



## Canada's Most Active Insurance Professionals on Social - January 2024

### Industry at a glance:

Average Score:  
**3.20%**

Total Companies:  
**31**

Global Industry Average:  
**3.84%**

### Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact are often greater than that of your corporate channels? Your employees are a more trusted source of information for 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, and conversions.**

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 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.

To learn more about the potential impact of employee advocacy, and how to manage a successful program, enroll for our free course, The Employee Advocacy Certification ([dsmn8.com/employee-advocacy-course](https://dsmn8.com/employee-advocacy-course)), and you'll receive a complimentary copy of Bradley Keenan's acclaimed book, Employee Advocacy: 101 Cheat Codes.

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://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
1	Allstate Canada	<a href="https://www.linkedin.com/company/allstate-canada">https://www.linkedin.com/company/allstate-canada</a>	Canada	1,743	128	7.34%	▲ 2
2	BFL CANADA	<a href="https://www.linkedin.com/company/bfl-canada">https://www.linkedin.com/company/bfl-canada</a>	Canada	1,209	70	5.79%	▲ 0
3	Promutuel Assurance	<a href="https://www.linkedin.com/company/promutuel-assurance">https://www.linkedin.com/company/promutuel-assurance</a>	Canada	1,559	75	4.81%	▼ -2
4	RBC Insurance	<a href="https://www.linkedin.com/company/rbc-insurance">https://www.linkedin.com/company/rbc-insurance</a>	Canada	2,820	124	4.40%	▲ 7
5	FCT	<a href="https://www.linkedin.com/company/fct">https://www.linkedin.com/company/fct</a>	Canada	1,264	53	4.19%	▲ 19
6	PPI	<a href="https://www.linkedin.com/company/ppi">https://www.linkedin.com/company/ppi</a>	Canada	1,010	40	3.96%	New Entry
7	Westland Insurance Group	<a href="https://www.linkedin.com/company/westland-insurance-group">https://www.linkedin.com/company/westland-insurance-group</a>	Canada	1,506	59	3.92%	▲ 0
8	Beneva	<a href="https://www.linkedin.com/company/beneva">https://www.linkedin.com/company/beneva</a>	Canada	4,659	180	3.86%	▼ -3
9	Western Financial Group	<a href="https://www.linkedin.com/company/western-financial-group">https://www.linkedin.com/company/western-financial-group</a>	Canada	1,328	49	3.69%	▼ -1
10	Wawanesa Insurance	<a href="https://www.linkedin.com/company/wawanesa-insurance">https://www.linkedin.com/company/wawanesa-insurance</a>	Canada	3,398	123	3.62%	▼ -6
11	BCAA	<a href="https://www.linkedin.com/company/bcaa">https://www.linkedin.com/company/bcaa</a>	Canada	1,058	37	3.50%	▲ 11
12	belairdirect	<a href="https://www.linkedin.com/company/belairdirect">https://www.linkedin.com/company/belairdirect</a>	Canada	1,091	38	3.48%	▲ 1
13	SGI	<a href="https://www.linkedin.com/company/sgi">https://www.linkedin.com/company/sgi</a>	Canada	1,296	43	3.32%	▼ -7
14	CAA Club Group	<a href="https://www.linkedin.com/company/caa-club-group">https://www.linkedin.com/company/caa-club-group</a>	Canada	1,163	38	3.27%	▼ -4
15	BrokerLink	<a href="https://www.linkedin.com/company/brokerlink">https://www.linkedin.com/company/brokerlink</a>	Canada	2,440	77	3.16%	▼ -1
16	Canada Life	<a href="https://www.linkedin.com/company/canada-life">https://www.linkedin.com/company/canada-life</a>	Canada	12,028	374	3.11%	▼ -1
17	Definity	<a href="https://www.linkedin.com/company/definity">https://www.linkedin.com/company/definity</a>	Canada	3,473	103	2.97%	▲ 6
18	Aviva Canada	<a href="https://www.linkedin.com/company/aviva-canada">https://www.linkedin.com/company/aviva-canada</a>	Canada	4,404	130	2.95%	▼ -9
19	Intact	<a href="https://www.linkedin.com/company/intact">https://www.linkedin.com/company/intact</a>	Canada	17,338	468	2.70%	▼ -1
20	TD Insurance	<a href="https://www.linkedin.com/company/td-insurance">https://www.linkedin.com/company/td-insurance</a>	Canada	4,079	109	2.67%	▼ -3
21	Travelers Canada	<a href="https://www.linkedin.com/company/travelers-canada">https://www.linkedin.com/company/travelers-canada</a>	Canada	1,095	29	2.65%	▼ -5

22	Manulife	<a href="https://www.linkedin.com/company/manulife">https://www.linkedin.com/company/manulife</a>	Canada	31,425	823	2.62%	▼ -3
23	Workplace Safety and Insu	<a href="https://www.linkedin.com/company/workplace-safety-and-insurance">https://www.linkedin.com/company/workplace-safety-and-insurance</a>	Canada	3,580	91	2.54%	▲ 2
24	WorkSafeBC	<a href="https://www.linkedin.com/company/worksafebc">https://www.linkedin.com/company/worksafebc</a>	Canada	2,540	63	2.48%	▼ -4
25	Alberta Blue Cross	<a href="https://www.linkedin.com/company/alberta-blue-cross">https://www.linkedin.com/company/alberta-blue-cross</a>	Canada	1,101	27	2.45%	▼ -13
26	Medavie Blue Cross / Croix	<a href="https://www.linkedin.com/company/medavie-blue-cross">https://www.linkedin.com/company/medavie-blue-cross</a>	Canada	1,780	39	2.19%	▼ -5
27	Manitoba Public Insurance	<a href="https://www.linkedin.com/company/manitoba-public-insurance">https://www.linkedin.com/company/manitoba-public-insurance</a>	Canada	1,148	24	2.09%	▲ 0
28	WCB-Alberta	<a href="https://www.linkedin.com/company/wcb-alberta">https://www.linkedin.com/company/wcb-alberta</a>	Canada	1,204	23	1.91%	▼ -2
29	ICBC (Insurance Corporati	<a href="https://www.linkedin.com/company/icbc">https://www.linkedin.com/company/icbc</a>	Canada	5,302	79	1.49%	▲ 1
30	Economical Insurance	<a href="https://www.linkedin.com/company/economical-insurance">https://www.linkedin.com/company/economical-insurance</a>	Canada	1,745	25	1.43%	▼ -1
31	La Capitale	<a href="https://www.linkedin.com/company/la-capitale">https://www.linkedin.com/company/la-capitale</a>	Canada	1,224	9	0.74%	▼ -3

## 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)



@DSMN8

DSMN8

[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

