



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

Industry at a glance:

Average Score:
2.07%

Total Companies:
13

Global Industry Average:
2.76%

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](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	EXFO	https://www.linkedin.com/company/exfo	Canada	1,767	63	3.57%	▲ 0
2	Mitel	https://www.linkedin.com/company/mitel	Canada	3,732	128	3.43%	▲ 2
3	TELUS International Centre	https://www.linkedin.com/company/telus-international-centre	Canada	1,663	53	3.19%	▼ -1
4	TELUS	https://www.linkedin.com/company/telus	Canada	31,167	723	2.32%	▲ 3
5	Rogers Communications	https://www.linkedin.com/company/rogers-communications	Canada	27,897	551	1.98%	▲ 6
6	Bell	https://www.linkedin.com/company/bell	Canada	38,409	706	1.84%	▲ 6
7	Freedom Mobile	https://www.linkedin.com/company/freedom-mobile	Canada	1,462	26	1.78%	▲ 2
8	Cogeco Connexion	https://www.linkedin.com/company/cogeco-connexion	Canada	1,860	32	1.72%	▼ -3
9	Eastlink	https://www.linkedin.com/company/eastlink	Canada	1,210	20	1.65%	▲ 1
10	SaskTel	https://www.linkedin.com/company/sasktel	Canada	2,397	37	1.54%	▲ 3
11	Telecon	https://www.linkedin.com/company/telecon	Canada	2,801	40	1.43%	▲ 3
12	Videotron	https://www.linkedin.com/company/videotron	Canada	4,570	60	1.31%	▲ 3
13	Shaw Communications	https://www.linkedin.com/company/shaw-communications	Canada	5,523	65	1.18%	▲ 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://dsmn8.com) or [contact us at support@dsmn8.com](mailto:support@dsmn8.com)

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