

DSMN8

Canada's Most Active Oil And Energy Professionals on Social - October 2023

Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
4.03%	24	4.03%

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	Énergir	https://www.linkedin.com/company/energir	Canada	1,010	120	11.88%	New Entry
2	Enerflex	https://www.linkedin.com/company/enerflex	Canada	3,011	226	7.51%	▲ 4
3	Trans Mountain	https://www.linkedin.com/company/transmountain	Canada	1,031	70	6.79%	▼ -2
4	AER	https://www.linkedin.com/company/aer	Canada	1,044	67	6.42%	▼ -1
5	TC Energy	https://www.linkedin.com/company/tcenergy	Canada	7,929	497	6.27%	▲ 3
6	Keyera	https://www.linkedin.com/company/keyera	Canada	1,101	54	4.90%	▲ 1
7	Enovus Energy	https://www.linkedin.com/company/enovus-energy	Canada	5,417	263	4.86%	▲ 2
8	Parkland Corporation	https://www.linkedin.com/company/parkland-corporation	Canada	2,347	112	4.77%	▼ -4
9	Pembina	https://www.linkedin.com/company/pembina	Canada	2,201	97	4.41%	▼ -7
10	Plains Midstream Canada	https://www.linkedin.com/company/plains-midstream-canada	Canada	1,051	43	4.09%	▲ 2
11	Inter Pipeline	https://www.linkedin.com/company/inter-pipeline	Canada	1,127	46	4.08%	▼ -1
12	Irving Oil	https://www.linkedin.com/company/irving-oil	Canada	2,912	112	3.85%	▼ -1
13	Enbridge	https://www.linkedin.com/company/enbridge	Canada	10,764	341	3.17%	▲ 0
14	Calfrac Well Services	https://www.linkedin.com/company/calfrac-well-services	Canada	1,655	51	3.08%	▲ 0
15	Imperial Oil	https://www.linkedin.com/company/imperial-oil	Canada	4,460	117	2.62%	▲ 3
16	Suncor	https://www.linkedin.com/company/suncor	Canada	14,904	372	2.50%	▼ -1
17	CNRL	https://www.linkedin.com/company/cnrl	Canada	8,512	209	2.46%	▲ 0
18	Petro-Canada Lubricants	https://www.linkedin.com/company/pc-lubricants	Canada	1,695	41	2.42%	▼ -2
19	Trican Well Service	https://www.linkedin.com/company/trican-well-service	Canada	1,166	26	2.23%	▲ 2
20	Precision Drilling	https://www.linkedin.com/company/precision-drilling	Canada	2,427	54	2.22%	▼ -1
21	PTW Energy Services	https://www.linkedin.com/company/ptw-energy-services	Canada	1,080	23	2.13%	▼ -1
22	SECURE ENERGY	https://www.linkedin.com/company/secure-energy	Canada	1,369	28	2.05%	▼ -17
23	Syncrude Canada	https://www.linkedin.com/company/syncrude-canada	Canada	3,053	38	1.24%	▲ 0

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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