



Canada's Most Active Oil & Energy Professionals on Social - April 2021

Industry at a glance:

Average Score:
4.38%

Total Companies:
75

Global Industry Average:
5.14%

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	Énergir	https://www.linke	Canada	801	140	17.48%	▲ 0
2	4Refuel	https://www.linke	Canada	261	38	14.56%	▲ 0
3	Vertex	https://www.linke	Canada	290	35	12.07%	▲ 1
4	Alberta Energy Regulator	https://www.linke	Canada	979	90	9.19%	▲ 2
5	Parkland Corporation	https://www.linke	Canada	1,701	156	9.17%	▲ 5
6	Surerus Murphy Joint Venture	https://www.linke	Canada	245	21	8.57%	▲ 3
7	ClearStream Energy Services	https://www.linke	Canada	836	70	8.37%	▲ 1
8	STEP Energy Services	https://www.linke	Canada	657	48	7.31%	▲ 16
9	Co-op Refinery Complex	https://www.linke	Canada	336	23	6.85%	▲ 20
10	Gran Tierra Energy	https://www.linke	Canada	585	38	6.50%	▲ 4
11	Crescent Point Energy	https://www.linke	Canada	647	42	6.49%	▲ 29
12	TC Energy	https://www.linke	Canada	7,528	481	6.39%	▲ 3
13	Packers Plus Energy Services	https://www.linke	Canada	335	21	6.27%	▼ -6
14	Gibson Energy	https://www.linke	Canada	695	43	6.19%	▼ -11
15	Phoenix Technology Services	https://www.linke	Canada	619	38	6.14%	▲ 1
16	IRISNDT	https://www.linke	Canada	871	53	6.08%	▼ -4
17	AltaGas	https://www.linke	Canada	569	34	5.98%	▲ 2
18	Inter Pipeline	https://www.linke	Canada	1,243	73	5.87%	▲ 7
19	Stream-Flo Industries	https://www.linke	Canada	435	25	5.75%	▼ -14
20	Vermilion Energy	https://www.linke	Canada	727	40	5.50%	▲ 0
21	Cenovus Energy	https://www.linke	Canada	3,506	185	5.28%	▲ 10
22	NorthRiver Midstream	https://www.linke	Canada	251	13	5.18%	▼ -11
23	Enerflex	https://www.linke	Canada	1,802	93	5.16%	▼ -6
24	Keyera	https://www.linke	Canada	845	43	5.09%	▲ 4

25	MEG Energy	https://www.linke	Canada	576	29	5.03%	▲ 18
26	Petro-Canada Lubricants	https://www.linke	Canada	1,276	63	4.94%	▼ -4
27	Acuren	https://www.linke	Canada	2,957	143	4.84%	▲ 7
28	Marmen	https://www.linke	Canada	332	16	4.82%	▲ 9
29	Plains Midstream Canada	https://www.linke	Canada	1,014	48	4.73%	▲ 6
30	Pembina Pipeline Corporation	https://www.linke	Canada	1,817	86	4.73%	▼ -3
31	Shawcor	https://www.linke	Canada	2,558	108	4.22%	▼ -10
32	Irving Oil	https://www.linke	Canada	2,151	90	4.18%	▼ -6
33	Pason	https://www.linke	Canada	596	24	4.03%	▲ 3
34	Superior Propane	https://www.linke	Canada	745	29	3.89%	▲ 13
35	Enbridge	https://www.linke	Canada	9,873	364	3.69%	▲ 11
36	United Safety	https://www.linke	Canada	735	27	3.67%	▼ -18
37	Fort McKay Group of Companies	https://www.linke	Canada	354	13	3.67%	▲ 4
38	SECURE ENERGY	https://www.linke	Canada	856	31	3.62%	▲ 13
39	Suncor	https://www.linke	Canada	14,303	512	3.58%	▼ -7
40	Strike Group	https://www.linke	Canada	372	13	3.49%	▲ 5
41	SaskEnergy	https://www.linke	Canada	438	15	3.42%	▼ -3
42	PTW	https://www.linke	Canada	1,639	56	3.42%	▼ -19
43	Syncrude Canada	https://www.linke	Canada	3,176	107	3.37%	▲ 21
44	Bankers Petroleum	https://www.linke	Canada	252	8	3.17%	▲ 4
45	Calfrac Well Services	https://www.linke	Canada	1,605	50	3.12%	▼ -15
46	Enbridge Pipelines	https://www.linke	Canada	1,572	48	3.05%	▲ 9
47	Quinn Contracting	https://www.linke	Canada	330	10	3.03%	▲ 15
48	Husky Energy	https://www.linke	Canada	4,798	142	2.96%	▼ -15
49	CEDA International	https://www.linke	Canada	845	25	2.96%	▲ 16
50	Imperial Oil	https://www.linke	Canada	4,202	123	2.93%	▼ -6
51	Precision Drilling	https://www.linke	Canada	2,016	59	2.93%	▲ 1
52	Canadian Natural Resources	https://www.linke	Canada	7,577	220	2.90%	▼ -3
53	HSE Integrated	https://www.linke	Canada	531	15	2.82%	▲ 0
54	Propak Systems	https://www.linke	Canada	530	14	2.64%	▲ 12
55	Nalcor Energy	https://www.linke	Canada	654	17	2.60%	▼ -13
56	Horizon North Logistics	https://www.linke	Canada	468	12	2.56%	▼ -43
57	Techmation Electric & Controls	https://www.linke	Canada	471	12	2.55%	▲ 3
58	Edmonton Exchanger	https://www.linke	Canada	290	7	2.41%	▼ -2
59	Columbia Pipeline Group	https://www.linke	Canada	251	6	2.39%	▲ 2
60	Imperial Oil Canada	https://www.linke	Canada	251	6	2.39%	▲ 14
61	Bantrel	https://www.linke	Canada	839	20	2.38%	▲ 2
62	Valerus	https://www.linke	Canada	283	6	2.12%	▲ 5
63	Ensign Energy Services	https://www.linke	Canada	2,265	47	2.08%	▼ -4
64	ARC Resources	https://www.linke	Canada	434	9	2.07%	▼ -14
65	Tarpon Energy Services	https://www.linke	Canada	695	14	2.01%	▼ -7
66	Foremost	https://www.linke	Canada	260	5	1.92%	▼ -27
67	AKITA Drilling	https://www.linke	Canada	456	8	1.75%	▼ -13
68	Trican Well Service	https://www.linke	Canada	1,165	20	1.72%	▲ 0
69	Smith Bits	https://www.linke	Canada	893	11	1.23%	▲ 4
70	Trinidad Drilling	https://www.linke	Canada	680	7	1.03%	▼ -1
71	Ultramar	https://www.linke	Canada	721	7	0.97%	▲ 0
72	Horizon Drilling	https://www.linke	Canada	234	2	0.85%	▼ -15
73	Integral Energy Services	https://www.linke	Canada	254	2	0.79%	▲ 2
74	Encana	https://www.linke	Canada	2,866	22	0.77%	▼ -2
75	Savanna Energy	https://www.linke	Canada	607	3	0.49%	▼ -5

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



DSMN8

[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

