



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

Industry at a glance:

Average Score:
4.00%

Total Companies:
16

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	Transurban	https://www.linkedin.com/company/transurban	Australia	1,769	153	8.65%	▲ 5
2	Transport for NSW	https://www.linkedin.com/company/transport-for-nsw	Australia	13,239	922	6.96%	▲ 9
3	V/Line	https://www.linkedin.com/company/v-line	Australia	1,030	69	6.70%	▲ 9
4	Metro Trains Melbourne	https://www.linkedin.com/company/metro-trains-melbourne	Australia	3,127	178	5.69%	▲ 9
5	Yarra Trams	https://www.linkedin.com/company/yarra-trams	Australia	1,054	51	4.84%	▲ 11
6	KiwiRail	https://www.linkedin.com/company/kiwirail	New Zealand	2,004	94	4.69%	▲ 12
7	ARTC	https://www.linkedin.com/company/artc	Australia	1,279	59	4.61%	▲ 8
8	Public Transport Authority	https://www.linkedin.com/company/public-transport-authority	Australia	1,044	48	4.60%	▲ 11
9	Main Roads Western Austr	https://www.linkedin.com/company/main-roads-western-australia	Australia	990	34	3.43%	▲ 12
10	Pacific National	https://www.linkedin.com/company/pacific-national	Australia	1,743	54	3.10%	▲ 12
11	Sydney Trains	https://www.linkedin.com/company/sydney-trains	Australia	5,135	132	2.57%	▲ 12
12	Aurizon	https://www.linkedin.com/company/aurizon	Australia	3,325	85	2.56%	▲ 14
13	StarTrack	https://www.linkedin.com/company/startrack	Australia	1,397	30	2.15%	▲ 18
14	Queensland Rail	https://www.linkedin.com/company/queensland-rail	Australia	3,436	52	1.51%	▲ 15
15	VicRoads	https://www.linkedin.com/company/vicroads	Australia	1,585	20	1.26%	▲ 18
16	State Transit Authority of N	https://www.linkedin.com/company/state-transit-authority-of-nsw	Australia	680	5	0.74%	▲ 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



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