



Canada's Most Active Oil & Energy Professionals on Social - February 2024

Industry at a glance:

Average Score:
2.35%

Total Companies:
23

Global Industry Average:
2.44%

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	Énergir	https://www.linkedin.com/company/energir	Canada	1,049	64	6.10%	▲ 0
2	AER	https://www.linkedin.com/company/aer	Canada	1,057	57	5.39%	▲ 2
3	Cenovus Energy	https://www.linkedin.com/company/cenovus-energy	Canada	5,619	186	3.31%	▲ 4
4	Plains Midstream Canada	https://www.linkedin.com/company/plains-midstream-canada	Canada	1,041	33	3.17%	▲ 6
5	Pembina Pipeline Corporat	https://www.linkedin.com/company/pembina-pipeline	Canada	2,244	71	3.16%	▲ 4
6	Enerflex	https://www.linkedin.com/company/enerflex	Canada	3,123	98	3.14%	▼ -4
7	Parkland Corporation	https://www.linkedin.com/company/parkland	Canada	2,382	70	2.94%	▲ 1
8	Inter Pipeline	https://www.linkedin.com/company/inter-pipeline	Canada	1,139	33	2.90%	▲ 3
9	Irving Oil	https://www.linkedin.com/company/irving-oil	Canada	2,987	84	2.81%	▲ 3
10	TC Energy	https://www.linkedin.com/company/tc-energy	Canada	8,051	223	2.77%	▼ -5
11	Keyera	https://www.linkedin.com/company/keyera	Canada	1,128	28	2.48%	▼ -5
12	SECURE ENERGY	https://www.linkedin.com/company/secure-energy	Canada	1,354	31	2.29%	▲ 10
13	Calfrac Well Services	https://www.linkedin.com/company/calfrac-well-services	Canada	1,662	29	1.74%	▲ 1
14	PTW Energy Services	https://www.linkedin.com/company/ptw-energy	Canada	1,097	19	1.73%	▲ 7
15	Enbridge	https://www.linkedin.com/company/enbridge	Canada	10,844	181	1.67%	▼ -2
16	Petro-Canada Lubricants	https://www.linkedin.com/company/pc-lubricants	Canada	1,665	26	1.56%	▲ 2
17	CNRL	https://www.linkedin.com/company/cnrl	Canada	8,599	122	1.42%	▲ 0
18	Suncor	https://www.linkedin.com/company/suncor	Canada	14,406	195	1.35%	▼ -2
19	Trican Well Service	https://www.linkedin.com/company/trican-well-service	Canada	1,166	14	1.20%	▲ 0
20	Precision Drilling	https://www.linkedin.com/company/precision-drilling	Canada	2,461	29	1.18%	▲ 0
21	Ensign Energy Services	https://www.linkedin.com/company/ensign-energy	Canada	2,757	20	0.73%	▲ 3

22	Syncrude Canada	https://www.link Canada	2,969	19	0.64%	▲ 1
23	Imperial Oil	https://www.link Canada	4,501	19	0.42%	▼ -8

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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