



Canada's Most Active Marketing & Advertising Professionals on Social - April 2022

Industry at a glance:

Average Score:
8.29%

Total Companies:
14

Global Industry Average:
8.29%

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	Hootsuite	https://www.linkedin.com/company/hootsuite	Canada	1,703	495	29.07%	▲ 0
2	Bond Brand Loyalty	https://www.linkedin.com/company/bond-brand-loyalty	Canada	625	114	18.24%	▲ 0
3	Sid Lee	https://www.linkedin.com/company/sid-lee	Canada	705	85	12.06%	▲ 3
4	Critical Mass	https://www.linkedin.com/company/critical-mass	Canada	1,098	124	11.29%	▲ 3
5	Klick	https://www.linkedin.com/company/klick	Canada	1,566	140	8.94%	▲ 0
6	WSI	https://www.linkedin.com/company/wsi	Canada	1,193	91	7.63%	▲ 2
7	Cossette	https://www.linkedin.com/company/cossette	Canada	1,037	75	7.23%	▲ 0
8	LoyaltyOne	https://www.linkedin.com/company/loyaltyone	Canada	930	46	4.95%	▲ 1
9	SJC	https://www.linkedin.com/company/sjc	Canada	767	36	4.69%	▲ 1
10	TC Media	https://www.linkedin.com/company/tc-media	Canada	596	23	3.86%	▲ 2
11	Yellow Pages	https://www.linkedin.com/company/yellow-pages	Canada	1,597	53	3.32%	▲ 0
12	DCM	https://www.linkedin.com/company/dcm	Canada	1,245	36	2.89%	▲ 1
13	LAUNCH!	https://www.linkedin.com/company/launch	Canada	607	7	1.15%	▲ 2
14	Toronto	https://www.linkedin.com/company/toronto	Canada	651	5	0.77%	New Entry

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





@DSMN8

DSMN8

[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

