



Canada's Most Active Transportation, Trucking & Railroad Professionals on Social - November 2021

Industry at a glance:

Average Score:
4.67%

Total Companies:
25

Global Industry Average:
4.30%

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	Exo	https://www.linkedin.com/company/exo	Canada	577	95	16.46%	▲ 0
2	Metrolinx	https://www.linkedin.com/company/metrolinx	Canada	3,352	291	8.68%	▲ 8
3	AMJ Campbell	https://www.linkedin.com/company/amj-campbell	Canada	511	44	8.61%	▲ 10
4	Prevost	https://www.linkedin.com/company/prevost	Canada	527	40	7.59%	▲ 7
5	BC Transit	https://www.linkedin.com/company/bc-transit	Canada	542	40	7.38%	▲ 4
6	Bison Transport	https://www.linkedin.com/company/bison-transport	Canada	901	59	6.55%	▲ 17
7	Société de transport de Mo	https://www.linkedin.com/company/societe-de-transport-de-montreal	Canada	2,941	190	6.46%	▲ 5
8	VIA Rail Canada	https://www.linkedin.com/company/via-rail-canada	Canada	1,842	119	6.46%	▲ 0
9	Day & Ross	https://www.linkedin.com/company/day-ross	Canada	1,598	91	5.69%	▲ 12
10	TransLink	https://www.linkedin.com/company/translink	Canada	1,060	57	5.38%	▲ 5
11	Manitoulin Transport	https://www.linkedin.com/company/manitoulin-transport	Canada	856	40	4.67%	▲ 29
12	Midland Transport	https://www.linkedin.com/company/midland-transport	Canada	544	23	4.23%	▲ 4
13	Ministère des Transports	https://www.linkedin.com/company/ministere-des-transports	Canada	3,014	107	3.55%	▲ 14
14	Canadian Pacific Railway	https://www.linkedin.com/company/canadian-pacific-railway	Canada	5,505	168	3.05%	▲ 19
15	Transport Canada	https://www.linkedin.com/company/transport-canada	Canada	4,282	128	2.99%	▲ 14
16	Trimac Transportation	https://www.linkedin.com/company/trimac-transportation	Canada	1,123	32	2.85%	▲ 12
17	Canada Cartage	https://www.linkedin.com/company/canada-cartage	Canada	1,112	30	2.70%	▲ 15
18	CN	https://www.linkedin.com/company/cn	Canada	10,456	279	2.67%	▲ 8
19	New Flyer	https://www.linkedin.com/company/new-flyer	Canada	1,137	29	2.55%	▲ 20
20	TTC	https://www.linkedin.com/company/ttc	Canada	6,212	131	2.11%	▲ 16
21	Vitrans Express	https://www.linkedin.com/company/vitrans-express	Canada	536	9	1.68%	▲ 28
22	Coast Mountain Bus Comp	https://www.linkedin.com/company/coast-mountain-bus-company	Canada	1,238	17	1.37%	▲ 26
23	Stock Transportation	https://www.linkedin.com/company/stock-transportation	Canada	586	8	1.37%	▲ 29
24	Dicom Transportation Grou	https://www.linkedin.com/company/dicom-transportation-group	Canada	511	5	0.98%	▲ 27

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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