



Canada's Most Active Law & Legal Professionals on Social - November 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, 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	Lavery	https://www.linkedin.com/company/lavery/	Canada	534	91	17.04%	New Entry
2	BCF	https://www.linkedin.com/company/bcf/	Canada	598	84	14.05%	▼ -1
3	Fasken	https://www.linkedin.com/company/fasken/	Canada	2,233	305	13.66%	▲ 0
4	BLG	https://www.linkedin.com/company/blg/	Canada	2,225	292	13.12%	▼ -2
5	Miller Thomson	https://www.linkedin.com/company/miller-thomson/	Canada	1,296	164	12.65%	▲ 6
6	McCarthy Tétrault	https://www.linkedin.com/company/mcCarthy-tetrault/	Canada	1,812	211	11.64%	▼ -1
7	Cassels Brock & Blackwell	https://www.linkedin.com/company/cassels-brock-blackwell/	Canada	677	70	10.34%	▼ -3
8	Aird & Berlis	https://www.linkedin.com/company/aird-berlis/	Canada	516	53	10.27%	New Entry
9	Law Society of Ontario	https://www.linkedin.com/company/law-society-of-ontario/	Canada	678	69	10.18%	▼ -1
10	McMillan	https://www.linkedin.com/company/mcMillan/	Canada	828	84	10.14%	▲ 0
11	Osler, Hoskin & Harcourt	https://www.linkedin.com/company/osler-hoskin-harcourt/	Canada	1,348	123	9.12%	▼ -5
12	Bennett Jones	https://www.linkedin.com/company/bennett-jones/	Canada	1,087	92	8.46%	▼ -5
13	Blake, Cassels & Graydon	https://www.linkedin.com/company/blake-cassels-graydon/	Canada	1,486	110	7.40%	▼ -4
14	Stikeman Elliott	https://www.linkedin.com/company/stikeman-elliott/	Canada	1,385	87	6.28%	▼ -1
15	Davies Ward Phillips & Vin	https://www.linkedin.com/company/davies-ward-phillips-vincent/	Canada	708	44	6.21%	▼ -3
16	Goodmans	https://www.linkedin.com/company/goodmans/	Canada	509	28	5.50%	▼ -1
17	Torys	https://www.linkedin.com/company/torys/	Canada	914	44	4.81%	▼ -3
18	Attorney General Procure	https://www.linkedin.com/company/attorney-general-procurement/	Canada	3,620	122	3.37%	▼ -1

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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