



Oceania's Most Active Utilities Professionals on Social - October 2021

Industry at a glance:

Average Score:
4.41%

Total Companies:
43

Global Industry Average:
4.45%

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	AIM	https://www.linkedin.com/company/aim/	Canada	602	56	9.30%	▲ 13
2	Nova Scotia Power	https://www.linkedin.com/company/nova-scotia-power/	Canada	895	67	7.49%	▲ 1
3	Enbridge Gas	https://www.linkedin.com/company/enbridge-gas/	Canada	603	37	6.14%	▼ -1
4	Kinectrics	https://www.linkedin.com/company/kinectrics/	Canada	940	56	5.96%	▲ 7
5	IESO	https://www.linkedin.com/company/ieso/	Canada	768	43	5.60%	▲ 2
6	Capital Power	https://www.linkedin.com/company/capital-power/	Canada	687	36	5.24%	▲ 14
7	Liberty	https://www.linkedin.com/company/liberty/	Canada	1,901	99	5.21%	▼ -2
8	FortisBC	https://www.linkedin.com/company/fortisbc/	Canada	1,765	85	4.82%	▲ 1
9	Emera	https://www.linkedin.com/company/energen/	Canada	3,223	151	4.69%	▲ 31
10	ENMAX	https://www.linkedin.com/company/enmax/	Canada	1,382	61	4.41%	▲ 0
11	Alectra	https://www.linkedin.com/company/alectra/	Canada	988	42	4.25%	▲ 2
12	Bruce Power	https://www.linkedin.com/company/bruce-power/	Canada	3,299	127	3.85%	▲ 7
13	ATCO	https://www.linkedin.com/company/atco/	Canada	4,785	182	3.80%	▲ 25
14	EPCOR	https://www.linkedin.com/company/epcor/	Canada	2,135	77	3.61%	▲ 2
15	Ontario Power Generation	https://www.linkedin.com/company/ontario-power-generation/	Canada	6,497	232	3.57%	▲ 7
16	Hydro One	https://www.linkedin.com/company/hydro-one/	Canada	4,007	118	2.94%	▲ 8
17	TransAlta	https://www.linkedin.com/company/transalta/	Canada	1,327	37	2.79%	▲ 10
18	ATCO Electric	https://www.linkedin.com/company/atco-electric/	Canada	1,222	34	2.78%	▲ 16
19	SaskPower	https://www.linkedin.com/company/saskpower/	Canada	1,836	49	2.67%	▲ 7
20	Toronto Hydro	https://www.linkedin.com/company/toronto-hydro/	Canada	1,494	37	2.48%	▼ -3
21	AltaLink	https://www.linkedin.com/company/altalink/	Canada	641	15	2.34%	▲ 4
22	BC Hydro	https://www.linkedin.com/company/bc-hydro/	Canada	5,240	120	2.29%	▲ 8
23	ATCO Gas	https://www.linkedin.com/company/atco-gas/	Canada	800	18	2.25%	▲ 5
24	Enbridge Gas Distribution	https://www.linkedin.com/company/enbridge-gas-distribution/	Canada	1,251	26	2.08%	▲ 11

25	CORIX	https://www.linkedin.com/company/corix	Canada	507	10	1.97%	▲ 4
26	Manitoba	https://www.linkedin.com/company/manitoba	Canada	2,537	49	1.93%	▼ -14
27	FortisAlberta	https://www.linkedin.com/company/fortisalberta	Canada	835	14	1.68%	▲ 5
28	Union Gas	https://www.linkedin.com/company/union-gas	Canada	850	8	0.94%	▲ 9



Ready to win at social?

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[Visit our website](#) [our contact us at support@dsmn8.com](#)

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