



Canada's Most Active Computer Software Professionals on Social - February 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
1	Hootsuite	https://www.linkedin.com/company/hootsuite/	Canada	1,402	221	15.76%	▲ 0
2	Clio - Cloud-Based Legal T	https://www.linkedin.com/company/clio/	Canada	1,081	155	14.34%	▲ 3
3	Genetec	https://www.linkedin.com/company/genetec/	Canada	2,103	246	11.70%	▼ -1
4	Kinaxis	https://www.linkedin.com/company/kinaxis/	Canada	1,955	200	10.23%	▼ -1
5	SOTI	https://www.linkedin.com/company/soti/	Canada	2,004	185	9.23%	▼ -1
6	Lightspeed Commerce	https://www.linkedin.com/company/lightspeed-commerce/	Canada	2,693	214	7.95%	▲ 3
7	PointClickCare	https://www.linkedin.com/company/pointclickcare/	Canada	2,142	168	7.84%	▲ 5
8	Behaviour Interactive	https://www.linkedin.com/company/behaviour-interactive/	Canada	1,332	91	6.83%	▲ 0
9	OpenText	https://www.linkedin.com/company/opentext/	Canada	22,210	1,443	6.50%	▼ -3
10	BlackBerry	https://www.linkedin.com/company/blackberry/	Canada	3,238	206	6.36%	▼ -3
11	Thomson Reuters	https://www.linkedin.com/company/thomson-reuters/	Canada	31,611	1,930	6.11%	▲ 2
12	Shopify	https://www.linkedin.com/company/shopify/	Canada	17,529	1,058	6.04%	▼ -1
13	Descartes Systems Group	https://www.linkedin.com/company/descartes-systems-group/	Canada	1,404	84	5.98%	▼ -3
14	Ubisoft Montréal	https://www.linkedin.com/company/ubisoft-montreal/	Canada	2,268	101	4.45%	▲ 0
15	SkipTheDishes	https://www.linkedin.com/company/skipthedishes/	Canada	3,063	75	2.45%	▲ 0
16	Later	https://www.linkedin.com/company/afterlater/	Canada	1,680	39	2.32%	New Entry
17	Harris Computer	https://www.linkedin.com/company/harris-computer/	Canada	5,074	103	2.03%	▼ -1
18	NVT Phybridge	https://www.linkedin.com/company/nvt-phybridge/	Canada	1,866	6	0.32%	▼ -1
19	DDS Wireless	https://www.linkedin.com/company/dds-wireless/	Canada	1,007	2	0.20%	▼ -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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[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

