



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

Industry at a glance:

Average Score:
2.52%

Total Companies:
19

Global Industry Average:
3.50%

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	Nova Scotia Power	https://www.linkedin.com/company/novascotiapower	Canada	1,094	43	3.93%	New Entry
2	Kinectrics	https://www.linkedin.com/company/kinectrics	Canada	1,055	35	3.32%	▼ -1
3	Ontario Power Generation	https://www.linkedin.com/company/ontariopowergeneration	Canada	7,743	246	3.18%	▲ 1
4	Liberty	https://www.linkedin.com/company/liberty	Canada	2,768	86	3.11%	▲ 4
5	SaskPower	https://www.linkedin.com/company/saskpower	Canada	2,488	77	3.09%	▲ 9
6	ENMAX	https://www.linkedin.com/company/enmax	Canada	1,525	47	3.08%	▼ -1
7	Bruce Power	https://www.linkedin.com/company/brucepower	Canada	3,644	103	2.83%	▲ 2
8	EPCOR	https://www.linkedin.com/company/epcor	Canada	2,349	64	2.72%	▼ -2
9	Énergie NB Power	https://www.linkedin.com/company/energie-nb-power	Canada	1,674	45	2.69%	▲ 3
10	FortisBC	https://www.linkedin.com/company/fortisbc	Canada	2,060	55	2.67%	▼ -7
11	Hydro One	https://www.linkedin.com/company/hydroone	Canada	4,842	125	2.58%	▲ 2
12	TransAlta	https://www.linkedin.com/company/transalta	Canada	1,394	31	2.22%	▼ -2
13	ATCO	https://www.linkedin.com/company/atco	Canada	6,114	127	2.08%	▲ 4
14	Toronto Hydro	https://www.linkedin.com/company/torontohydro	Canada	1,680	34	2.02%	New Entry
15	ATCO Gas	https://www.linkedin.com/company/atcogas	Canada	1,174	23	1.96%	▼ -4
16	ATCO Electric	https://www.linkedin.com/company/atcoelectric	Canada	1,300	23	1.77%	▼ -9
17	Manitoba Hydro	https://www.linkedin.com/company/manitobahydro	Canada	2,914	51	1.75%	▼ -1
18	BC Hydro	https://www.linkedin.com/company/bchydro	Canada	5,932	101	1.70%	▼ -3
19	Enbridge Gas Distribution	https://www.linkedin.com/company/enbridge-gas-distribution	Canada	1,179	15	1.27%	New Entry

Ready to win at social?

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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