



Canada's Most Active Oil And Energy Professionals on Social - October 2023

### Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
4.03%	24	4.03%

### 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	Énergir	<a href="https://www.linkedin.com/company/energir">https://www.linkedin.com/company/energir</a>	Canada	1,010	120	11.88%	New Entry
2	Enerflex	<a href="https://www.linkedin.com/company/enerflex">https://www.linkedin.com/company/enerflex</a>	Canada	3,011	226	7.51%	▲ 4
3	Trans Mountain	<a href="https://www.linkedin.com/company/transmountain">https://www.linkedin.com/company/transmountain</a>	Canada	1,031	70	6.79%	▼ -2
4	AER	<a href="https://www.linkedin.com/company/aer">https://www.linkedin.com/company/aer</a>	Canada	1,044	67	6.42%	▼ -1
5	TC Energy	<a href="https://www.linkedin.com/company/tcenergy">https://www.linkedin.com/company/tcenergy</a>	Canada	7,929	497	6.27%	▲ 3
6	Keyera	<a href="https://www.linkedin.com/company/keyera">https://www.linkedin.com/company/keyera</a>	Canada	1,101	54	4.90%	▲ 1
7	Cenovus Energy	<a href="https://www.linkedin.com/company/cenovus-energy">https://www.linkedin.com/company/cenovus-energy</a>	Canada	5,417	263	4.86%	▲ 2
8	Parkland Corporation	<a href="https://www.linkedin.com/company/parkland-corporation">https://www.linkedin.com/company/parkland-corporation</a>	Canada	2,347	112	4.77%	▼ -4
9	Pembina	<a href="https://www.linkedin.com/company/pembina">https://www.linkedin.com/company/pembina</a>	Canada	2,201	97	4.41%	▼ -7
10	Plains Midstream Canada	<a href="https://www.linkedin.com/company/plains-midstream-canada">https://www.linkedin.com/company/plains-midstream-canada</a>	Canada	1,051	43	4.09%	▲ 2
11	Inter Pipeline	<a href="https://www.linkedin.com/company/inter-pipeline">https://www.linkedin.com/company/inter-pipeline</a>	Canada	1,127	46	4.08%	▼ -1
12	Irving Oil	<a href="https://www.linkedin.com/company/irving-oil">https://www.linkedin.com/company/irving-oil</a>	Canada	2,912	112	3.85%	▼ -1
13	Enbridge	<a href="https://www.linkedin.com/company/enbridge">https://www.linkedin.com/company/enbridge</a>	Canada	10,764	341	3.17%	▲ 0
14	Calfrac Well Services	<a href="https://www.linkedin.com/company/calfrac-well-services">https://www.linkedin.com/company/calfrac-well-services</a>	Canada	1,655	51	3.08%	▲ 0
15	Imperial Oil	<a href="https://www.linkedin.com/company/imperial-oil">https://www.linkedin.com/company/imperial-oil</a>	Canada	4,460	117	2.62%	▲ 3
16	Suncor	<a href="https://www.linkedin.com/company/suncor">https://www.linkedin.com/company/suncor</a>	Canada	14,904	372	2.50%	▼ -1
17	CNRL	<a href="https://www.linkedin.com/company/cnrl">https://www.linkedin.com/company/cnrl</a>	Canada	8,512	209	2.46%	▲ 0
18	Petro-Canada Lubricants	<a href="https://www.linkedin.com/company/pc-lubricants">https://www.linkedin.com/company/pc-lubricants</a>	Canada	1,695	41	2.42%	▼ -2
19	Trican Well Service	<a href="https://www.linkedin.com/company/trican-well-service">https://www.linkedin.com/company/trican-well-service</a>	Canada	1,166	26	2.23%	▲ 2
20	Precision Drilling	<a href="https://www.linkedin.com/company/precision-drilling">https://www.linkedin.com/company/precision-drilling</a>	Canada	2,427	54	2.22%	▼ -1
21	PTW Energy Services	<a href="https://www.linkedin.com/company/ptw-energy-services">https://www.linkedin.com/company/ptw-energy-services</a>	Canada	1,080	23	2.13%	▼ -1
22	SECURE ENERGY	<a href="https://www.linkedin.com/company/secure-energy">https://www.linkedin.com/company/secure-energy</a>	Canada	1,369	28	2.05%	▼ -17
23	Syncrude Canada	<a href="https://www.linkedin.com/company/syncrude-canada">https://www.linkedin.com/company/syncrude-canada</a>	Canada	3,053	38	1.24%	▲ 0

24	Ensign Energy Services	<a href="https://www.linkedin.com/company/ensign-energy-services/">https://www.linkedin.com/company/ensign-energy-services/</a> Canada	2,703	24	0.89%	▼ -2
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