

# DSMN8

Canada's Most Active Broadcast Media Professionals on Social - June 2021

## Industry at a glance:

Average Score:  
**7.23%**

Total Companies:  
**22**

Global Industry Average:  
**7.12%**

## 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](http://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	Ross Video	<a href="https://www.linkedin.com/company/ross-video">https://www.linkedin.com/company/ross-video</a>	Canada	886	152	17.16%
2	Groupe Média TFO	<a href="https://www.linkedin.com/company/groupe-media-tfo">https://www.linkedin.com/company/groupe-media-tfo</a>	Canada	271	39	14.39%
3	Cogeco	<a href="https://www.linkedin.com/company/cogeco">https://www.linkedin.com/company/cogeco</a>	Canada	387	45	11.63%
4	Blue Ant	<a href="https://www.linkedin.com/company/blue-ant">https://www.linkedin.com/company/blue-ant</a>	Canada	219	23	10.50%
5	Pattison	<a href="https://www.linkedin.com/company/pattison">https://www.linkedin.com/company/pattison</a>	Canada	384	38	9.90%
6	CBC/Radio-Canada	<a href="https://www.linkedin.com/company/cbc-radio-canada">https://www.linkedin.com/company/cbc-radio-canada</a>	Canada	2,451	241	9.83%
7	CTV News	<a href="https://www.linkedin.com/company/ctv-news">https://www.linkedin.com/company/ctv-news</a>	Canada	720	70	9.72%
8	Télé-Québec	<a href="https://www.linkedin.com/company/tele-quebec">https://www.linkedin.com/company/tele-quebec</a>	Canada	360	33	9.17%
9	Sportsnet	<a href="https://www.linkedin.com/company/sportsnet">https://www.linkedin.com/company/sportsnet</a>	Canada	375	28	7.47%
10	9 Story Media Group	<a href="https://www.linkedin.com/company/9-story-media-group">https://www.linkedin.com/company/9-story-media-group</a>	Canada	348	25	7.18%
11	Groupe TVA	<a href="https://www.linkedin.com/company/groupe-tva">https://www.linkedin.com/company/groupe-tva</a>	Canada	1,092	69	6.32%
12	Global News	<a href="https://www.linkedin.com/company/global-news">https://www.linkedin.com/company/global-news</a>	Canada	831	52	6.26%
13	Radio-Canada	<a href="https://www.linkedin.com/company/radio-canada">https://www.linkedin.com/company/radio-canada</a>	Canada	3,119	190	6.09%
14	Grass Valley	<a href="https://www.linkedin.com/company/grass-valley">https://www.linkedin.com/company/grass-valley</a>	Canada	1,493	90	6.03%
15	Evertz	<a href="https://www.linkedin.com/company/evertz">https://www.linkedin.com/company/evertz</a>	Canada	1,018	61	5.99%
16	TSN	<a href="https://www.linkedin.com/company/tsn">https://www.linkedin.com/company/tsn</a>	Canada	610	27	4.43%
17	Corus Entertainment	<a href="https://www.linkedin.com/company/corus-entertainment">https://www.linkedin.com/company/corus-entertainment</a>	Canada	3,316	142	4.28%
18	CBC	<a href="https://www.linkedin.com/company/cbc">https://www.linkedin.com/company/cbc</a>	Canada	5,595	210	3.75%
19	RDS	<a href="https://www.linkedin.com/company/rds">https://www.linkedin.com/company/rds</a>	Canada	748	21	2.81%
20	Vista Radio	<a href="https://www.linkedin.com/company/vista-radio">https://www.linkedin.com/company/vista-radio</a>	Canada	255	6	2.35%
21	CBC Television	<a href="https://www.linkedin.com/company/cbc-television">https://www.linkedin.com/company/cbc-television</a>	Canada	611	14	2.29%
22	Newcap Radio	<a href="https://www.linkedin.com/company/newcap-radio">https://www.linkedin.com/company/newcap-radio</a>	Canada	256	4	1.56%

## 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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