

Dentsply Sirona passed the 100,000 LinkedIn follower mark



The Dentsply Sirona LinkedIn site was launched in 2016, immediately after the merger between Dentsply and Sirona. Since then, the number of LinkedIn followers has continuously increased. In the meantime, we have already managed to pass the impressive 100,000 followers on our LinkedIn corporate site. This is not least due to the countless and first-class educational content of the last eight weeks. After the beginning of the COVID-19 pandemic there was an increased demand for educational content on our social media channels, especially on LinkedIn.

The Dentsply Sirona LinkedIn site is a global communication channel in English and offers its users a wide range of different topics and content. However, LinkedIn is also used by national country subsidiaries with special, targeted contributions in the respective national language to communicate with colleagues from the dental industry. This communication channel gives LinkedIn users a very good overview of all areas of Dentsply Sirona, from company news, product news and event coverage-to content about education, employee development and career opportunities at Dentsply Sirona. LinkedIn is the ideal platform for distributing this content.

Over the last twelve months, LinkedIn has become one of the most wide-reaching channels in our social media landscape, with exceptionally active users. This is because a contribution on LinkedIn reaches an average of between 4,000 and 5,000 users. Of these, user engagement in terms of likes, comments and interactions is four percent.

The article with the widest coverage on the Dentsply Sirona LinkedIn site in recent weeks, with a total of 15,000 impressions, was the contribution by colleagues from the Wellspect production facility in Molndal, Sweden. Thanks to our employees at the Wellspect production site, Dentsply Sirona is able to support healthcare professionals during the COVID-19 pandemic by manufacturing disinfectants for hospitals.

Dentsply Sirona
100,381 followers
7mo • Edited •

Thanks to our colleagues at the Wellspect production facility in Mölndal, Sweden, Dentsply Sirona can support healthcare professionals on the front lines of COVID-19 by producing disinfectants for hospitals. The fast setup was only possible ...see more



428 • 3 Comments

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The Dentsply Sirona LinkedIn page is available at [linkedin.com/company/dentsplysirona](https://www.linkedin.com/company/dentsplysirona)

