



Canada's Most Active Computer Software Professionals on Social - April 2022

Industry at a glance:



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	Benevity	https://www.linkedin.com/company/benevity	Canada	835	219	26.23%	▲ 5
2	Esri Canada	https://www.linkedin.com/company/esri-canada	Canada	526	116	22.05%	New Entry
3	TouchBistro	https://www.linkedin.com/company/touchbistro	Canada	617	135	21.88%	▲ 5
4	Vendasta	https://www.linkedin.com/company/vendasta	Canada	563	122	21.67%	▲ 0
5	Jobber	https://www.linkedin.com/company/jobber	Canada	536	104	19.40%	New Entry
6	SOTI	https://www.linkedin.com/company/soti	Canada	1,386	257	18.54%	▼ -4
7	Genetec	https://www.linkedin.com/company/genetec	Canada	1,643	302	18.38%	▼ -2
8	AlayaCare	https://www.linkedin.com/company/alayacare	Canada	559	100	17.89%	New Entry
9	Coveo	https://www.linkedin.com/company/coveo	Canada	775	138	17.81%	▼ -8
10	Perseus Group	https://www.linkedin.com/company/perseus-group	Canada	1,787	311	17.40%	New Entry
11	Vena Solutions	https://www.linkedin.com/company/vena-solutions	Canada	601	100	16.64%	New Entry
12	Clio	https://www.linkedin.com/company/cliocorp	Canada	766	117	15.27%	▼ -5
13	Kinaxis	https://www.linkedin.com/company/kinaxis	Canada	1,372	197	14.36%	▼ -10
14	PointClickCare	https://www.linkedin.com/company/pointclickcare	Canada	1,655	210	12.69%	▼ -4
15	Volaris Group	https://www.linkedin.com/company/volaris-group	Canada	866	108	12.47%	▲ 6
16	Harris Computer	https://www.linkedin.com/company/harris-computer	Canada	1,854	227	12.24%	▲ 1
17	Lightspeed Commerce	https://www.linkedin.com/company/lightspeed-commerce	Canada	2,282	252	11.04%	▼ -4
18	Trapeze Group	https://www.linkedin.com/company/trapeze-group	Canada	759	83	10.94%	▼ -4
19	OpenText	https://www.linkedin.com/company/opentext	Canada	14,682	1,590	10.83%	▼ -7
20	Corel Corporation	https://www.linkedin.com/company/corel	Canada	1,207	130	10.77%	▼ -2
21	BlackBerry	https://www.linkedin.com/company/blackberry	Canada	3,686	391	10.61%	▼ -12
22	Enghouse	https://www.linkedin.com/company/enghouse	Canada	1,081	114	10.55%	▲ 1
23	Descartes	https://www.linkedin.com/company/descartes	Canada	1,113	116	10.42%	▼ -8

24	Jonas Software	https://www.link	Canada	1,265	93	7.35%	▼ -8
25	GIRO	https://www.link	Canada	688	42	6.10%	▼ -5
26	Shareworks	https://www.link	Canada	677	21	3.10%	▼ -7
27	Cognos	https://www.link	Canada	1,104	3	0.27%	▼ -3

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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