



Canada's Most Active Utilities Professionals on Social - July 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](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	Kinectrics	https://www.linkedin.com/company/kinectrics	Canada	1,065	91	8.54%	▲ 0
2	Nova Scotia Power	https://www.linkedin.com/company/nova-scotia-power	Canada	1,064	74	6.95%	▲ 0
3	FortisBC	https://www.linkedin.com/company/fortisbc	Canada	1,992	130	6.53%	▲ 2
4	Ontario Power Generation	https://www.linkedin.com/company/ontario-power-generation	Canada	7,453	433	5.81%	▲ 2
5	ENMAX	https://www.linkedin.com/company/enmax	Canada	1,517	83	5.47%	▲ 3
6	EPCOR	https://www.linkedin.com/company/epcor	Canada	2,293	117	5.10%	▲ 1
7	ATCO Electric	https://www.linkedin.com/company/atco-electric	Canada	1,309	60	4.58%	▲ 3
8	Liberty	https://www.linkedin.com/company/liberty	Canada	2,670	115	4.31%	▼ -4
9	Bruce Power	https://www.linkedin.com/company/bruce-power	Canada	3,600	152	4.22%	▲ 0
10	TransAlta	https://www.linkedin.com/company/transalta	Canada	1,377	58	4.21%	▼ -7
11	ATCO Gas	https://www.linkedin.com/company/atco-gas	Canada	1,142	48	4.20%	▲ 3
12	Énergie NB Power	https://www.linkedin.com/company/energie-nb-power	Canada	1,633	64	3.92%	▼ -1
13	Hydro One	https://www.linkedin.com/company/hydro-one	Canada	4,688	179	3.82%	▲ 0
14	SaskPower	https://www.linkedin.com/company/saskpower	Canada	2,435	88	3.61%	▼ -2
15	BC Hydro	https://www.linkedin.com/company/bc-hydro	Canada	5,844	189	3.23%	▲ 1
16	Manitoba Hydro	https://www.linkedin.com/company/manitoba-hydro	Canada	2,857	79	2.77%	▼ -1
17	ATCO	https://www.linkedin.com/company/atco	Canada	6,122	155	2.53%	▲ 1

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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