



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

Industry at a glance:



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)
1	Sangoma	https://www.linkedin.com/company/sangoma	Canada	617	72	11.67%
2	Quebecor	https://www.linkedin.com/company/quebecor	Canada	739	46	6.22%
3	Sandvine	https://www.linkedin.com/company/sandvine	Canada	913	41	4.49%
4	Telesat	https://www.linkedin.com/company/telesat	Canada	666	28	4.20%
5	Xplore	https://www.linkedin.com/company/xplore	Canada	833	30	3.60%
6	CRTC	https://www.linkedin.com/company/crtc	Canada	515	17	3.30%
7	Huawei Technologies Canada	https://www.linkedin.com/company/huawei-technologies-canada	Canada	883	25	2.83%
8	Virgin Plus	https://www.linkedin.com/company/virgin-plus	Canada	645	15	2.33%
9	Gexel Telecom	https://www.linkedin.com/company/gexel-telecom	Canada	518	12	2.32%
10	Vecima Networks	https://www.linkedin.com/company/vecima-networks	Canada	526	11	2.09%
11	Allstream	https://www.linkedin.com/company/allstream	Canada	670	6	0.90%
12	WesTower Communication	https://www.linkedin.com/company/westower-communication	Canada	669	3	0.45%
13	Primus.ca	https://www.linkedin.com/company/primus-ca	Canada	578	0	0.00%

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](https://www.dsmn8.com) or [contact us at support@dsmn8.com](mailto:support@dsmn8.com)





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