



Canada's Most Active Aviation & Aerospace Professionals on Social - July 2021

Industry at a glance:



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	MHI RJ	https://www.linkedin.com/company/mhi-rj	Canada	364	43	11.81%
2	Héroux-Devtek	https://www.linkedin.com/company/heroux-devtek	Canada	909	79	8.69%
3	MSB	https://www.linkedin.com/company/msb	Canada	224	18	8.04%
4	Kar Group	https://www.linkedin.com/company/kar-group	Canada	200	16	8.00%
5	AAA Canada	https://www.linkedin.com/company/aaa-canada	Canada	363	25	6.89%
6	CAE	https://www.linkedin.com/company/cae	Canada	9,612	556	5.78%
7	CMC Electronics	https://www.linkedin.com/company/cmc-electronics	Canada	630	36	5.71%
8	MHI Canada Aerospace	https://www.linkedin.com/company/mhi-canada-aerospace	Canada	212	11	5.19%
9	Aero Mag 2000	https://www.linkedin.com/company/aero-mag-2000	Canada	218	11	5.05%
10	Top Aces	https://www.linkedin.com/company/top-aces	Canada	291	14	4.81%
11	Flying Colours	https://www.linkedin.com/company/flying-colours	Canada	230	11	4.78%
12	Cascade Aerospace	https://www.linkedin.com/company/cascade-aerospace	Canada	357	16	4.48%
13	IMP Aerospace & Defence	https://www.linkedin.com/company/imp-aerospace-defence	Canada	475	21	4.42%
14	Canadian Helicopters	https://www.linkedin.com/company/canadian-helicopters	Canada	321	14	4.36%
15	Magellan Aerospace	https://www.linkedin.com/company/magellan-aerospace	Canada	1,406	48	3.41%
16	Bombardier	https://www.linkedin.com/company/bombardier	Canada	31,268	876	2.80%
17	Cyclone Manufacturing	https://www.linkedin.com/company/cyclone-manufacturing	Canada	261	4	1.53%
18	Vector Aerospace	https://www.linkedin.com/company/vector-aerospace	Canada	636	8	1.26%
19	Arnprior Aerospace	https://www.linkedin.com/company/arnprior-aerospace	Canada	239	3	1.26%
20	Avcorp Industries	https://www.linkedin.com/company/avcorp-industries	Canada	257	2	0.78%

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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