



Canada's Most Active Renewables & Environment Professionals on Social – January 2021

Industry at a glance:

Average Score:
9.57%

Total Companies:
14

Global Industry Average:
9.97%

Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact is often greater than that of its company pages?

Your employees are seen as a trusted source of information by the audiences most important to your organization - your customers, prospects, partners and future employees. **Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, conversions, and prove ROI.**

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!

But, how active are your employees currently 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.

While you're looking, consider that DSMN8 customers typically see **30-40%** of employees regularly sharing company-approved content, with little effort required.

We've got everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects used by senior leadership, marketing, communications, sales, and HR teams.

Isn't it time you added amplified social sharing to your activity? Learn more at www.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)
1	Enerkem	https://www.linkedin.com/c	Canada	232	60	25.86%
2	Innergex	https://www.linkedin.com/c	Canada	258	43	16.67%
3	Boralex	https://www.linkedin.com/c	Canada	399	65	16.29%
4	BOREA CONSTRUCTION	https://www.linkedin.com/c	Canada	207	24	11.59%
5	Northland Power Inc.	https://www.linkedin.com/c	Canada	374	40	10.70%
6	Ducks Unlimited Canada	https://www.linkedin.com/c	Canada	306	26	8.50%
7	Hydro-Québec	https://www.linkedin.com/c	Canada	11,323	852	7.52%
8	Ballard Power Systems	https://www.linkedin.com/c	Canada	658	49	7.45%
9	Brookfield Renewable	https://www.linkedin.com/c	Canada	1,112	78	7.01%
10	Canadian Solar Inc.	https://www.linkedin.com/c	Canada	1,559	98	6.29%
11	Ministère de l'Environnem	https://www.linkedin.com/c	Canada	951	58	6.10%
12	Emterra Group	https://www.linkedin.com/c	Canada	317	14	4.42%
13	Ovivo	https://www.linkedin.com/c	Canada	579	18	3.11%
14	Transcanada Corporation	https://www.linkedin.com/c	Canada	200	5	2.50%

Ready to win at social?

Set up takes just 6 minutes and you can try free for 30-days, no credit card needed and you cancel at any time.

[Visit our website our contact us at support@dsmn8.com](http://support@dsmn8.com)



linkedin.com/company/DSMN8

