

DSMN8

Europe's Most Active Utilities Professionals on Social - February 2025

Industry at a glance:

Average Score:
4.50%

Total Companies:
93

Global Industry Average:
3.92%

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	Svenska kraftnät	https://www.linkedin.com/company/svenska-kraftnat/	Sweden	1,553	164	10.56%	▲ 2
2	OK	https://www.linkedin.com/company/ok/	Denmark	1,124	102	9.07%	▲ 3
3	TenneT Netherlands	https://www.linkedin.com/company/tennet-netherlands/	Netherlands	3,468	305	8.79%	▼ -2
4	E.ON Deutschland	https://www.linkedin.com/company/eon-deutschland/	Germany	1,195	104	8.70%	▲ 3
5	Hitachi Energy	https://www.linkedin.com/company/hitachi-energy/	Switzerland	29,045	2,500	8.61%	▼ -1
6	Fluxys	https://www.linkedin.com/company/fluxys/	Belgium	1,140	93	8.16%	▲ 14
7	Stedin	https://www.linkedin.com/company/stedin/	Netherlands	4,629	376	8.12%	▲ 2
8	Wien Energie	https://www.linkedin.com/company/wien-energie/	Austria	1,304	103	7.90%	▲ 4
9	Uniper	https://www.linkedin.com/company/uniper/	Germany	4,692	353	7.52%	▼ -1
10	E.ON Sverige	https://www.linkedin.com/company/eon-sverige/	Sweden	1,010	75	7.43%	New Entry
11	50Hertz Transmission	https://www.linkedin.com/company/50hertz-transmission/	Germany	1,381	102	7.39%	▲ 4
12	Amprion	https://www.linkedin.com/company/amprion/	Germany	1,667	122	7.32%	▲ 15
13	HOFOR	https://www.linkedin.com/company/hofor/	Denmark	1,315	94	7.15%	▼ -7
14	Fortum	https://www.linkedin.com/company/fortum/	Finland	5,125	358	6.99%	▼ -4
15	Göteborg Energi	https://www.linkedin.com/company/goteborg-energi/	Sweden	1,095	76	6.94%	▲ 4
16	Ignitis Group	https://www.linkedin.com/company/ignitis-group/	Lithuania	1,872	126	6.73%	New Entry
17	Enexis	https://www.linkedin.com/company/enexis/	Netherlands	5,595	369	6.60%	▼ -3
18	PPC	https://www.linkedin.com/company/ppc/	Greece	2,382	149	6.26%	▲ 12
19	Alliander	https://www.linkedin.com/company/alliander/	Netherlands	8,257	514	6.23%	▲ 7
20	BKW	https://www.linkedin.com/company/bkw/	Switzerland	1,359	83	6.11%	▲ 4
21	Elia Group	https://www.linkedin.com/company/elia-group/	Belgium	2,363	144	6.09%	▼ -3

22	EnBW Energie Baden-Wür	https://www.link	Germany	4,942	299	6.05%	▼ -9
23	ENGIE Deutschland	https://www.link	Germany	1,261	74	5.87%	▼ -2
24	Omexom	https://www.link	France	2,493	144	5.78%	▼ -1
25	Enel X	https://www.link	Italy	2,778	159	5.72%	▲ 7
26	CNR	https://www.link	France	1,178	67	5.69%	New Entry
27	Luminus	https://www.link	Belgium	1,322	75	5.67%	New Entry
28	Vattenfall	https://www.link	Sweden	13,571	760	5.60%	▼ -11
29	RWE	https://www.link	Germany	14,555	811	5.57%	▼ -27
30	Essent	https://www.link	Netherlands	2,713	151	5.57%	▼ -5
31	A2A	https://www.link	Italy	4,480	242	5.40%	▲ 12
32	Groupe E	https://www.link	Switzerland	1,251	67	5.36%	▼ -16
33	VERBUND	https://www.link	Austria	1,188	62	5.22%	▼ -2
34	Circe IRE & UK	https://www.link	Ireland	1,528	79	5.17%	▼ -6
35	TransnetBW	https://www.link	Germany	1,067	55	5.15%	New Entry
36	Red Eléctrica	https://www.link	Spain	1,171	60	5.12%	▲ 16
37	Grupa TAURON	https://www.link	Poland	1,081	52	4.81%	New Entry
38	Bayernwerk	https://www.link	Germany	1,353	65	4.80%	▼ -9
39	Netze BW	https://www.link	Germany	1,961	94	4.79%	▲ 5
40	Italgas	https://www.link	Italy	2,570	123	4.79%	▼ -18
41	Snam	https://www.link	Italy	3,045	145	4.76%	▲ 6
42	Enedis	https://www.link	France	22,756	1,077	4.73%	▼ -9
43	Axpo Group	https://www.link	Switzerland	4,446	207	4.66%	▼ -8
44	Enel Energia	https://www.link	Italy	1,314	59	4.49%	▲ 17
45	Naturgy	https://www.link	Spain	4,252	190	4.47%	New Entry
46	Alpiq	https://www.link	Switzerland	2,331	103	4.42%	▼ -12
47	Framatome	https://www.link	France	12,567	549	4.37%	▼ -7
48	Réseau de Transport d'Éle	https://www.link	France	7,345	313	4.26%	▼ -10
49	Terna	https://www.link	Italy	4,327	184	4.25%	▼ -10
50	LogiRAIL	https://www.link	Spain	1,017	43	4.23%	New Entry
51	Stadtwerke München	https://www.link	Germany	2,889	122	4.22%	▼ -5
52	Vattenfall Services Nordic	https://www.link	Sweden	1,697	71	4.18%	▼ -15
53	DTEK	https://www.link	Ukraine	1,518	63	4.15%	New Entry
54	ENGIE Italia	https://www.link	Italy	1,438	58	4.03%	▼ -9
55	ESB	https://www.link	Ireland	4,556	180	3.95%	▼ -13
56	ACEA	https://www.link	Italy	2,718	102	3.75%	▼ -3
57	ACCIONA	https://www.link	Spain	26,618	958	3.60%	▼ -7
58	Voith Hydro	https://www.link	Germany	3,542	125	3.53%	New Entry
59	E-REDES	https://www.link	Portugal	1,082	38	3.51%	▲ 6
60	Gruppo Hera	https://www.link	Italy	3,337	113	3.39%	▲ 4
61	Edison	https://www.link	Italy	3,810	129	3.39%	▼ -6
62	Grupo Cobra	https://www.link	Spain	4,771	159	3.33%	▼ -4
63	ORES	https://www.link	Belgium	1,604	53	3.30%	▼ -1
64	Gruppo Iren	https://www.link	Italy	3,149	102	3.24%	▼ -8
65	E-Distribuzione	https://www.link	Italy	5,186	166	3.20%	▼ -6
66	GE Grid Solutions	https://www.link	France	5,808	182	3.13%	▼ -25
67	Fluvius	https://www.link	Belgium	3,564	108	3.03%	▼ -1
68	Actavo	https://www.link	Ireland	1,147	33	2.88%	▼ -20
69	Orano	https://www.link	France	11,201	320	2.86%	▼ -12
70	REN	https://www.link	Portugal	1,197	33	2.76%	▼ -19
71	ENGIE Belgium	https://www.link	Belgium	3,636	99	2.72%	▼ -8
72	OMV	https://www.link	Austria	8,372	225	2.69%	▼ -18
73	PGE Polska Grupa Energe	https://www.link	Poland	2,207	57	2.58%	New Entry
74	Endesa	https://www.link	Spain	8,798	216	2.46%	▼ -5
75	EDF	https://www.link	France	91,160	2,174	2.38%	New Entry
76	EPZ	https://www.link	Netherlands	1,887	44	2.33%	▼ -5
77	Canal de Isabel II	https://www.link	Spain	1,381	32	2.32%	▼ -9
78	Suara Cooperativa	https://www.link	Spain	1,518	35	2.31%	▼ -5
79	Enel Group	https://www.link	Italy	31,149	710	2.28%	▼ -7
80	ČEZ	https://www.link	Czechia	5,438	123	2.26%	New Entry
81	EVN	https://www.link	Austria	1,666	37	2.22%	▼ -21
82	EDP	https://www.link	Portugal	13,763	296	2.15%	▼ -12
83	BKK	https://www.link	Norway	1,197	25	2.09%	▼ -4
84	Transports Metropolitans d	https://www.link	Spain	2,815	56	1.99%	▼ -6
85	An Post	https://www.link	Ireland	2,817	53	1.88%	▼ -18
86	E.ON	https://www.link	Germany	29,362	530	1.81%	▼ -12
87	Dussmann Italy	https://www.link	Italy	2,458	33	1.34%	▼ -11
88	Correos	https://www.link	Spain	13,060	174	1.33%	▼ -8
89	ENGIE	https://www.link	France	52,006	662	1.27%	▼ -12
90	CLECE	https://www.link	Spain	8,160	94	1.15%	New Entry
91	EMT Madrid	https://www.link	Spain	1,142	11	0.96%	▼ -16
92	Electrica	https://www.link	Romania	1,807	12	0.66%	▼ -11
93	Sedena	https://www.link	Spain	4,036	26	0.64%	▼ -11

Ready to win at social?

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