

# DSMN8

Canada's Most Active Construction Professionals on Social - August 2023

## Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
<b>5.57%</b>	<b>16</b>	<b>5.94%</b>

## 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	Pomerleau	<a href="https://www.linkedin.com/company/pomerleau">https://www.linkedin.com/company/pomerleau</a>	Canada	2,121	219	10.33%	▲ 0
2	Lafarge Canada	<a href="https://www.linkedin.com/company/lafarge-canada">https://www.linkedin.com/company/lafarge-canada</a>	Canada	1,345	119	8.85%	▲ 2
3	Modern Niagara	<a href="https://www.linkedin.com/company/modern-niagara">https://www.linkedin.com/company/modern-niagara</a>	Canada	1,422	118	8.30%	▲ 3
4	Bird Construction	<a href="https://www.linkedin.com/company/bird-construction">https://www.linkedin.com/company/bird-construction</a>	Canada	2,651	185	6.98%	▼ -1
5	EllisDon	<a href="https://www.linkedin.com/company/ellisdon">https://www.linkedin.com/company/ellisdon</a>	Canada	4,199	291	6.93%	▼ -3
6	PCL Construction	<a href="https://www.linkedin.com/company/pcl-construction">https://www.linkedin.com/company/pcl-construction</a>	Canada	8,496	567	6.67%	▲ 2
7	Graham	<a href="https://www.linkedin.com/company/graham">https://www.linkedin.com/company/graham</a>	Canada	2,913	172	5.90%	▼ -2
8	Defence Construction Canada	<a href="https://www.linkedin.com/company/defence-construction-canada">https://www.linkedin.com/company/defence-construction-canada</a>	Canada	1,025	57	5.56%	New Entry
9	Canam	<a href="https://www.linkedin.com/company/canam">https://www.linkedin.com/company/canam</a>	Canada	1,596	88	5.51%	▲ 2
10	Flynn	<a href="https://www.linkedin.com/company/flynn">https://www.linkedin.com/company/flynn</a>	Canada	1,643	87	5.30%	▼ -3
11	Aecon Group	<a href="https://www.linkedin.com/company/aecon-group">https://www.linkedin.com/company/aecon-group</a>	Canada	4,711	222	4.71%	▼ -2
12	Ledcor	<a href="https://www.linkedin.com/company/ledcor">https://www.linkedin.com/company/ledcor</a>	Canada	6,103	243	3.98%	▲ 0
13	Black & McDonald	<a href="https://www.linkedin.com/company/black-mcdonald">https://www.linkedin.com/company/black-mcdonald</a>	Canada	2,515	93	3.70%	▼ -3
14	Valard Construction	<a href="https://www.linkedin.com/company/valard-construction">https://www.linkedin.com/company/valard-construction</a>	Canada	1,137	29	2.55%	▼ -1
15	Harris Rebar	<a href="https://www.linkedin.com/company/harris-rebar">https://www.linkedin.com/company/harris-rebar</a>	Canada	1,432	34	2.37%	▼ -1
16	Aluma Systems	<a href="https://www.linkedin.com/company/aluma-systems">https://www.linkedin.com/company/aluma-systems</a>	Canada	1,263	18	1.43%	▼ -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](mailto:support@dsmn8.com)



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