



Canada's Most Active Machinery Professionals on Social - January 2024

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 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), 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

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	Wajax	https://www.linkedin.com/company/wajax	Canada	1,416	72	5.08%	▲ 0
2	Brandt Group of Companies	https://www.linkedin.com/company/brandt-group-of-companies	Canada	2,436	87	3.57%	▲ 2
3	SMS Equipment	https://www.linkedin.com/company/sms-equipment	Canada	1,531	53	3.46%	▲ 0
4	Premier Tech	https://www.linkedin.com/company/premier-tech	Canada	1,845	62	3.36%	▼ -2
5	Skyjack	https://www.linkedin.com/company/skyjack	Canada	1,022	30	2.94%	New Entry
6	Valiant TMS	https://www.linkedin.com/company/valiant-tms	Canada	1,080	30	2.78%	▲ 0
7	Spartan Controls	https://www.linkedin.com/company/spartan-controls	Canada	1,160	25	2.16%	▼ -2
8	Finning	https://www.linkedin.com/company/finning	Canada	9,538	197	2.07%	▲ 0
9	Singer	https://www.linkedin.com/company/singer	Canada	1,228	24	1.95%	New Entry
10	ATS	https://www.linkedin.com/company/ats	Canada	5,591	102	1.82%	New Entry
11	Toromont Cat	https://www.linkedin.com/company/toromont-cat	Canada	3,534	57	1.61%	▲ 0
12	Husky Technologies	https://www.linkedin.com/company/husky-technologies	Canada	2,957	45	1.52%	▼ -2
13	IRISNDT	https://www.linkedin.com/company/irisndt	Canada	1,214	18	1.48%	▼ -6
14	Camso	https://www.linkedin.com/company/camso	Canada	1,532	17	1.11%	▼ -1

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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