

Canada's Most Active IT & Services Professionals on Social - November 2023

## Industry at a glance:

**Average Score:** 

**Total Companies:** 

**Global Industry Average:** 

7.85%

22

8.67%

## 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?						
sition	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)	
1	CDW Canada	https://www.linke	Canada	823	140	17.01%	
2	360insights	https://www.linke	Canada	618	103	16.67%	
3	Solace	https://www.linke	Canada	633	89	14.06%	
4	Pivotree	https://www.linke	Canada	654	74	11.31%	
5	SMART Technologies	https://www.linke	Canada	654	72	11.01%	
6	Assent	https://www.linke	Canada	866	94	10.85%	
7	LGS	https://www.linke	Canada	852	92	10.80%	
8	Konica Minolta Business S	https://www.linke	Canada	514	53	10.31%	
9	Adastra	https://www.linke	Canada	701	67	9.56%	
10	Pollard Banknote	https://www.linke	Canada	591	44	7.45%	
11	Equisoft	https://www.linke	Canada	845	62	7.34%	
12	ISM	https://www.linke	Canada	597	39	6.53%	
13	Paladin Technologies	https://www.linke	Canada	878	57	6.49%	
14	Teranet	https://www.linke	Canada	911	54	5.93%	
15	Tucows	https://www.linke	Canada	958	48	5.01%	
16	KUBRA	https://www.linke	Canada	699	35	5.01%	
17	Test Yantra Global	https://www.linke	Canada	671	27	4.02%	
18	Canadian Bank Note Comp	https://www.linke	Canada	840	31	3.69%	
19	Charter	https://www.linke	Canada	769	27	3.51%	
20	Chubb Fire & Security Can	https://www.linke	Canada	787	25	3.18%	
21	Kumaran Systems	https://www.linke	Canada	952	25	2.63%	
22	CONTAX	https://www.linke	Canada	984	5	0.51%	

## 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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linkedin.com/company/DSMN8

