

DSMN8

Canada's Most Active Insurance Professionals on Social - September 2023

Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
5.79%	31	6.51%

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	Promutuel Assurance	https://www.linkedin.com/company/promutuel-assurance	Canada	1,492	167	11.19%	▲ 0
2	BFL	https://www.linkedin.com/company/bfl	Canada	1,145	128	11.18%	▲ 1
3	Allstate Canada	https://www.linkedin.com/company/allstate-canada	Canada	1,754	184	10.49%	▼ -1
4	Wawanesa Insurance	https://www.linkedin.com/company/wawanesa-insurance	Canada	3,350	316	9.43%	▲ 2
5	Beneva	https://www.linkedin.com/company/beneva	Canada	4,547	404	8.88%	▲ 0
6	SGI	https://www.linkedin.com/company/sgi	Canada	1,213	101	8.33%	▲ 8
7	Westland Insurance Group	https://www.linkedin.com/company/westland-insurance-group	Canada	1,419	113	7.96%	▼ -3
8	Western Financial Group	https://www.linkedin.com/company/western-financial-group	Canada	1,280	101	7.89%	▲ 0
9	Aviva Canada	https://www.linkedin.com/company/aviva-canada	Canada	4,327	291	6.73%	▼ -2
10	CAA Club Group	https://www.linkedin.com/company/caa-club-group	Canada	1,084	69	6.37%	New Entry
11	RBC Insurance	https://www.linkedin.com/company/rbc-insurance	Canada	2,808	176	6.27%	▼ -1
12	Alberta Blue Cross	https://www.linkedin.com/company/alberta-blue-cross	Canada	1,085	67	6.18%	▲ 3
13	belairdirect	https://www.linkedin.com/company/belairdirect	Canada	1,081	66	6.11%	New Entry
14	BrokerLink	https://www.linkedin.com/company/brokerlink	Canada	2,363	134	5.67%	▼ -1
15	Canada Life	https://www.linkedin.com/company/canada-life	Canada	11,689	628	5.37%	▼ -4
16	Travelers Canada	https://www.linkedin.com/company/travelers-canada	Canada	1,079	55	5.10%	▲ 2
17	TD Insurance	https://www.linkedin.com/company/td-insurance	Canada	4,142	189	4.56%	▼ -5
18	Intact	https://www.linkedin.com/company/intact	Canada	17,046	772	4.53%	▼ -9
19	Manulife	https://www.linkedin.com/company/manulife	Canada	30,972	1,400	4.52%	▲ 3
20	WorkSafeBC	https://www.linkedin.com/company/worksafebc	Canada	2,485	112	4.51%	▼ -1
21	Medavie Blue Cross	https://www.linkedin.com/company/medavie-blue-cross	Canada	1,756	78	4.44%	▼ -1
22	BCAA	https://www.linkedin.com/company/bcaa	Canada	1,009	44	4.36%	New Entry
23	Definity	https://www.linkedin.com/company/definity	Canada	3,397	148	4.36%	▼ -7

24	FCT	https://www.linkedin.com/company/fct/	Canada	1,245	54	4.34%	▼ -7
25	WSIB	https://www.linkedin.com/company/wsib/	Canada	3,551	153	4.31%	▼ -4
26	WCB-Alberta	https://www.linkedin.com/company/wcb-alberta/	Canada	1,175	40	3.40%	New Entry
27	Manitoba Public Insurance	https://www.linkedin.com/company/manitoba-public-insurance/	Canada	1,153	34	2.95%	▼ -4
28	La Capitale	https://www.linkedin.com/company/la-capitale/	Canada	1,285	37	2.88%	▼ -3
29	Economical Insurance	https://www.linkedin.com/company/economical-insurance/	Canada	1,812	50	2.76%	▼ -5
30	ICBC	https://www.linkedin.com/company/icbc/	Canada	5,199	141	2.71%	▼ -4
31	Great-West Life	https://www.linkedin.com/company/great-west-life/	Canada	2,297	38	1.65%	▼ -4

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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