

DSMN8

The UK's Most Active Computer Software Professionals on Social - March 2025

Industry at a glance:

Average Score:
8.37%

Total Companies:
26

Global Industry Average:
9.53%

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	Ideagen	https://www.linkedin.com/company/ideagen/	United Kingdom	1,196	187	15.64%	▲ 1
2	VTEX	https://www.linkedin.com/company/vtex/	United Kingdom	1,478	226	15.29%	▼ -1
3	MHR	https://www.linkedin.com/company/mhr/	United Kingdom	1,019	151	14.82%	New Entry
4	The Access Group	https://www.linkedin.com/company/the-access-group/	United Kingdom	6,296	778	12.36%	▼ -1
5	Brandwatch	https://www.linkedin.com/company/brandwatch/	United Kingdom	1,054	129	12.24%	▲ 0
6	Sophos	https://www.linkedin.com/company/sophos/	United Kingdom	4,879	561	11.50%	▲ 1
7	Sage	https://www.linkedin.com/company/sage/	United Kingdom	14,108	1,536	10.89%	▲ 4
8	Keyloop	https://www.linkedin.com/company/keyloop/	United Kingdom	2,227	233	10.46%	▲ 4
9	Canonical	https://www.linkedin.com/company/canonical/	United Kingdom	1,659	170	10.25%	▼ -5
10	OneAdvanced	https://www.linkedin.com/company/oneadvanced/	United Kingdom	2,489	246	9.88%	▼ -1
11	AVEVA	https://www.linkedin.com/company/aveva/	United Kingdom	7,624	695	9.12%	▼ -3
12	SHL	https://www.linkedin.com/company/shl/	United Kingdom	2,562	196	7.65%	▲ 1
13	Auto Trader UK	https://www.linkedin.com/company/auto-trader-uk/	United Kingdom	1,672	127	7.60%	▼ -7
14	Builder.ai	https://www.linkedin.com/company/builder-ai/	United Kingdom	1,733	127	7.33%	▲ 0
15	Genius Sports	https://www.linkedin.com/company/genius-sports/	United Kingdom	2,823	203	7.19%	▼ -5
16	Zellis	https://www.linkedin.com/company/zellis/	United Kingdom	1,408	99	7.03%	▲ 0
17	Cox Automotive Europe	https://www.linkedin.com/company/cox-automotive-europe/	United Kingdom	1,142	68	5.95%	New Entry
18	IRIS Software Group	https://www.linkedin.com/company/iris-software-group/	United Kingdom	2,924	174	5.95%	▲ 0
19	Ocado Technology	https://www.linkedin.com/company/ocado-technology/	United Kingdom	3,287	194	5.90%	▲ 0
20	ION	https://www.linkedin.com/company/ion/	United Kingdom	5,354	303	5.66%	▲ 5
21	EMIS	https://www.linkedin.com/company/emis/	United Kingdom	1,714	91	5.31%	▼ -4

22	Clinisys	https://www.linkedin.com/company/clinisys	United Kingdom	1,654	76	4.59%	▲ 0
23	Square Enix	https://www.linkedin.com/company/square-enix	United Kingdom	1,025	47	4.59%	▲ 1
24	OpenBet	https://www.linkedin.com/company/openbet	United Kingdom	1,119	48	4.29%	▼ -4
25	Playtech	https://www.linkedin.com/company/playtech	United Kingdom	3,417	131	3.83%	▲ 1
26	IGT	https://www.linkedin.com/company/igt	United Kingdom	11,195	245	2.19%	▲ 1

Ready to win at social?

[Visit our website or contact us at support@dsmn8.com](#)

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