

DSMN8

Canada's Most Active Mining & Metals Professionals on Social - June 2023

Industry at a glance:

Average Score: **5.91%** Total Companies: **18** Global Industry Average: **5.75%**

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	1,256	246	19.59%	▲ 0
2	First Majestic Silver	https://www.linkedin.com/company/first-majestic-silver/	Canada	1,045	101	9.67%	▲ 0
3	Teck Resources	https://www.linkedin.com/company/teck-resources/	Canada	7,471	611	8.18%	▲ 0
4	SRK Consulting	https://www.linkedin.com/company/srk-consulting/	Canada	2,003	162	8.09%	▲ 0
5	Agnico Eagle Mines	https://www.linkedin.com/company/agnico-eagle-mines/	Canada	3,544	266	7.51%	▲ 0
6	B2Gold	https://www.linkedin.com/company/b2gold/	Canada	1,533	100	6.52%	▲ 0
7	IAMGOLD	https://www.linkedin.com/company/iamgold/	Canada	2,329	141	6.05%	▲ 0
8	First Quantum Minerals	https://www.linkedin.com/company/first-quantum-minerals/	Canada	9,576	444	4.64%	▲ 0
9	Major Drilling	https://www.linkedin.com/company/major-drilling/	Canada	1,397	61	4.37%	▲ 1
10	Pan American Silver	https://www.linkedin.com/company/pan-american-silver/	Canada	4,775	200	4.19%	▲ 1
11	REDPATH Mining	https://www.linkedin.com/company/redpath-mining/	Canada	1,521	63	4.14%	▲ 3
12	Hudbay Minerals	https://www.linkedin.com/company/hudbay-minerals/	Canada	1,090	45	4.13%	▲ 0
13	Barrick Gold	https://www.linkedin.com/company/barrick-gold/	Canada	11,524	472	4.10%	▲ 0
14	Yamana Gold	https://www.linkedin.com/company/yamana-gold/	Canada	3,158	123	3.89%	▼ -5
15	Cameco	https://www.linkedin.com/company/cameco/	Canada	1,937	70	3.61%	▲ 1
16	Samuel, Son & Co.	https://www.linkedin.com/company/samuel-son-co/	Canada	2,637	87	3.30%	▲ 1
17	Kinross Gold	https://www.linkedin.com/company/kinross-gold/	Canada	5,242	150	2.86%	▼ -2
18	ArcelorMittal Dofasco	https://www.linkedin.com/company/arcelormittal-dofasco/	Canada	3,059	46	1.50%	▲ 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](#)



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