



Canada's Most Active Insurance Professionals on Social - April 2023

Industry at a glance:

Average Score: **6.47%** Total Companies: **27** Global Industry Average: **7.42%**

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	Promutuel Assurance	https://www.linkedin.com/company/promutuel-assurance	Canada	1,354	186	13.74%	▲ 0
2	Allstate Canada	https://www.linkedin.com/company/allstate-canada	Canada	1,667	197	11.82%	▲ 1
3	BFL Canada	https://www.linkedin.com/company/bfl-canada	Canada	1,047	118	11.27%	▼ -1
4	Westland Insurance Group	https://www.linkedin.com/company/westland-insurance-group	Canada	1,234	137	11.10%	▲ 4
5	Beneva	https://www.linkedin.com/company/beneva	Canada	4,241	369	8.70%	▲ 0
6	Wawanesa Insurance	https://www.linkedin.com/company/wawanesa-insurance	Canada	3,088	267	8.65%	▲ 3
7	Aviva Canada	https://www.linkedin.com/company/aviva-canada	Canada	4,048	298	7.36%	▲ 7
8	Western Financial Group	https://www.linkedin.com/company/western-financial-group	Canada	1,180	86	7.29%	▲ 8
9	Intact	https://www.linkedin.com/company/intact	Canada	15,944	1,150	7.21%	▲ 14
10	RBC Insurance	https://www.linkedin.com/company/rbc-insurance	Canada	2,726	180	6.60%	▲ 10
11	Canada Life	https://www.linkedin.com/company/canada-life	Canada	11,029	691	6.27%	▲ 15
12	TD Insurance	https://www.linkedin.com/company/td-insurance	Canada	3,928	244	6.21%	▲ 13
13	BrokerLink	https://www.linkedin.com/company/brokerlink	Canada	2,172	131	6.03%	▲ 5
14	SGI	https://www.linkedin.com/company/sgi	Canada	1,430	86	6.01%	▼ -1
15	Alberta Blue Cross	https://www.linkedin.com/company/alberta-blue-cross	Canada	1,008	56	5.56%	▲ 23
16	Definity	https://www.linkedin.com/company/definity	Canada	3,246	179	5.51%	▲ 21
17	FCT	https://www.linkedin.com/company/fct	Canada	1,256	66	5.25%	▲ 10
18	Travelers Canada	https://www.linkedin.com/company/travelers-canada	Canada	1,016	52	5.12%	▲ 14
19	WorkSafeBC	https://www.linkedin.com/company/worksafebc	Canada	2,334	118	5.06%	▲ 9
20	Medavie Blue Cross	https://www.linkedin.com/company/medavie-blue-cross	Canada	1,683	83	4.93%	▲ 2
21	WSIB	https://www.linkedin.com/company/wsib	Canada	3,437	169	4.92%	▲ 8
22	Manulife	https://www.linkedin.com/company/manulife	Canada	30,153	1,435	4.76%	▲ 9
23	Manitoba Public Insurance	https://www.linkedin.com/company/manitoba-public-insurance	Canada	1,106	48	4.34%	▲ 7
24	Economical Insurance	https://www.linkedin.com/company/economical-insurance	Canada	1,869	77	4.12%	▲ 9
25	La Capitale	https://www.linkedin.com/company/la-capitale	Canada	1,319	38	2.88%	▲ 14
26	ICBC	https://www.linkedin.com/company/icbc	Canada	4,895	114	2.33%	▲ 10
27	Great-West Life	https://www.linkedin.com/company/great-west-life	Canada	2,328	41	1.76%	▲ 15

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Ready to win at social ?

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