



Canada's Most Active Automotive Professionals on Social - November 2023

Industry at a glance:

Average Score:
3.37%

Total Companies:
14

Global Industry Average:
4.25%

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

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)
1	Nova Bus	https://www.linkedin.com/company/novabus	Canada	811	60	7.40%
2	Lion Electric	https://www.linkedin.com/company/lion-electric	Canada	707	43	6.08%
3	Dana TM4	https://www.linkedin.com/company/dana-tm4	Canada	528	29	5.49%
4	Westport Fuel Systems	https://www.linkedin.com/company/westport-fuel-systems	Canada	611	27	4.42%
5	Leggett & Platt Automotive	https://www.linkedin.com/company/leggett-platt-automotive	Canada	590	24	4.07%
6	Litens Automotive Group	https://www.linkedin.com/company/litens-automotive-group	Canada	657	26	3.96%
7	Fix Auto	https://www.linkedin.com/company/fix-auto	Canada	704	22	3.13%
8	Go Auto	https://www.linkedin.com/company/go-auto	Canada	822	25	3.04%
9	Prevost	https://www.linkedin.com/company/prevost	Canada	627	16	2.55%
10	Mitchell Plastics	https://www.linkedin.com/company/mitchell-plastics	Canada	515	11	2.14%
11	KSR	https://www.linkedin.com/company/ksr	Canada	521	10	1.92%
12	Mr. Lube Canada	https://www.linkedin.com/company/mr-lube-canada	Canada	974	16	1.64%
13	Motor Coach Industries	https://www.linkedin.com/company/motor-coach-industries	Canada	614	5	0.81%
14	Lordco Auto Parts	https://www.linkedin.com/company/lordco-auto-parts	Canada	645	4	0.62%

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.

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