



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

Industry at a glance:

Average Score:
6.50%

Total Companies:
23

Global Industry Average:
4.38%

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 | GSMA | https://www.linkedin.com/company/gsma | United Kingdom | 1,298 | 378 | 29.12% | ▲ 0 |
| 2 | Boldyn Networks | https://www.linkedin.com/company/boldyn-networks | United Kingdom | 1,031 | 123 | 11.93% | New Entry |
| 3 | Focus Group | https://www.linkedin.com/company/focus-group | United Kingdom | 1,068 | 104 | 9.74% | New Entry |
| 4 | Vodafone Business | https://www.linkedin.com/company/vodafone-business | United Kingdom | 7,568 | 644 | 8.51% | ▲ 1 |
| 5 | Virgin Media O2 | https://www.linkedin.com/company/virgin-media-o2 | United Kingdom | 7,691 | 651 | 8.46% | ▼ -1 |
| 6 | Coit Technology Services | https://www.linkedin.com/company/coit-technology-services | United Kingdom | 5,208 | 391 | 7.51% | ▲ 3 |
| 7 | Arqiva | https://www.linkedin.com/company/arqiva | United Kingdom | 1,622 | 121 | 7.46% | ▼ -1 |
| 8 | CityFibre | https://www.linkedin.com/company/cityfibre | United Kingdom | 1,608 | 114 | 7.09% | ▼ -5 |
| 9 | Gamma | https://www.linkedin.com/company/gamma | United Kingdom | 2,020 | 141 | 6.98% | ▼ -2 |
| 10 | IHS Towers | https://www.linkedin.com/company/ihs-towers | United Kingdom | 3,662 | 236 | 6.44% | ▲ 0 |
| 11 | Hyperoptic | https://www.linkedin.com/company/hyperoptic | United Kingdom | 1,443 | 89 | 6.17% | ▼ -3 |
| 12 | Telent Technology Services | https://www.linkedin.com/company/telent-technology-services | United Kingdom | 2,640 | 122 | 4.62% | ▼ -1 |
| 13 | Tesco Mobile | https://www.linkedin.com/company/tesco-mobile | United Kingdom | 1,725 | 77 | 4.46% | ▲ 0 |
| 14 | TalkTalk | https://www.linkedin.com/company/talktalk | United Kingdom | 1,847 | 77 | 4.17% | ▲ 6 |
| 15 | Three UK | https://www.linkedin.com/company/three-uk | United Kingdom | 6,226 | 259 | 4.16% | ▼ -1 |
| 16 | Lyca Mobile Group | https://www.linkedin.com/company/lyca-mobile-group | United Kingdom | 1,447 | 56 | 3.87% | ▼ -1 |
| 17 | Kelly Group | https://www.linkedin.com/company/kelly-group | United Kingdom | 1,190 | 43 | 3.61% | ▲ 1 |
| 18 | BT Group | https://www.linkedin.com/company/bt-group | United Kingdom | 75,017 | 2,500 | 3.33% | ▼ -1 |
| 19 | Vodafone | https://www.linkedin.com/company/vodafone | United Kingdom | 142,854 | 4,500 | 3.15% | ▲ 0 |
| 20 | Ofcom | https://www.linkedin.com/company/ofcom | United Kingdom | 1,620 | 45 | 2.78% | ▼ -18 |
| 21 | Openreach | https://www.linkedin.com/company/openreach | United Kingdom | 16,815 | 387 | 2.30% | ▲ 1 |

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|----|----------------|--|--------|-----|-------|-------|
| 22 | EE | https://www.linkedin.com/company/ee/ United Kingdom | 11,325 | 250 | 2.21% | ▼ -1 |
| 23 | Liberty Global | https://www.linkedin.com/company/liberty-global/ United Kingdom | 3,287 | 49 | 1.49% | ▼ -11 |

Ready to win at social?

[Visit our website or contact us at \[gs@dsmn8.com\]\(mailto:gs@dsmn8.com\)](#)



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

