

DSMN8

Canada's Most Active Computer Software Professionals on Social - February 2021

Industry at a glance:

Average Score:
8.10%

Total Companies:
21

Global Industry Average:
10.70%

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)	Rank Change
1	Benevity	https://www.linkedin.com/company/benevity	Canada	676	127	18.79%	▲ 2
2	SOTI	https://www.linkedin.com/company/soti	Canada	1,232	223	18.10%	▼ -1
3	Genetec	https://www.linkedin.com/company/genetec	Canada	1,414	220	15.56%	▲ 1
4	Lightspeed HQ	https://www.linkedin.com/company/lightspeed-hq	Canada	1165	138	11.85%	▼ -2
5	OpenText	https://www.linkedin.com/company/opentext	Canada	13,714	1,287	9.38%	▲ 4
6	Trapeze Group	https://www.linkedin.com/company/trapeze-group	Canada	820	76	9.27%	▲ 8
7	PointClickCare	https://www.linkedin.com/company/pointclickcare	Canada	1,491	133	8.92%	▼ -2
8	Descartes Systems Group	https://www.linkedin.com/company/descartes-systems-group	Canada	954	83	8.70%	▲ 7
9	RLDatix	https://www.linkedin.com/company/rl-datix	Canada	462	40	8.66%	▲ 2
10	Zafin	https://www.linkedin.com/company/zafin	Canada	413	31	7.51%	▲ 3
11	Shareworks by Morgan Stanley	https://www.linkedin.com/company/shareworks	Canada	941	66	7.01%	▼ -4
12	BlackBerry	https://www.linkedin.com/company/blackberry	Canada	4,027	281	6.98%	▼ -2
13	ACCEO Solutions	https://www.linkedin.com/company/acceo-solutions	Canada	395	24	6.08%	▲ 5
14	Jonas Software	https://www.linkedin.com/company/jonas-software	Canada	1,411	85	6.02%	▲ 7
15	2020 Inc.	https://www.linkedin.com/company/2020-inc	Canada	890	53	5.96%	▲ 2
16	GIRO	https://www.linkedin.com/company/giro	Canada	682	36	5.28%	▲ 4
17	Harris Computer	https://www.linkedin.com/company/harris-computer	Canada	1,585	66	4.16%	▼ -1
18	Volaris Group	https://www.linkedin.com/company/volaris-group	Canada	752	31	4.12%	▼ -12
19	Wondershare Technology	https://www.linkedin.com/company/wondershare-technology	Canada	368	14	3.80%	▲ 0
20	Vestige	https://www.linkedin.com/company/vestige	Canada	763	18	2.36%	▲ 2
21	Enghouse	https://www.linkedin.com/company/enghouse	Canada	1,027	16	1.56%	▼ -13

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](#)



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