



Canada's Most Active Automotive Professionals on Social - April 2023

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	Plasman	<a href="https://www.linkedin.com/company/plasman">https://www.linkedin.com/company/plasman</a>	Canada	1,024	80	7.81%	New Entry
2	Multimatic	<a href="https://www.linkedin.com/company/multimatic">https://www.linkedin.com/company/multimatic</a>	Canada	1,951	130	6.66%	▲ 1
3	Martinrea International	<a href="https://www.linkedin.com/company/martinrea-international">https://www.linkedin.com/company/martinrea-international</a>	Canada	4,218	275	6.52%	▼ -2
4	Woodbridge	<a href="https://www.linkedin.com/company/woodbridge">https://www.linkedin.com/company/woodbridge</a>	Canada	1,465	87	5.94%	▼ -2
5	Magna International	<a href="https://www.linkedin.com/company/magna-international">https://www.linkedin.com/company/magna-international</a>	Canada	32,453	1,704	5.25%	▼ -1
6	ABC Technologies	<a href="https://www.linkedin.com/company/abc-technologies">https://www.linkedin.com/company/abc-technologies</a>	Canada	2,608	118	4.52%	▲ 1
7	Stackpole International	<a href="https://www.linkedin.com/company/stackpole-international">https://www.linkedin.com/company/stackpole-international</a>	Canada	1,077	45	4.18%	▼ -1
8	Mercedes-Benz Canada	<a href="https://www.linkedin.com/company/mercedes-benz-canada">https://www.linkedin.com/company/mercedes-benz-canada</a>	Canada	1,037	38	3.66%	▲ 1
9	Linamar Corporation	<a href="https://www.linkedin.com/company/linamar-corporation">https://www.linkedin.com/company/linamar-corporation</a>	Canada	4,796	173	3.61%	▼ -1
10	Honda Canada	<a href="https://www.linkedin.com/company/honda-canada">https://www.linkedin.com/company/honda-canada</a>	Canada	1,284	40	3.12%	▲ 0
11	Honda of Canada	<a href="https://www.linkedin.com/company/honda-of-canada">https://www.linkedin.com/company/honda-of-canada</a>	Canada	1,299	37	2.85%	▼ -1
12	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	2,546	66	2.59%	▼ -1
13	ADESA	<a href="https://www.linkedin.com/company/adesa">https://www.linkedin.com/company/adesa</a>	Canada	3,283	48	1.46%	▼ -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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