



Canada's Most Active Computer Software Professionals on Social - September 2021

Industry at a glance:

Average Score:
10.13%

Total Companies:
24

Global Industry Average:
12.13%

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	Coveo	https://www.linkedin.com/company/coveo	Canada	652	142	21.78%	New Entry
2	SOTI	https://www.linkedin.com/company/soti	Canada	1,309	247	18.87%	▲ 0
3	Kinaxis	https://www.linkedin.com/company/kinaxis	Canada	1,168	200	17.12%	New Entry
4	Vendasta	https://www.linkedin.com/company/vendasta	Canada	526	89	16.92%	New Entry
5	Genetec	https://www.linkedin.com/company/genetec	Canada	1,529	254	16.61%	▼ -2
6	Benevity	https://www.linkedin.com/company/benevity	Canada	767	118	15.38%	▼ -5
7	Clio	https://www.linkedin.com/company/clioclient	Canada	675	97	14.37%	New Entry
8	TouchBistro	https://www.linkedin.com/company/touchbistro	Canada	532	76	14.29%	New Entry
9	BlackBerry	https://www.linkedin.com/company/blackberry	Canada	3,785	434	11.47%	▲ 3
10	PointClickCare	https://www.linkedin.com/company/pointclickcare	Canada	1,558	152	9.76%	▼ -3
11	2020	https://www.linkedin.com/company/2020	Canada	1,340	128	9.55%	▲ 4
12	OpenText	https://www.linkedin.com/company/opentext	Canada	14,184	1,348	9.50%	▼ -7
13	Lightspeed Commerce	https://www.linkedin.com/company/lightspeedcommerce	Canada	2,056	194	9.44%	▼ -9
14	Trapeze	https://www.linkedin.com/company/trapeze	Canada	766	70	9.14%	▼ -8
15	Descartes	https://www.linkedin.com/company/descartes	Canada	1,038	90	8.67%	▼ -7
16	Jonas Software	https://www.linkedin.com/company/jonas-software	Canada	1,252	96	7.67%	▼ -2
17	Harris Computer	https://www.linkedin.com/company/harris-computer	Canada	1,726	130	7.53%	▲ 0
18	Corel	https://www.linkedin.com/company/corel	Canada	798	50	6.27%	New Entry
19	Shareworks	https://www.linkedin.com/company/shareworks	Canada	1,000	57	5.70%	▼ -8
20	GIRO	https://www.linkedin.com/company/giro	Canada	674	35	5.19%	▼ -4
21	Volaris Group	https://www.linkedin.com/company/volaris-group	Canada	818	37	4.52%	▼ -3
22	Vestige	https://www.linkedin.com/company/vestige	Canada	794	13	1.64%	▼ -2
23	Enghouse	https://www.linkedin.com/company/enghouse	Canada	1,076	15	1.39%	▼ -2
24	Cognos	https://www.linkedin.com/company/cognos	Canada	1,108	5	0.45%	New Entry

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

