



Canada's Most Active Entertainment Professionals on Social - June 2021

Industry at a glance:

Average Score:
5.86%

Total Companies:
22

Global Industry Average:
5.51%

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	Ludia	https://www.linkedin.com/company/ludia	Canada	432	59	13.66%
2	WildBrain	https://www.linkedin.com/company/wildbrain	Canada	957	98	10.24%
3	BBTV	https://www.linkedin.com/company/bb-tv	Canada	386	36	9.33%
4	Loto-Québec	https://www.linkedin.com/company/loto-quebec	Canada	1,142	90	7.88%
5	NELVANA	https://www.linkedin.com/company/nelvana	Canada	258	20	7.75%
6	WB Games Montreal	https://www.linkedin.com/company/wb-games-montreal	Canada	373	28	7.51%
7	WhiteWater	https://www.linkedin.com/company/white-water	Canada	400	29	7.25%
8	Mercury Filmworks	https://www.linkedin.com/company/mercury-filmworks	Canada	241	17	7.05%
9	Bell Media	https://www.linkedin.com/company/bell-media	Canada	5,115	329	6.43%
10	Landmark Cinemas Canada	https://www.linkedin.com/company/landmark-cinemas-canada	Canada	276	15	5.43%
11	Jam Filled	https://www.linkedin.com/company/jam-filled	Canada	505	26	5.15%
12	IMAX	https://www.linkedin.com/company/imax	Canada	1,102	52	4.72%
13	Sim	https://www.linkedin.com/company/sim	Canada	405	19	4.69%
14	Cirque du Soleil Entertainment	https://www.linkedin.com/company/cirque-du-soleil-entertainment	Canada	3,040	141	4.64%
15	Woodbine Entertainment	https://www.linkedin.com/company/woodbine-entertainment	Canada	651	28	4.30%
16	Entertainment One	https://www.linkedin.com/company/entertainment-one	Canada	1,276	54	4.23%
17	Kabam	https://www.linkedin.com/company/kabam	Canada	889	34	3.82%
18	Canada's Wonderland	https://www.linkedin.com/company/canadas-wonderland	Canada	560	20	3.57%
19	OLG	https://www.linkedin.com/company/olg	Canada	2,485	76	3.06%
20	Cineplex	https://www.linkedin.com/company/cineplex	Canada	3,412	97	2.84%
21	PNE	https://www.linkedin.com/company/pne	Canada	352	10	2.84%
22	DHX Media	https://www.linkedin.com/company/dhx-media	Canada	267	7	2.62%

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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