



UK's Most Active Executives in Software Development on Social Media - February 2025

Industry at a glance:

Average Score:
23.21%

Total Companies:
142

Average No. Executives:
35

Why should you care?

Did you know that an executive's LinkedIn account has greater reach and impact than your corporate channels? Your leaders 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.

LinkedIn states 64% of buyers say that thought leadership content is a more trustworthy basis for assessing a company's capabilities and competency than its marketing materials.

Plus, Brunswick's research shows that people prefer to work for leaders who use social media 4x more than leaders who do not!

So, how active are your executives 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](https://dsmn8.com)

So, where does your company rank?

Position	Company Name	LinkedIn URL	Location	Executives on LinkedIn	No. of Executives Shared (Last 30 Days)	% Shared (Last 30 Days)
1	what3words	https://www.linkedin.com/company/what3words	United Kingdom	23	15	65.2%
2	hyperexponential	https://www.linkedin.com/company/hyperexponential	United Kingdom	23	14	60.9%
3	Synthesisia	https://www.linkedin.com/company/synthesisia	United Kingdom	41	24	58.5%
4	Apadmi	https://www.linkedin.com/company/apadmi	United Kingdom	23	13	56.5%
5	Unily	https://www.linkedin.com/company/unily	United Kingdom	20	10	50.0%
6	Yoti	https://www.linkedin.com/company/yoti	United Kingdom	25	12	48.0%
7	1Spatial	https://www.linkedin.com/company/1spatial	United Kingdom	22	10	45.5%
8	Texthelp	https://www.linkedin.com/company/txthelp	United Kingdom	33	15	45.5%
9	Goodnotes	https://www.linkedin.com/company/goodnotes	United Kingdom	9	4	44.4%
10	Prolific	https://www.linkedin.com/company/prolific	United Kingdom	18	8	44.4%
11	BigHand	https://www.linkedin.com/company/big-hand	United Kingdom	52	23	44.2%
12	Disguise	https://www.linkedin.com/company/disguise	United Kingdom	44	19	43.2%
13	Joblogic Service Managem	https://www.linkedin.com/company/joblogic	United Kingdom	14	6	42.9%
14	Flawless	https://www.linkedin.com/company/flawless	United Kingdom	31	13	41.9%
15	Scott Logic	https://www.linkedin.com/company/scott-logic	United Kingdom	17	7	41.2%
16	ITI Group	https://www.linkedin.com/company/iti-group	United Kingdom	22	9	40.9%
17	nShift	https://www.linkedin.com/company/nshift	United Kingdom	55	22	40.0%
18	Xceptor	https://www.linkedin.com/company/xceptor	United Kingdom	38	15	39.5%

19	Visualsoft	https://www.link	United Kingdom	61	24	39.3%
20	Epos Now	https://www.link	United Kingdom	23	9	39.1%
21	MetaCompliance	https://www.link	United Kingdom	18	7	38.9%
22	ComplyAdvantage	https://www.link	United Kingdom	62	24	38.7%
23	Date1	https://www.link	United Kingdom	8	3	37.5%
24	Evotix	https://www.link	United Kingdom	33	12	36.4%
25	Papercup	https://www.link	United Kingdom	11	4	36.4%
26	Oxa	https://www.link	United Kingdom	36	13	36.1%
27	Zoopla	https://www.link	United Kingdom	36	13	36.1%
28	Linnworks	https://www.link	United Kingdom	28	10	35.7%
29	Exclaimer	https://www.link	United Kingdom	45	16	35.6%
30	XTM International	https://www.link	United Kingdom	17	6	35.3%
31	Bromcom	https://www.link	United Kingdom	17	6	35.3%
32	Infinity	https://www.link	United Kingdom	37	13	35.1%
33	ATG	https://www.link	United Kingdom	46	16	34.8%
34	Ciphr	https://www.link	United Kingdom	29	10	34.5%
35	Signal AI	https://www.link	United Kingdom	35	12	34.3%
36	SYSPRO	https://www.link	United Kingdom	6	2	33.3%
37	Beamery	https://www.link	United Kingdom	50	16	32.0%
38	Robin AI	https://www.link	United Kingdom	25	8	32.0%
39	Gearset	https://www.link	United Kingdom	16	5	31.3%
40	Cox Automotive Europe	https://www.link	United Kingdom	65	20	30.8%
41	Peak	https://www.link	United Kingdom	30	9	30.0%
42	Gumtree.com	https://www.link	United Kingdom	20	6	30.0%
43	Orbus Software	https://www.link	United Kingdom	47	14	29.8%
44	Freetrade	https://www.link	United Kingdom	17	5	29.4%
45	Netcall	https://www.link	United Kingdom	58	17	29.3%
46	Genesis Global	https://www.link	United Kingdom	41	12	29.3%
47	Kwalee	https://www.link	United Kingdom	31	9	29.0%
48	Digital Catapult	https://www.link	United Kingdom	63	18	28.6%
49	Glassbox	https://www.link	United Kingdom	42	12	28.6%
50	iProov	https://www.link	United Kingdom	40	11	27.5%
51	PortSwigger	https://www.link	United Kingdom	11	3	27.3%
52	FreeAgent	https://www.link	United Kingdom	30	8	26.7%
53	FintechOS	https://www.link	United Kingdom	49	13	26.5%
54	Index.dev	https://www.link	United Kingdom	19	5	26.3%
55	TrueLayer	https://www.link	United Kingdom	46	12	26.1%
56	Digital Science	https://www.link	United Kingdom	105	27	25.7%
57	Linksys	https://www.link	United Kingdom	39	10	25.6%
58	XYZ Reality	https://www.link	United Kingdom	20	5	25.0%
59	Napier AI	https://www.link	United Kingdom	32	8	25.0%
60	Nominet	https://www.link	United Kingdom	28	7	25.0%
61	Opus 2	https://www.link	United Kingdom	41	10	24.4%
62	Luminance	https://www.link	United Kingdom	33	8	24.2%
63	Lavanda	https://www.link	United Kingdom	29	7	24.1%
64	nDreams	https://www.link	United Kingdom	25	6	24.0%
65	Proactis	https://www.link	United Kingdom	46	11	23.9%
66	PolyAI	https://www.link	United Kingdom	21	5	23.8%
67	Kallidus	https://www.link	United Kingdom	17	4	23.5%
68	SmartSearch	https://www.link	United Kingdom	22	5	22.7%
69	Foundry	https://www.link	United Kingdom	31	7	22.6%
70	Gismart	https://www.link	United Kingdom	9	2	22.2%
71	Duco	https://www.link	United Kingdom	36	8	22.2%
72	Interact Software	https://www.link	United Kingdom	32	7	21.9%
73	Splash Damage	https://www.link	United Kingdom	42	9	21.4%
74	Pinewood.AI	https://www.link	United Kingdom	14	3	21.4%
75	Busuu	https://www.link	United Kingdom	25	5	20.0%
76	Paddle	https://www.link	United Kingdom	30	6	20.0%
77	INSTANDA	https://www.link	United Kingdom	20	4	20.0%
78	Kape Technologies	https://www.link	United Kingdom	35	7	20.0%
79	Kovai.co	https://www.link	United Kingdom	334	66	19.8%
80	IDBS	https://www.link	United Kingdom	36	7	19.4%
81	Aptitude Software	https://www.link	United Kingdom	42	8	19.0%
82	Ethixbase360	https://www.link	United Kingdom	37	7	18.9%
83	Fresha	https://www.link	United Kingdom	32	6	18.8%
84	Zuto	https://www.link	United Kingdom	22	4	18.2%
85	Egress, a KnowBe4 compa	https://www.link	United Kingdom	33	6	18.2%
86	Ben	https://www.link	United Kingdom	11	2	18.2%
87	Sea	https://www.link	United Kingdom	22	4	18.2%
88	Content Guru	https://www.link	United Kingdom	39	7	17.9%
89	Ocean Technologies Group	https://www.link	United Kingdom	34	6	17.6%
90	IQGeo	https://www.link	United Kingdom	35	6	17.1%

91	Matillion	https://www.link€	United Kingdom	60	10	16.7%
92	Mapp	https://www.link€	United Kingdom	60	10	16.7%
93	AKQA Leap	https://www.link€	United Kingdom	24	4	16.7%
94	K3	https://www.link€	United Kingdom	31	5	16.1%
95	Trayport	https://www.link€	United Kingdom	25	4	16.0%
96	YR thisisyr	https://www.link€	United Kingdom	19	3	15.8%
97	Orgvue	https://www.link€	United Kingdom	39	6	15.4%
98	ContractPodAi	https://www.link€	United Kingdom	59	9	15.3%
99	ConnexAI	https://www.link€	United Kingdom	36	5	13.9%
100	SEGA Europe	https://www.link€	United Kingdom	29	4	13.8%
101	Once For All	https://www.link€	United Kingdom	278	38	13.7%
102	Supermassive Games	https://www.link€	United Kingdom	44	6	13.6%
103	Tripledote Studios	https://www.link€	United Kingdom	44	6	13.6%
104	Spektrix	https://www.link€	United Kingdom	22	3	13.6%
105	ParentPay	https://www.link€	United Kingdom	15	2	13.3%
106	Team Internet	https://www.link€	United Kingdom	38	5	13.2%
107	10x Banking	https://www.link€	United Kingdom	24	3	12.5%
108	Totara	https://www.link€	United Kingdom	40	5	12.5%
109	Gresham	https://www.link€	United Kingdom	40	5	12.5%
110	Improbable	https://www.link€	United Kingdom	25	3	12.0%
111	Digis	https://www.link€	United Kingdom	25	3	12.0%
112	Novidea	https://www.link€	United Kingdom	34	4	11.8%
113	THG Ingenuity	https://www.link€	United Kingdom	77	9	11.7%
114	MONY Group	https://www.link€	United Kingdom	36	4	11.1%
115	Build A Rocket Boy	https://www.link€	United Kingdom	27	3	11.1%
116	EDITED	https://www.link€	United Kingdom	37	4	10.8%
117	Accurx	https://www.link€	United Kingdom	19	2	10.5%
118	Open GI	https://www.link€	United Kingdom	29	3	10.3%
119	ITRS	https://www.link€	United Kingdom	20	2	10.0%
120	Social+	https://www.link€	United Kingdom	10	1	10.0%
121	Retail Insight	https://www.link€	United Kingdom	30	3	10.0%
122	Double Eleven	https://www.link€	United Kingdom	12	1	8.3%
123	ClearCourse	https://www.link€	United Kingdom	48	4	8.3%
124	Upstream	https://www.link€	United Kingdom	51	4	7.8%
125	Lucid Games	https://www.link€	United Kingdom	26	2	7.7%
126	Climax Studios	https://www.link€	United Kingdom	26	2	7.7%
127	Total Security	https://www.link€	United Kingdom	15	1	6.7%
128	finova	https://www.link€	United Kingdom	36	2	5.6%
129	Bosch UK & Ireland	https://www.link€	United Kingdom	20	1	5.0%
130	M3	https://www.link€	United Kingdom	61	3	4.9%
131	Moneysupermarket Group	https://www.link€	United Kingdom	21	1	4.8%
132	Inatech	https://www.link€	United Kingdom	21	1	4.8%
133	Wheely	https://www.link€	United Kingdom	23	1	4.3%
134	CloudSense	https://www.link€	United Kingdom	24	1	4.2%
135	Allied Universal	https://www.link€	United Kingdom	29	1	3.4%
136	Rare	https://www.link€	United Kingdom	26	0	0.0%
137	Shopper	https://www.link€	United Kingdom	2	0	0.0%
138	WordPress Developer	https://www.link€	United Kingdom	1	0	0.0%
139	Content Arcade	https://www.link€	United Kingdom	2	0	0.0%
140	Shop Circle	https://www.link€	United Kingdom	7	0	0.0%
141	Solid Solutions	https://www.link€	United Kingdom	28	0	0.0%
142	Magora	https://www.link€	United Kingdom	26	0	0.0%

Ready to win at social?

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



DSMN8

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

