

DSMN8

Canada's Most Active Mining and Metals Professionals on Social - November 2022

Industry at a glance:

Average Score:
5.75%

Total Companies:
39

Global Industry Average:
5.05%

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	Equinox Gold	https://www.linkedin.com/company/equinox-gold/	Canada	1,108	201	18.14%	▲ 0
2	Lundin Mining	https://www.linkedin.com/company/lundin-mining/	Canada	665	92	13.83%	▲ 0
3	Capstone Copper	https://www.linkedin.com/company/capstone-copper/	Canada	583	72	12.35%	New Entry
4	MacLean Engineering	https://www.linkedin.com/company/maclean-engineering/	Canada	509	51	10.02%	New Entry
5	Pan American Silver	https://www.linkedin.com/company/pan-american-silver/	Canada	1,326	129	9.73%	▼ -2
6	First Majestic Silver	https://www.linkedin.com/company/first-majestic-silver/	Canada	1,032	95	9.21%	▼ -1
7	DMC Mining Services	https://www.linkedin.com/company/dmc-mining-services/	Canada	556	49	8.81%	▼ -1
8	Teck Resources	https://www.linkedin.com/company/teck-resources/	Canada	6,899	585	8.48%	▼ -4
9	SRK Consulting	https://www.linkedin.com/company/srk-consulting/	Canada	1,859	141	7.58%	▼ -1
10	Yamana Gold	https://www.linkedin.com/company/yamana-gold/	Canada	3,516	259	7.37%	▼ -1
11	Royal Canadian Mint	https://www.linkedin.com/company/royal-canadian-mint/	Canada	751	53	7.06%	▲ 2
12	B2Gold	https://www.linkedin.com/company/b2gold/	Canada	1,392	94	6.75%	▲ 3
13	Agnico Eagle Mines	https://www.linkedin.com/company/agnico-eagle-mines/	Canada	3,190	215	6.74%	▼ -2
14	Dundee Precious Metals	https://www.linkedin.com/company/dundee-precious-metals/	Canada	653	43	6.58%	▼ -4
15	Alamos Gold	https://www.linkedin.com/company/amos-gold/	Canada	810	47	5.80%	▼ -8
16	New Gold	https://www.linkedin.com/company/new-gold/	Canada	874	49	5.61%	▼ -2
17	Baffinland	https://www.linkedin.com/company/baffinland/	Canada	641	34	5.30%	▲ 13
18	Graymont	https://www.linkedin.com/company/graymont/	Canada	717	38	5.30%	▼ -1
19	Centerra Gold	https://www.linkedin.com/company/centerra-gold/	Canada	755	40	5.30%	▼ -1
20	IAMGOLD	https://www.linkedin.com/company/iamgold/	Canada	2,286	116	5.07%	▼ -4
21	REDPATH MINING	https://www.linkedin.com/company/redpath-mining/	Canada	1,292	64	4.95%	▼ -2
22	Kinross Gold	https://www.linkedin.com/company/kinross-gold/	Canada	3,689	175	4.74%	▼ -1
23	First Quantum Minerals	https://www.linkedin.com/company/first-quantum-minerals/	Canada	8,596	404	4.70%	▼ -11

24	Major Drilling	https://www.linkedin.com/company/major-drilling	Canada	1,320	56	4.24%	▲ 2
25	Barrick Gold Corporation	https://www.linkedin.com/company/barrick-gold	Canada	10,927	448	4.10%	▼ -2
26	Russel Metals	https://www.linkedin.com/company/russel-metals	Canada	637	23	3.61%	▲ 9
27	Hudbay Minerals	https://www.linkedin.com/company/hudbay-minerals	Canada	1,128	40	3.55%	▼ -3
28	KGHM International	https://www.linkedin.com/company/kgmh-international	Canada	510	18	3.53%	▲ 5
29	Algoma Steel	https://www.linkedin.com/company/algoma-steel	Canada	819	28	3.42%	▲ 5
30	Sherritt International	https://www.linkedin.com/company/sherritt-international	Canada	945	31	3.28%	▼ -5
31	Samuel, Son & Co.	https://www.linkedin.com/company/samuel-son-co	Canada	2,503	75	3.00%	▼ -4
32	STELCO	https://www.linkedin.com/company/stelco	Canada	709	21	2.96%	▼ -10
33	Cameco Corporation	https://www.linkedin.com/company/cameco	Canada	1,848	54	2.92%	▼ -1
34	North American Constructi	https://www.linkedin.com/company/north-american-constructi	Canada	910	24	2.64%	▼ -3
35	Banro	https://www.linkedin.com/company/banro	Canada	532	14	2.63%	▼ -7
36	KL	https://www.linkedin.com/company/kl	Canada	692	17	2.46%	▼ -7
37	ArcelorMittal Dofasco	https://www.linkedin.com/company/arcelor-mittal-dofasco	Canada	3,007	56	1.86%	▼ -1
38	PotashCorp	https://www.linkedin.com/company/potashcorp	Canada	752	5	0.66%	▼ -1
39	Copper Creek Gold	https://www.linkedin.com/company/copper-creek-gold	Canada	1,117	1	0.09%	▼ -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.

[Visit our website](#) [our contact us](#) at support@dsmn8.com



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

