	<a href="https://www.link€">https://www.link€</a>	United States	2,313	84	3.63%
160	Carbon Health	<a href="https://www.link€">https://www.link€</a>	United States	1,076	39	3.62%
161	DispatchHealth	<a href="https://www.link€">https://www.link€</a>	United States	1,109	40	3.61%
162	Aura	<a href="https://www.link€">https://www.link€</a>	United States	1,013	36	3.55%
163	iFIT	<a href="https://www.link€">https://www.link€</a>	United States	1,446	51	3.53%
164	Automattic	<a href="https://www.link€">https://www.link€</a>	United States	4,091	139	3.40%
165	Gympass	<a href="https://www.link€">https://www.link€</a>	United States	2,120	68	3.21%

166	Mavenir	<a href="https://www.link">https://www.link</a>	United States	5,927	182	3.07%
167	Faire	<a href="https://www.link">https://www.link</a>	United States	1,381	41	2.97%
168	Uber Freight	<a href="https://www.link">https://www.link</a>	United States	5,552	160	2.88%
169	Restaurant365	<a href="https://www.link">https://www.link</a>	United States	3,144	83	2.64%
170	Clipboard Health	<a href="https://www.link">https://www.link</a>	United States	2,116	53	2.50%
171	Gopuff	<a href="https://www.link">https://www.link</a>	United States	3,476	79	2.27%
172	Sentry	<a href="https://www.link">https://www.link</a>	United States	4,275	91	2.13%
173	Goat Group	<a href="https://www.link">https://www.link</a>	United States	1,186	25	2.11%
174	ShiftKey	<a href="https://www.link">https://www.link</a>	United States	3,090	65	2.10%
175	StockX	<a href="https://www.link">https://www.link</a>	United States	1,463	30	2.05%
176	Magic Leap	<a href="https://www.link">https://www.link</a>	United States	1,233	24	1.95%
177	IntelyCare	<a href="https://www.link">https://www.link</a>	United States	1,985	38	1.91%
178	TechStyle Fashion Group	<a href="https://www.link">https://www.link</a>	United States	1,988	28	1.41%
179	REEF	<a href="https://www.link">https://www.link</a>	United States	1,152	15	1.30%
180	Electric	<a href="https://www.link">https://www.link</a>	United States	1,898	23	1.21%
181	Persona	<a href="https://www.link">https://www.link</a>	United States	2,069	22	1.06%
182	Farmers Business Network	<a href="https://www.link">https://www.link</a>	United States	2,007	20	1.00%

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