



Canada's Most Active Telecommunications 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	EXFO	https://www.linkedin.com/company/exfo	Canada	1,759	212	12.05%	▲ 0
2	Mitel	https://www.linkedin.com/company/mitel	Canada	3,492	275	7.88%	▲ 0
3	Sierra Wireless	https://www.linkedin.com/company/sierrawireless	Canada	1,271	74	5.82%	▲ 0
4	Freedom Mobile	https://www.linkedin.com/company/freedom-mobile	Canada	1,303	73	5.60%	New Entry
5	Telecon	https://www.linkedin.com/company/telecon	Canada	1,919	107	5.58%	▲ 2
6	TELUS	https://www.linkedin.com/company/telus	Canada	29,945	1,661	5.55%	▲ 0
7	Cogeco Connexion	https://www.linkedin.com/company/cogeco-connexion	Canada	1,801	84	4.66%	▼ -2
8	Shaw Communications	https://www.linkedin.com/company/shaw-communications	Canada	7,213	329	4.56%	▲ 1
9	Rogers Communications	https://www.linkedin.com/company/rogers-communications	Canada	25,376	1,022	4.03%	▲ 2
10	Eastlink	https://www.linkedin.com/company/eastlink	Canada	1,118	43	3.85%	▲ 2
11	Videotron	https://www.linkedin.com/company/videotron	Canada	4,365	160	3.67%	▼ -3
12	Bell	https://www.linkedin.com/company/bell	Canada	37,004	1,298	3.51%	▼ -2
13	SaskTel	https://www.linkedin.com/company/sasktel	Canada	2,334	70	3.00%	▲ 0
14	Bell MTS	https://www.linkedin.com/company/bell-mts	Canada	2,154	21	0.97%	▲ 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.

Visit our website our contact us at support@dsmn8.com

