

DSMN8

Canada's Most Active Automotive Professionals on Social - November 2022

Industry at a glance:

Average Score: **5.52%** Total Companies: **25** Global Industry Average: **5.90%**

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](https://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	https://www.linkedin.com/company/lion-electric	Canada	684	118	17.25%	▲ 0
2	Nova Bus	https://www.linkedin.com/company/nova-bus	Canada	781	73	9.35%	▲ 9
3	Wurth Canada Limited	https://www.linkedin.com/company/wurth-canada-limited	Canada	500	46	9.20%	New Entry
4	Plasman	https://www.linkedin.com/company/plasman	Canada	930	85	9.14%	▲ 2
5	Westport Fuel Systems	https://www.linkedin.com/company/westport-fuel-systems	Canada	563	47	8.35%	New Entry
6	Leggett & Platt Automotive	https://www.linkedin.com/company/leggett-platt-automotive	Canada	539	44	8.16%	▼ -1
7	Litens Automotive Group	https://www.linkedin.com/company/litens-automotive-group	Canada	566	42	7.42%	▲ 1
8	Go Auto	https://www.linkedin.com/company/go-auto	Canada	654	45	6.88%	▼ -1
9	Martinrea International	https://www.linkedin.com/company/martinrea-international	Canada	4,078	266	6.52%	▼ -6
10	Multimatic	https://www.linkedin.com/company/multimatic	Canada	1,904	103	5.41%	▼ -6
11	UAP	https://www.linkedin.com/company/uap	Canada	1,647	87	5.28%	▼ -2
12	Woodbridge	https://www.linkedin.com/company/woodbridge	Canada	1,436	73	5.08%	▼ -10
13	ABC Technologies	https://www.linkedin.com/company/abc-technologies	Canada	2,351	114	4.85%	▼ -1
14	Magna International	https://www.linkedin.com/company/magna-international	Canada	31,424	1,500	4.77%	▼ -4
15	Stackpole International	https://www.linkedin.com/company/stackpole-international	Canada	1,048	50	4.77%	▲ 0
16	Mercedes-Benz Canada	https://www.linkedin.com/company/mercedes-benz-canada	Canada	1,035	44	4.25%	▲ 4
17	Honda of Canada	https://www.linkedin.com/company/honda-of-canada	Canada	1,259	49	3.89%	▼ -3
18	Linamar Corporation	https://www.linkedin.com/company/linamar-corporation	Canada	4,657	161	3.46%	▼ -2
19	Fix Auto	https://www.linkedin.com/company/fix-auto	Canada	562	19	3.38%	▼ -6
20	Honda Canada	https://www.linkedin.com/company/honda-canada	Canada	1,355	37	2.73%	▼ -3
21	Mr. Lube Canada	https://www.linkedin.com/company/mr-lube-canada	Canada	780	14	1.79%	▲ 2
22	Toyota Motor Manufacturing Canada	https://www.linkedin.com/company/toyota-motor-manufacturing-canada	Canada	2,520	45	1.79%	▼ -4
23	ADESA	https://www.linkedin.com/company/adesa	Canada	3,364	49	1.46%	▼ -2

24	Motor Coach Industries	https://www.link Canada	576	8	1.39%	▼ -5
25	Lordco Auto Parts	https://www.link Canada	539	7	1.30%	▼ -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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