



Canada's Most Active Machinery Professionals on Social - June 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	Wajax	https://www.linkedin.com/company/wajax/	Canada	1,314	122	9.28%	▲ 0
2	Premier Tech	https://www.linkedin.com/company/premier-tech/	Canada	1,727	154	8.92%	▲ 2
3	SMS Equipment	https://www.linkedin.com/company/sms-equipment/	Canada	1,418	124	8.74%	▲ 0
4	Brandt Group of Companies	https://www.linkedin.com/company/brandt-group-of-companies/	Canada	2,197	163	7.42%	▲ 1
5	Spartan Controls	https://www.linkedin.com/company/spartan-controls/	Canada	1,113	79	7.10%	▲ 2
6	Valiant TMS	https://www.linkedin.com/company/valiant-tms/	Canada	1,052	64	6.08%	▼ -6
7	IRISNDT	https://www.linkedin.com/company/irisndt/	Canada	1,157	67	5.79%	▼ -1
8	Finning	https://www.linkedin.com/company/finning/	Canada	9,159	522	5.70%	▲ 1
9	Acuren	https://www.linkedin.com/company/acuren/	Canada	3,437	195	5.67%	▲ 1
10	Husky Technologies	https://www.linkedin.com/company/husky-technologies/	Canada	2,934	162	5.52%	▼ -2
11	Toromont Cat	https://www.linkedin.com/company/toromont-cat/	Canada	3,389	147	4.34%	▲ 1
12	ATS Corporation	https://www.linkedin.com/company/ats-corporation/	Canada	4,552	188	4.13%	▼ -1
13	Camso	https://www.linkedin.com/company/camso/	Canada	1,638	41	2.50%	▲ 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





@DSMN8

DSMN8

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

