

DSMN8

The UK's Most Active Marketing & Advertising Professionals on Social - February 2025

Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
5.00%	35	5.23%

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	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)	Rank Change
1	Mintel	https://www.linkedin.com/company/mintel	United Kingdom	1,574	202	12.83%	New Entry
2	Euromonitor International	https://www.linkedin.com/company/euromonitor-international	United Kingdom	2,160	261	12.08%	New Entry
3	Jellyfish	https://www.linkedin.com/company/jellyfish	United Kingdom	2,259	245	10.85%	▼ -1
4	T&Pm	https://www.linkedin.com/company/t&p-m	United Kingdom	1,128	107	9.49%	▼ -1
5	We Are Social	https://www.linkedin.com/company/we-are-social	United Kingdom	1,687	145	8.60%	▼ -1
6	Monks	https://www.linkedin.com/company/monks	United Kingdom	6,883	588	8.54%	▼ -5
7	Design Bridge and Partners	https://www.linkedin.com/company/design-bridge-and-partners	United Kingdom	1,198	92	7.68%	▲ 0
8	Ipsos UK	https://www.linkedin.com/company/ipsos-uk	United Kingdom	1,764	123	6.97%	New Entry
9	OLIVER Agency	https://www.linkedin.com/company/oliver-agency	United Kingdom	3,685	251	6.81%	▲ 1
10	The Mill	https://www.linkedin.com/company/the-mill	United Kingdom	1,404	93	6.62%	▼ -2
11	Inspired Thinking Group	https://www.linkedin.com/company/inspired-thinking-group	United Kingdom	1,383	91	6.58%	▲ 2
12	Worldpanel	https://www.linkedin.com/company/worldpanel	United Kingdom	2,954	188	6.36%	New Entry
13	Hogarth	https://www.linkedin.com/company/hogarth	United Kingdom	5,853	352	6.01%	▼ -2
14	PHMG	https://www.linkedin.com/company/phmg	United Kingdom	1,127	61	5.41%	▲ 6
15	PHD	https://www.linkedin.com/company/phd	United Kingdom	5,195	260	5.00%	▲ 1
16	iProspect	https://www.linkedin.com/company/iprospect	United Kingdom	2,799	134	4.79%	▲ 2
17	Carat	https://www.linkedin.com/company/carat	United Kingdom	2,805	114	4.06%	▲ 6
18	Publicis Media	https://www.linkedin.com/company/publicis-media	United Kingdom	10,794	438	4.06%	▼ -9
19	Yell	https://www.linkedin.com/company/yell	United Kingdom	1,466	56	3.82%	▲ 7
20	Iris	https://www.linkedin.com/company/iris	United Kingdom	2,309	83	3.59%	▼ -3
21	Wavemaker	https://www.linkedin.com/company/wavemaker	United Kingdom	5,698	202	3.55%	▼ -6

22	Zenith	https://www.linkedin.com/company/zenith/	United Kingdom	5,351	184	3.44%	▲ 2
23	APS Group	https://www.linkedin.com/company/aps-group/	United Kingdom	1,282	44	3.43%	▼ -1
24	Paragon UK	https://www.linkedin.com/company/paragon-uk/	United Kingdom	1,474	48	3.26%	▼ -3
25	Kantar Media	https://www.linkedin.com/company/kantar-media/	United Kingdom	1,579	51	3.23%	▲ 3
26	Mindshare	https://www.linkedin.com/company/mindshare/	United Kingdom	9,305	285	3.06%	▼ -7
27	Mother	https://www.linkedin.com/company/mother/	United Kingdom	2,797	79	2.82%	▲ 2
28	Kantar	https://www.linkedin.com/company/kantar/	United Kingdom	35,297	963	2.73%	New Entry
29	EssenceMediacom	https://www.linkedin.com/company/essencemediacom/	United Kingdom	10,045	272	2.71%	▼ -17
30	HH Global	https://www.linkedin.com/company/hh-global/	United Kingdom	7,432	157	2.11%	▼ -3
31	Omnicom Media Group UK	https://www.linkedin.com/company/omnicom-media-group-uk/	United Kingdom	3,082	46	1.49%	▼ -1
32	Saatchi & Saatchi	https://www.linkedin.com/company/saatchi-saatchi/	United Kingdom	5,875	87	1.48%	▼ -7
33	WPP	https://www.linkedin.com/company/wpp/	United Kingdom	54,854	420	0.77%	▼ -27
34	MediaCom	https://www.linkedin.com/company/media-com/	United Kingdom	5,889	34	0.58%	▼ -3
35	Clear Channel Europe	https://www.linkedin.com/company/clear-channel-europe/	United Kingdom	15,816	35	0.22%	▼ -3

Ready to win at social?

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



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