



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

Industry at a glance:

Average Score:
4.43%

Total Companies:
24

Global Industry Average:
5.12%

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	Nova Bus	https://www.linkedin.com/company/nova-bus	Canada	687	75	10.92%	▲ 3
2	Plasman	https://www.linkedin.com/company/plasman	Canada	666	59	8.86%	▼ -1
3	Belron Canada	https://www.linkedin.com/company/belron-canada	Canada	505	36	7.13%	▼ -1
4	Leggett & Platt Automotive	https://www.linkedin.com/company/leggett-platt-automotive	Canada	500	32	6.40%	New Entry
5	Stackpole International	https://www.linkedin.com/company/stackpole-international	Canada	961	55	5.72%	▲ 6
6	Martinrea International	https://www.linkedin.com/company/martinrea-international	Canada	3,567	193	5.41%	▲ 3
7	Multimatic	https://www.linkedin.com/company/multimatic	Canada	1,716	92	5.36%	▼ -2
8	AutoCanada	https://www.linkedin.com/company/autocanada	Canada	1,385	70	5.05%	▲ 0
9	Litens	https://www.linkedin.com/company/litens	Canada	553	26	4.70%	▲ 1
10	Dilawri Group of Companies	https://www.linkedin.com/company/dilawri-group-of-companies	Canada	1,619	69	4.26%	▼ -4
11	UAP	https://www.linkedin.com/company/uap	Canada	1,719	70	4.07%	▼ -4
12	Woodbridge	https://www.linkedin.com/company/woodbridge	Canada	1,338	54	4.04%	▼ -9
13	Honda of Canada	https://www.linkedin.com/company/honda-of-canada	Canada	1,119	38	3.40%	▲ 5
14	Magna International	https://www.linkedin.com/company/magna-international	Canada	30,152	1,004	3.33%	▲ 2
15	Toyota Canada	https://www.linkedin.com/company/toyota-canada	Canada	999	33	3.30%	▼ -3
16	The Humberview Group	https://www.linkedin.com/company/the-humberview-group	Canada	578	19	3.29%	▲ 1
17	Go Auto	https://www.linkedin.com/company/go-auto	Canada	640	21	3.28%	▼ -3
18	Mercedes-Benz Canada	https://www.linkedin.com/company/mercedes-benz-canada	Canada	1,138	35	3.08%	▲ 2
19	Weins Canada	https://www.linkedin.com/company/weins-canada	Canada	594	18	3.03%	▼ -6
20	Honda Canada	https://www.linkedin.com/company/honda-canada	Canada	1,292	36	2.79%	▲ 3
21	Linamar Corporation	https://www.linkedin.com/company/linamar-corporation	Canada	4,290	113	2.63%	▼ -2
22	ABC Technologies	https://www.linkedin.com/company/abc-technologies	Canada	1,935	50	2.58%	▼ -7
23	Motor Coach Industries	https://www.linkedin.com/company/motor-coach-industries	Canada	583	12	2.06%	▼ -2
24	Toyota Motor Manufacturing	https://www.linkedin.com/company/toyota-motor-manufacturing	Canada	2,465	42	1.70%	▼ -2

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)

