



Singapore's Most Active Companies on Social - April 2025

Industry at a glance:

Average Score:
5.25%

Total Companies:
199

Average No. Employees:
3,823

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	Tech Data APAC	https://www.linkedin.com/company/tech-data-apac	Information Techn	700	116	16.57%	▲ 1
2	Darwinbox	https://www.linkedin.com/company/darwinbox	Computer Softwa	1,384	220	15.90%	▲ 9
3	Mindsprint	https://www.linkedin.com/company/mindsprint	Information Techn	2,678	405	15.12%	▲ 14
4	PwC South East Asia Cons	https://www.linkedin.com/company/pwc-south-east-asia-cons	Management Cor	1,140	166	14.56%	▲ 5
5	PERSOLKELLY	https://www.linkedin.com/company/persolkelly	Human Resource	4,077	581	14.25%	▼ -2
6	finexis advisory	https://www.linkedin.com/company/finexis-advisory	Financial Service	807	109	13.51%	▲ 18
7	Aspire	https://www.linkedin.com/company/aspire	Financial Service	987	129	13.07%	▼ -2
8	Doo Group	https://www.linkedin.com/company/doo-group	Financial Service	688	88	12.79%	▼ -4
9	Patsnap	https://www.linkedin.com/company/patsnap	Computer Softwa	504	64	12.70%	▲ 37
10	Shiji Group	https://www.linkedin.com/company/shiji-group	Computer Softwa	1,378	174	12.63%	New Entry
11	BrightCHAMPS	https://www.linkedin.com/company/brightchamps	E-learning	1,406	174	12.38%	▼ -4
12	Olam Agri	https://www.linkedin.com/company/olam-agri	Food Production	2,396	290	12.10%	▲ 0
13	Cloud4C Services	https://www.linkedin.com/company/cloud4c-services	Information Techn	1,478	174	11.77%	▲ 2
14	boltech	https://www.linkedin.com/company/boltech	Insurance	974	113	11.60%	▼ -4
15	Professional Investment Ac	https://www.linkedin.com/company/professional-investment-ac	Financial Service	579	65	11.23%	▲ 3
16	Web Synergies	https://www.linkedin.com/company/web-synergies	Information Techn	508	56	11.02%	▲ 0
17	CXC	https://www.linkedin.com/company/cxc	Human Resource	581	64	11.02%	▼ -3
18	Tolaram	https://www.linkedin.com/company/tolaram	Consumer Goods	837	92	10.99%	▲ 4
19	Quest Global	https://www.linkedin.com/company/quest-global	Information Techn	18,596	1,994	10.72%	▲ 22
20	VISTRA	https://www.linkedin.com/company/vistra	Management Cor	5,755	609	10.58%	New Entry
21	Trax Retail	https://www.linkedin.com/company/trax-retail	Information Techn	833	86	10.32%	▲ 49

22	Ensign InfoSecurity	https://www.link	Computer & Netw	825	83	10.06%	▼ -3
23	Agoda	https://www.link	Computer Softwa	9,303	924	9.93%	▲ 12
24	DayOne	https://www.link	Information Techn	595	59	9.92%	New Entry
25	Verticurl	https://www.link	Marketing & Adve	1,395	135	9.68%	▲ 0
26	TO THE NEW	https://www.link	Information Techn	2,552	245	9.60%	▼ -6
27	EPI-USE	https://www.link	Information Techn	1,516	144	9.50%	▲ 9
28	Carro	https://www.link	Automotive	1,112	105	9.44%	▲ 11
29	Ant International	https://www.link	Financial Services	1,317	123	9.34%	▼ -23
30	ENGIE South East Asia	https://www.link	Utilities	615	56	9.11%	▲ 17
31	BIPO	https://www.link	Human Resource	847	76	8.97%	▼ -23
32	Jiva	https://www.link	Computer Softwa	572	51	8.92%	▼ -19
33	NTT DATA Asia Pacific	https://www.link	Information Techn	2,228	197	8.84%	▼ -32
34	Apar Technologies	https://www.link	Information Techn	622	54	8.68%	New Entry
35	Cladtek	https://www.link	Oil & Energy	1,586	137	8.64%	▼ -2
36	GovTech Singapore	https://www.link	Information Techn	4,018	343	8.54%	▼ -4
37	RSM - Singapore	https://www.link	Accounting	568	48	8.45%	▲ 66
38	Azentio	https://www.link	Computer Softwa	1,938	163	8.41%	▼ -12
39	Accenture Southeast Asia	https://www.link	Management Cor	1,491	123	8.25%	▼ -8
40	Prudential Assurance Com	https://www.link	Financial Services	5,621	455	8.09%	▲ 17
41	LingoAce	https://www.link	E-learning	508	41	8.07%	New Entry
42	ShopBack	https://www.link	Computer Softwa	960	77	8.02%	▲ 17
43	AIA Singapore	https://www.link	Insurance	3,157	251	7.95%	▲ 7
44	iNova Pharmaceuticals	https://www.link	Pharmaceuticals	743	59	7.94%	▼ -10
45	Drew & Napier	https://www.link	Law Practice	544	42	7.72%	▼ -24
46	HOYA Surgical Optics	https://www.link	Medical Device	513	39	7.60%	New Entry
47	Sembcorp Industries	https://www.link	Utilities	3,755	282	7.51%	▲ 45
48	BoardRoom Group	https://www.link	Financial Services	604	45	7.45%	▼ -3
49	Ocean Network Express	https://www.link	Transportation/Tr	5,092	379	7.44%	▲ 4
50	2C2P	https://www.link	Financial Services	556	41	7.37%	▼ -21
51	Eastspring Investments	https://www.link	Financial Services	1,111	81	7.29%	▲ 14
52	Moglix	https://www.link	Computer Softwa	1,233	88	7.14%	▼ -15
53	Indorama	https://www.link	Chemicals	1,168	79	6.76%	▼ -2
54	Circles	https://www.link	Computer Softwa	1,353	90	6.65%	▲ 1
55	MariApps Marine Solutions	https://www.link	Information Techn	1,158	74	6.39%	▼ -28
56	IQVIA Asia Pacific	https://www.link	Hospital & Health	1,491	94	6.30%	▼ -8
57	PhillipCapital	https://www.link	Financial Services	1,144	72	6.29%	▼ -15
58	International SOS	https://www.link	Hospital & Health	12,055	755	6.26%	▲ 6
59	Gear	https://www.link	Outsourcing/Offst	2,338	146	6.24%	▼ -1
60	element14 Electronics	https://www.link	Electrical & Electr	804	50	6.22%	▼ -37
61	Optimum Solutions	https://www.link	Information Techn	1,438	89	6.19%	▼ -18
62	Menarini Asia-Pacific	https://www.link	Pharmaceuticals	663	41	6.18%	▲ 10
63	SGX Group	https://www.link	Financial Services	1,263	78	6.18%	▲ 3
64	SingHealth	https://www.link	Hospital & Health	2,760	170	6.16%	▲ 3
65	Oil and Gas Industry	https://www.link	Oil & Energy	623	38	6.10%	▼ -25
66	Univers	https://www.link	Computer Softwa	820	50	6.10%	▼ -5
67	Caldic APAC	https://www.link	Chemicals	691	42	6.08%	▼ -39
68	Rajah & Tann Asia	https://www.link	Law Practice	1,078	65	6.03%	▼ -19
69	Trip.com	https://www.link	Computer Softwa	1,082	64	5.91%	▲ 15
70	Wilhelmsen Ship Managem	https://www.link	Transportation/Tr	1,540	91	5.91%	▼ -8
71	Dart Global Logistics	https://www.link	Transportation/Tr	508	30	5.91%	New Entry
72	Traveloka	https://www.link	Computer Softwa	3,297	194	5.88%	▲ 11
73	Bank of Singapore, Asia's	https://www.link	Financial Services	2,528	148	5.85%	▲ 23
74	IBS Software	https://www.link	Computer Softwa	5,536	324	5.85%	▲ 2
75	MGH Group	https://www.link	Transportation/Tr	1,405	82	5.84%	▼ -37
76	KPMG Singapore	https://www.link	Management Cor	3,351	193	5.76%	▼ -2
77	Temasek	https://www.link	Financial Services	1,552	85	5.48%	▲ 34
78	CIMB Singapore	https://www.link	Banking	827	44	5.32%	▲ 36
79	APRIL	https://www.link	Paper & Forest Pr	4,814	254	5.28%	▼ -16
80	Shopee	https://www.link	Computer Softwa	48,913	2,500	5.11%	▼ -26
81	CGS International Securit	https://www.link	Financial Services	746	38	5.09%	▲ 10
82	Ben Line Group	https://www.link	Logistics & Suppl	1,068	54	5.06%	▼ -5
83	Pacific International Lines	https://www.link	Transportation/Tr	2,406	121	5.03%	▼ -5
84	ADA	https://www.link	Management Cor	1,840	91	4.95%	▼ -54
85	Daraz	https://www.link	Computer Softwa	12,333	603	4.89%	▲ 1
86	NCS Group	https://www.link	Information Techn	11,596	566	4.88%	▲ 4
87	Virtuos	https://www.link	Computer Games	2,699	130	4.82%	▲ 67
88	20Cube Logistics	https://www.link	Transportation/Tr	902	43	4.77%	▼ -15
89	Samsung Southeast Asia &	https://www.link	Consumer Electr	1,197	57	4.76%	▲ 6
90	Singlife	https://www.link	Insurance	967	46	4.76%	▼ -15
91	Starbucks Singapore	https://www.link	Food & Beverage	569	27	4.75%	▼ -3
92	XP Power	https://www.link	Electrical & Electr	877	41	4.68%	▲ 24
93	Mewah Group	https://www.link	Food & Beverage	664	31	4.67%	▼ -22

94	TDCX	https://www.link	Outsourcing/Offsh	15,026		684	4.55%	▼ -42
95	Allen & Gledhill	https://www.link	Law Practice	763		34	4.46%	▼ -15
96	Income Insurance	https://www.link	Insurance	2,374		105	4.42%	▲ 32
97	Agency for Integrated Care	https://www.link	Hospital & Health	866		38	4.39%	▲ 16
98	Synapse	https://www.link	Information Techn	3,379		148	4.38%	▲ 2
99	PropertyGuru Group	https://www.link	Computer Softwa	2,405		105	4.37%	▼ -18
100	Fullerton Health	https://www.link	Hospital & Health	714		31	4.34%	▲ 6
101	ENNOVI	https://www.link	Electrical & Electr	1,970		85	4.31%	▼ -14
102	Crypto.com	https://www.link	Financial Services	6,695		285	4.26%	▲ 5
103	Trafigura	https://www.link	Oil & Energy	4,720		200	4.24%	▼ -4
104	StarHub	https://www.link	Telecommunicati	2,728		111	4.07%	▲ 16
105	Bromma	https://www.link	Machinery	693		28	4.04%	▼ -37
106	DBS Bank	https://www.link	Banking	33,298		1,326	3.98%	▲ 20
107	PwC Singapore	https://www.link	Accounting	2,550		101	3.96%	▼ -38
108	Plintron	https://www.link	Telecommunicati	740		29	3.92%	▲ 14
109	Maxeon Solar Technolog	https://www.link	Renewables & En	1,474		57	3.87%	▼ -49
110	NEC Asia Pacific	https://www.link	Information Techn	987		38	3.85%	▲ 27
111	Synergy Marine Group	https://www.link	Logistics & Suppl	6,092		233	3.82%	▲ 7
112	Thakral One	https://www.link	Information Techn	707		27	3.82%	▼ -68
113	Canon Singapore	https://www.link	Information Techn	607		23	3.79%	▼ -28
114	MIMS	https://www.link	Hospital & Health	1,256		47	3.74%	▲ 24
115	Esco	https://www.link	Biotechnology	1,177		44	3.74%	▲ 0
116	M.Tech	https://www.link	Information Techn	777		29	3.73%	▼ -34
117	SHOPLINE	https://www.link	Computer Softwa	909		33	3.63%	▼ -12
118	Panasonic Asia Pacific	https://www.link	Electrical & Electr	551		20	3.63%	▼ -14
119	GIC	https://www.link	Financial Services	3,820		137	3.59%	▲ 8
120	Mitrais	https://www.link	Information Techn	624		22	3.53%	▼ -18
121	ST Engineering	https://www.link	Information Techn	16,523		579	3.50%	▼ -24
122	ComfortDelGro	https://www.link	Transportation/Tr	1,240		43	3.47%	▼ -24
123	Wilmar Consultancy Serv	https://www.link	Information Techn	636		22	3.46%	▼ -6
124	BIGO	https://www.link	Computer Softwa	3,013		104	3.45%	▲ 12
125	Carousell Group	https://www.link	Computer Softwa	1,189		41	3.45%	▼ -31
126	OCBC	https://www.link	Banking	19,196		658	3.43%	▲ 22
127	Singtel	https://www.link	Telecommunicati	8,143		279	3.43%	▼ -4
128	foodpanda	https://www.link	Internet	15,444		529	3.43%	▲ 4
129	Puma Energy	https://www.link	Oil & Energy	7,328		250	3.41%	▼ -8
130	Monetary Authority of Sing	https://www.link	Banking	2,432		80	3.29%	▼ -1
131	Straive	https://www.link	Management Con	11,869		387	3.26%	▲ 25
132	NTUC Health Co-operative	https://www.link	Hospital & Health	647		21	3.25%	▼ -20
133	Olam	https://www.link	Food & Beverage	8,737		280	3.20%	▲ 6
134	UOB	https://www.link	Banking	27,349		875	3.20%	▲ 12
135	ISS Facility Services, Sing	https://www.link	Facilities Services	663		21	3.17%	▼ -1
136	CrimsonLogic	https://www.link	Information Techn	1,231		38	3.09%	▲ 11
137	NETS	https://www.link	Financial Services	947		29	3.06%	▲ 8
138	Scoot	https://www.link	Airlines/Aviation	1,709		52	3.04%	▲ 43
139	BW Group	https://www.link	Logistics & Suppl	1,288		39	3.03%	▼ -15
140	GREAT EASTERN	https://www.link	Insurance	13,997		421	3.01%	▲ 3
141	Jebson & Jessen Group	https://www.link	International Trad	1,594		47	2.95%	▼ -62
142	M1	https://www.link	Telecommunicati	1,601		47	2.94%	▼ -12
143	AEM	https://www.link	Electrical & Electr	925		27	2.92%	▲ 7
144	Wilmar International	https://www.link	Food Production	7,135		208	2.92%	▼ -25
145	Atome	https://www.link	Financial Services	660		19	2.88%	▼ -36
146	KK Women's and Children	https://www.link	Hospital & Health	2,057		59	2.87%	▼ -2
147	SP Group	https://www.link	Utilities	2,443		70	2.87%	▼ -37
148	Dole Packaged Foods	https://www.link	Food & Beverage	1,792		51	2.85%	▼ -6
149	Aden Group	https://www.link	Facilities Services	1,305		37	2.84%	▼ -24
150	Venture	https://www.link	Electrical & Electr	1,922		52	2.71%	▲ 8
151	Giti Tire	https://www.link	Automotive	666		18	2.70%	▼ -16
152	ASMPT	https://www.link	Semiconductors	1,658		44	2.65%	▲ 12
153	Zuellig Pharma	https://www.link	Hospital & Health	6,526		163	2.50%	▲ 9
154	DyStar	https://www.link	Chemicals	1,266		31	2.45%	▲ 32
155	Tectura	https://www.link	Information Techn	504		12	2.38%	▼ -62
156	Silverlake	https://www.link	Information Techn	1,848		44	2.38%	▼ -100
157	The Coffee Bean & Tea Le	https://www.link	Food & Beverage	4,023		95	2.36%	▲ 8
158	SATS	https://www.link	Airlines/Aviation	5,568		131	2.35%	▲ 3
159	Rotary Engineering	https://www.link	Information Techn	2,087		49	2.35%	▼ -26
160	EM Services	https://www.link	Facilities Services	554		13	2.35%	▼ -19
161	InMobi Advertising	https://www.link	Marketing & Adve	1,586		37	2.33%	▲ 17
162	EDMI	https://www.link	Electrical & Electr	560		13	2.32%	▲ 18
163	SIA Engineering Company	https://www.link	Airlines/Aviation	2,587		60	2.32%	▲ 9
164	SMRT	https://www.link	Transportation/Tr	3,814		88	2.31%	▼ -11
165	MOH Holdings (Singapore)	https://www.link	Hospital & Health	1,653		38	2.30%	▼ -14

166	UOB Kay Hian	https://www.link	Financial Services	1,396	32	2.29%	▼ -14
167	eBaoTech International	https://www.link	Information Techn	806	18	2.23%	New Entry
168	Ninja Van	https://www.link	Transportation/Tr	5,089	113	2.22%	▲ 3
169	YCH Group	https://www.link	Transportation/Tr	1,412	30	2.12%	▼ -38
170	Tokio Marine Insurance Gr	https://www.link	Insurance	2,054	42	2.04%	▼ -4
171	Raffles Medical Group	https://www.link	Hospital & Health	1,294	26	2.01%	▼ -12
172	National University Health	https://www.link	Hospital & Health	7,257	141	1.94%	▲ 1
173	Grab	https://www.link	Computer Softwa	49,866	958	1.92%	▼ -3
174	Interplex	https://www.link	Electrical & Electr	1,109	20	1.80%	▼ -5
175	ZALORA Group	https://www.link	Computer Softwa	2,687	48	1.79%	▼ -35
176	IGG	https://www.link	Computer Games	1,416	25	1.77%	▼ -19
177	Sea	https://www.link	Computer Softwa	4,397	77	1.75%	▼ -28
178	Keppel	https://www.link	Financial Services	1,544	27	1.75%	▼ -11
179	Singapore Post	https://www.link	Transportation/Tr	1,760	30	1.70%	▼ -11
180	Kulicke & Soffa	https://www.link	Semiconductors	1,968	32	1.63%	▼ -3
181	PSA Singapore	https://www.link	Logistics & Suppl	2,838	44	1.55%	▼ -26
182	Atlantic, Gulf & Pacific Con	https://www.link	Oil & Energy	2,423	37	1.53%	▼ -22
183	Singapore Airlines	https://www.link	Airlines/Aviation	15,419	231	1.50%	▼ -7
184	HollySys Automation Techn	https://www.link	Industrial Automat	506	7	1.38%	New Entry
185	JAPFA	https://www.link	Food Production	5,002	69	1.38%	▼ -6
186	Lazada	https://www.link	Computer Softwa	21,166	291	1.37%	▼ -11
187	REC	https://www.link	Renewables & En	1,682	22	1.31%	▼ -13
188	UTAC	https://www.link	Semiconductors	1,875	20	1.07%	▼ -4
189	PCI	https://www.link	Electrical & Electr	1,266	13	1.03%	▼ -26
190	MytePro	https://www.link	Information Techn	588	6	1.02%	▼ -3
191	STATS ChipPAC	https://www.link	Semiconductors	2,714	26	0.96%	▼ -8
192	Ayam Brand	https://www.link	Food Production	676	5	0.74%	▼ -7
193	National Healthcare Group	https://www.link	Hospital & Health	14,061	90	0.64%	▼ -5
194	51Talk Headquarters	https://www.link	E-learning	10,537	65	0.62%	▼ -3
195	FUJIFILM Business Innova	https://www.link	Information Techn	6,322	30	0.47%	▼ -3
196	NIPSEA Group	https://www.link	Chemicals	6,613	30	0.45%	▼ -6
197	PSA International	https://www.link	Transportation/Tr	11,529	47	0.41%	▼ -8
198	RGE	https://www.link	Paper & Forest Pi	19,861	28	0.14%	▼ -5
199	Neocrm	https://www.link	Computer Softwa	3,903	2	0.05%	New Entry

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