



Canada's Most Active Telecommunications Professionals on Social - October 2023

Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
3.56%	18	4.96%

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	EXFO	https://www.linkedin.com/company/exfo	Canada	1,782	154	8.64%	▲ 0
2	TELUS International Centre	https://www.linkedin.com/company/TELUS-International-Centre	Canada	1,655	106	6.40%	New Entry
3	Huawei Technologies Canada	https://www.linkedin.com/company/huawei-canada	Canada	1,087	58	5.34%	New Entry
4	Mitel	https://www.linkedin.com/company/mitel	Canada	3,390	178	5.25%	▼ -2
5	Cogeco Connexion	https://www.linkedin.com/company/cogeco-connexion	Canada	1,827	84	4.60%	▲ 2
6	TELUS Communications	https://www.linkedin.com/company/TELUS-Communications	Canada	1,422	55	3.87%	New Entry
7	TELUS	https://www.linkedin.com/company/TELUS	Canada	30,739	1,168	3.80%	▼ -1
8	Sierra Wireless	https://www.linkedin.com/company/sierra-wireless	Canada	1,148	40	3.48%	▼ -5
9	Freedom Mobile	https://www.linkedin.com/company/freedom-mobile	Canada	1,431	48	3.35%	▼ -5
10	Eastlink	https://www.linkedin.com/company/eastlink	Canada	1,185	37	3.12%	▲ 0
11	Rogers Communications	https://www.linkedin.com/company/rogers-communications	Canada	27,643	820	2.97%	▼ -2
12	Bell	https://www.linkedin.com/company/bell	Canada	38,169	1,050	2.75%	▲ 0
13	SaskTel	https://www.linkedin.com/company/sasktel	Canada	2,383	63	2.64%	▲ 0
14	Telecon	https://www.linkedin.com/company/telecon	Canada	2,763	64	2.32%	▼ -9
15	Videotron	https://www.linkedin.com/company/videotron	Canada	4,532	93	2.05%	▼ -4
16	Shaw Communications	https://www.linkedin.com/company/shaw-communications	Canada	6,067	109	1.80%	▼ -8
17	Fido Mobile	https://www.linkedin.com/company/fido-mobile	Canada	1,121	14	1.25%	New Entry
18	Bell MTS	https://www.linkedin.com/company/bell-mts	Canada	2,139	9	0.42%	▼ -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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