



Canada's Most Active Pharmaceuticals Professionals on Social - October 2022

Industry at a glance:

Average Score: 6.11%

Total Companies: 13

Global Industry Average: 7.77%

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, and future employees.

Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, conversions, and prove ROI. Not bad, 'ey?

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!

So, 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 a minimum of 30-40% of employees regularly sharing company-approved content, with little effort required.

The DSMN8 platform has everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects. Isn't it time you added employee advocacy to your strategy?

Learn more at 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	Pharmascience	https://www.linkedin.com/company/pharmascience	Canada	1,338	142	10.61%	▲ 4
2	Aurora Cannabis	https://www.linkedin.com/company/auroracannabis	Canada	709	69	9.73%	▲ 4
3	Canopy Growth	https://www.linkedin.com/company/canopy-growth	Canada	1,285	124	9.65%	▼ -2
4	Innomar Strategies	https://www.linkedin.com/company/innomar-strategies	Canada	1,436	135	9.40%	▲ 0
5	Bausch Health	https://www.linkedin.com/company/ausch-health	Canada	2,443	195	7.98%	▼ -2
6	Shoppers Drug Mart	https://www.linkedin.com/company/shoppersdrugmart	Canada	550	35	6.36%	▲ 4
7	Familiprix	https://www.linkedin.com/company/familiprix	Canada	1,268	78	6.15%	▲ 0
8	Janssen	https://www.linkedin.com/company/janssen	Canada	5,543	261	4.71%	▲ 0
9	Apotex	https://www.linkedin.com/company/apotex	Canada	6,155	250	4.06%	▲ 2
10	Apotex Pharmachem	https://www.linkedin.com/company/apotex-pharmachem	Canada	561	21	3.74%	▼ -1
11	Pharmaprix	https://www.linkedin.com/company/pharmaprix	Canada	2,093	55	2.63%	▲ 1
12	Lawtons Drugs	https://www.linkedin.com/company/lawtons-drugs	Canada	646	15	2.32%	▲ 2
13	Uniprix	https://www.linkedin.com/company/uniprix	Canada	1,219	25	2.05%	▲ 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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