

# DSMN8

Canada's Most Active Automotive Professionals on Social - July 2021

## Industry at a glance:

Average Score:  
**3.99%**

Total Companies:  
**23**

Global Industry Average:  
**5.00%**

## 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	Plasman	<a href="https://www.linkedin.com/company/plasman">https://www.linkedin.com/company/plasman</a>	Canada	612	39	6.37%
2	Belron Canada	<a href="https://www.linkedin.com/company/belron-canada">https://www.linkedin.com/company/belron-canada</a>	Canada	503	31	6.16%
3	Woodbridge	<a href="https://www.linkedin.com/company/woodbridge">https://www.linkedin.com/company/woodbridge</a>	Canada	1,339	75	5.60%
4	Nova Bus	<a href="https://www.linkedin.com/company/nova-bus">https://www.linkedin.com/company/nova-bus</a>	Canada	632	35	5.54%
5	Multimatic	<a href="https://www.linkedin.com/company/multimatic">https://www.linkedin.com/company/multimatic</a>	Canada	1,669	92	5.51%
6	Dilawri Group of Companies	<a href="https://www.linkedin.com/company/dilawri-group-of-companies">https://www.linkedin.com/company/dilawri-group-of-companies</a>	Canada	1,616	85	5.26%
7	UAP	<a href="https://www.linkedin.com/company/uap">https://www.linkedin.com/company/uap</a>	Canada	1,717	90	5.24%
8	AutoCanada	<a href="https://www.linkedin.com/company/autocanada">https://www.linkedin.com/company/autocanada</a>	Canada	1,445	70	4.84%
9	Martinrea International	<a href="https://www.linkedin.com/company/martinrea-international">https://www.linkedin.com/company/martinrea-international</a>	Canada	3,508	164	4.68%
10	Litens Automotive Group	<a href="https://www.linkedin.com/company/litens-automotive-group">https://www.linkedin.com/company/litens-automotive-group</a>	Canada	559	24	4.29%
11	Stackpole International	<a href="https://www.linkedin.com/company/stackpole-international">https://www.linkedin.com/company/stackpole-international</a>	Canada	966	40	4.14%
12	Toyota Canada	<a href="https://www.linkedin.com/company/toyota-canada">https://www.linkedin.com/company/toyota-canada</a>	Canada	1,002	40	3.99%
13	Weins Canada	<a href="https://www.linkedin.com/company/weins-canada">https://www.linkedin.com/company/weins-canada</a>	Canada	595	20	3.36%
14	Go Auto	<a href="https://www.linkedin.com/company/go-auto">https://www.linkedin.com/company/go-auto</a>	Canada	636	21	3.30%
15	ABC Technologies	<a href="https://www.linkedin.com/company/abc-technologies">https://www.linkedin.com/company/abc-technologies</a>	Canada	1,890	60	3.17%
16	Magna International	<a href="https://www.linkedin.com/company/magna-international">https://www.linkedin.com/company/magna-international</a>	Canada	29,805	902	3.03%
17	The Humberview Group	<a href="https://www.linkedin.com/company/the-humberview-group">https://www.linkedin.com/company/the-humberview-group</a>	Canada	577	17	2.95%
18	Honda of Canada Mfg.	<a href="https://www.linkedin.com/company/honda-of-canada-mfg">https://www.linkedin.com/company/honda-of-canada-mfg</a>	Canada	1,138	33	2.90%
19	Linamar Corporation	<a href="https://www.linkedin.com/company/linamar-corporation">https://www.linkedin.com/company/linamar-corporation</a>	Canada	4,210	104	2.47%
20	Mercedes-Benz Canada	<a href="https://www.linkedin.com/company/mercedes-benz-canada">https://www.linkedin.com/company/mercedes-benz-canada</a>	Canada	1,134	28	2.47%
21	Motor Coach Industries	<a href="https://www.linkedin.com/company/motor-coach-industries">https://www.linkedin.com/company/motor-coach-industries</a>	Canada	589	13	2.21%
22	Toyota Motor Manufacturing Ca	<a href="https://www.linkedin.com/company/toyota-motor-manufacturing-ca">https://www.linkedin.com/company/toyota-motor-manufacturing-ca</a>	Canada	2,464	53	2.15%
23	Honda Canada	<a href="https://www.linkedin.com/company/honda-canada">https://www.linkedin.com/company/honda-canada</a>	Canada	1,307	28	2.14%

## 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](mailto:support@dsmn8.com)



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