



Canada's Most Active Computer Software Professionals on Social - October 2023

Industry at a glance:

Average Score: 8.81%	Total Companies: 19	Global Industry Average: 10.13%
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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)	Rank Change
1	Hootsuite	https://www.linkedin.com/company/hootsuite	Canada	1,387	267	19.25%	▲ 0
2	Genetec	https://www.linkedin.com/company/genetec	Canada	2,036	382	18.76%	▲ 1
3	Kinaxis	https://www.linkedin.com/company/kinaxis	Canada	1,863	270	14.49%	▼ -1
4	SOTI	https://www.linkedin.com/company/soti	Canada	1,980	281	14.19%	▲ 0
5	Clio	https://www.linkedin.com/company/clioclient	Canada	1,008	135	13.39%	New Entry
6	OpenText	https://www.linkedin.com/company/opentext	Canada	20,482	2,211	10.79%	▲ 2
7	BlackBerry	https://www.linkedin.com/company/blackberry	Canada	3,424	341	9.96%	▲ 0
8	Behaviour Interactive	https://www.linkedin.com/company/behaviour-interactive	Canada	1,351	131	9.70%	▲ 1
9	Lightspeed Commerce	https://www.linkedin.com/company/lightspeed-commerce	Canada	2,579	246	9.54%	▼ -4
10	Descartes Systems Group	https://www.linkedin.com/company/descartes-systems-group	Canada	1,373	115	8.38%	▲ 2
11	Shopify	https://www.linkedin.com/company/shopify	Canada	16,435	1,367	8.32%	▼ -5
12	PointClickCare	https://www.linkedin.com/company/pointclickcare	Canada	2,096	168	8.02%	▼ -2
13	Thomson Reuters	https://www.linkedin.com/company/thomson-reuters	Canada	31,462	2,299	7.31%	▲ 0
14	Ubisoft Montréal	https://www.linkedin.com/company/ubisoft-montr%C3%A9al	Canada	2,245	158	7.04%	▲ 1
15	SkipTheDishes	https://www.linkedin.com/company/skipthedishes	Canada	3,094	112	3.62%	▼ -1
16	Harris Computer	https://www.linkedin.com/company/harris-computer	Canada	4,833	124	2.57%	▼ -5
17	NVT Phybridge	https://www.linkedin.com/company/nvt-phybridge	Canada	1,707	18	1.05%	▼ -1
18	DDS Wireless	https://www.linkedin.com/company/dds-wireless	Canada	1,013	6	0.59%	New Entry
19	Diligent ACL Analytics	https://www.linkedin.com/company/diligent-acl-analytics	Canada	1,128	4	0.35%	New Entry

Ready to win at social?

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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](#) or [contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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