

DSMN8

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

Industry at a glance:

Average Score: **4.49%** Total Companies: **12** Global Industry Average: **4.94%**

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	Plasman	https://www.linkedin.com/company/plasman	Canada	1,185	81	6.84%	▲ 1
2	Woodbridge	https://www.linkedin.com/company/woodbridge	Canada	1,742	106	6.08%	▼ -1
3	Multimatic	https://www.linkedin.com/company/multimatic	Canada	2,054	107	5.21%	▲ 3
4	Magna International	https://www.linkedin.com/company/magna-international	Canada	35,465	1,823	5.14%	▲ 3
5	Martinrea International	https://www.linkedin.com/company/martinrea-international	Canada	4,656	237	5.09%	▼ -2
6	Stackpole International	https://www.linkedin.com/company/stackpole-international	Canada	1,162	51	4.39%	▼ -1
7	Honda of Canada	https://www.linkedin.com/company/honda-of-canada	Canada	1,468	56	3.81%	▼ -3
8	ABC Technologies	https://www.linkedin.com/company/abc-technologies	Canada	2,798	103	3.68%	▲ 0
9	Linamar	https://www.linkedin.com/company/linamar	Canada	5,056	180	3.56%	▲ 0
10	Mercedes-Benz Canada	https://www.linkedin.com/company/mercedes-benz-canada	Canada	1,054	32	3.04%	▲ 0
11	Honda Canada	https://www.linkedin.com/company/honda-canada	Canada	1,465	44	3.00%	▲ 0
12	Toyota Motor Manufacturing	https://www.linkedin.com/company/toyota-motor-manufacturing	Canada	2,530	71	2.81%	▲ 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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