



## Canada's Most Active Automotive Professionals on Social - August 2022

### Industry at a glance:

Average Score:  
**4.21%**

Total Companies:  
**23**

Global Industry Average:  
**4.94%**

### 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](http://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	Lion Electric	<a href="https://www.linkedin.com/company/lion-electric">https://www.linkedin.com/company/lion-electric</a>	Canada	662	92	13.90%	▲ 0
2	Woodbridge	<a href="https://www.linkedin.com/company/woodbridge">https://www.linkedin.com/company/woodbridge</a>	Canada	1,417	86	6.07%	▲ 5
3	Martinrea International	<a href="https://www.linkedin.com/company/martinrea-international">https://www.linkedin.com/company/martinrea-international</a>	Canada	3,950	235	5.95%	▲ 9
4	Multimatic	<a href="https://www.linkedin.com/company/multimatic">https://www.linkedin.com/company/multimatic</a>	Canada	1,878	111	5.91%	▲ 0
5	Leggett & Platt Automotive	<a href="https://www.linkedin.com/company/leggett-platt-automotive">https://www.linkedin.com/company/leggett-platt-automotive</a>	Canada	545	32	5.87%	▲ 3
6	Plasman	<a href="https://www.linkedin.com/company/plasman">https://www.linkedin.com/company/plasman</a>	Canada	900	50	5.56%	▼ -4
7	Go Auto	<a href="https://www.linkedin.com/company/go-auto">https://www.linkedin.com/company/go-auto</a>	Canada	645	32	4.96%	▲ 3
8	Litens Automotive Group	<a href="https://www.linkedin.com/company/litens-automotive-group">https://www.linkedin.com/company/litens-automotive-group</a>	Canada	573	25	4.36%	▼ -3
9	UAP	<a href="https://www.linkedin.com/company/uap">https://www.linkedin.com/company/uap</a>	Canada	1,795	75	4.18%	▲ 2
10	Magna International	<a href="https://www.linkedin.com/company/magna-international">https://www.linkedin.com/company/magna-international</a>	Canada	31,961	1,300	4.07%	▲ 3
11	Nova Bus	<a href="https://www.linkedin.com/company/nova-bus">https://www.linkedin.com/company/nova-bus</a>	Canada	787	31	3.94%	▼ -8
12	ABC Technologies	<a href="https://www.linkedin.com/company/abc-technologies">https://www.linkedin.com/company/abc-technologies</a>	Canada	2,293	87	3.79%	▲ 2
13	Fix Auto	<a href="https://www.linkedin.com/company/fix-auto">https://www.linkedin.com/company/fix-auto</a>	Canada	633	24	3.79%	New Entry
14	Honda of Canada	<a href="https://www.linkedin.com/company/honda-of-canada">https://www.linkedin.com/company/honda-of-canada</a>	Canada	1,311	49	3.74%	▼ -5
15	Stackpole International	<a href="https://www.linkedin.com/company/stackpole-international">https://www.linkedin.com/company/stackpole-international</a>	Canada	1,034	36	3.48%	▲ 2
16	Linamar Corporation	<a href="https://www.linkedin.com/company/linamar-corporation">https://www.linkedin.com/company/linamar-corporation</a>	Canada	4,566	138	3.02%	▲ 0
17	Honda Canada	<a href="https://www.linkedin.com/company/honda-canada">https://www.linkedin.com/company/honda-canada</a>	Canada	1,336	38	2.84%	▲ 2
18	Toyota Motor Manufacturing Canada	<a href="https://www.linkedin.com/company/toyota-motor-manufacturing-canada">https://www.linkedin.com/company/toyota-motor-manufacturing-canada</a>	Canada	2,496	67	2.68%	▲ 0
19	Motor Coach Industries	<a href="https://www.linkedin.com/company/motor-coach-industries">https://www.linkedin.com/company/motor-coach-industries</a>	Canada	573	15	2.62%	▲ 2
20	Mercedes-Benz Canada	<a href="https://www.linkedin.com/company/mercedes-benz-canada">https://www.linkedin.com/company/mercedes-benz-canada</a>	Canada	1,064	24	2.26%	▼ -5
21	ADESA	<a href="https://www.linkedin.com/company/adesa">https://www.linkedin.com/company/adesa</a>	Canada	3,398	69	2.03%	▲ 1
22	Lordco Auto Parts	<a href="https://www.linkedin.com/company/lordco-auto-parts">https://www.linkedin.com/company/lordco-auto-parts</a>	Canada	534	6	1.12%	▼ -2
23	Mr. Lube Canada	<a href="https://www.linkedin.com/company/mr-lube-canada">https://www.linkedin.com/company/mr-lube-canada</a>	Canada	765	5	0.65%	▲ 0

## 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.

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