



Canada's Most Active PR & Communications Professionals on Social - May 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	TACT	https://www.linkedin.com/company/tact	Canada	196	38	19.39%	New Entry
2	NATIONAL Public Relations	https://www.linkedin.com/company/national-public-relations	Canada	286	54	18.88%	New Entry
3	Cision Canada	https://www.linkedin.com/company/cision-canada	Canada	211	17	8.06%	New Entry
4	St. Andrew's College	https://www.linkedin.com/company/st-andrews-college	Canada	201	2	1.00%	New Entry
5	PRAXIS	https://www.linkedin.com/company/praxis	Canada	405	3	0.74%	New Entry

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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