

THE SOCIAL DAX 19

FTI's Annual Social Media Performance Index of
Germany's Top Listed Companies



Our Top 10



1. Daimler AG
2. BMW AG
3. SAP SE
4. Allianz SE
5. Siemens AG
6. Deutsche Telekom AG
7. thyssenkrupp AG
8. Deutsche Bank AG
9. Deutsche Post DHL Group
10. Infineon Technologies AG

At a Glance



Most Frequently Used Platforms

1. Twitter (26 companies)
2. LinkedIn (23 companies)
3. Facebook (16 companies)
4. Instagram (7 companies)

Most Interactions

1. LinkedIn (22.941 interactions)
2. Instagram (11.614 interactions)
3. Twitter (5.114 interactions)
4. Facebook (4.730 interactions)

Most Posts

1. Twitter (327 posts)
2. LinkedIn (63 posts)
3. Facebook (36 posts)
4. Instagram (14 posts)