



Canada's Most Active Logistics & Supply Chain Professionals on Social - March 2024

Industry at a glance:

Average Score:
2.54%

Total Companies:
9

Global Industry Average:
3.35%

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)
1	Intelcom	https://www.linkedin.com/company/intelcom	Canada	1,507	74	4.91%
2	Metro Supply Chain	https://www.linkedin.com/company/metro-supply-chain	Canada	838	35	4.18%
3	National Logistics Services	https://www.linkedin.com/company/national-logistics-services	Canada	573	15	2.62%
4	Viterra Canada	https://www.linkedin.com/company/viterra-canada	Canada	1,258	29	2.31%
5	BC Ferries	https://www.linkedin.com/company/bc-ferries	Canada	2,141	47	2.20%
6	Bison Transport	https://www.linkedin.com/company/bison-transport	Canada	1,304	28	2.15%
7	Seaspan Corporation	https://www.linkedin.com/company/seaspan-corporation	Canada	1,883	38	2.02%
8	Challenger Motor Freight	https://www.linkedin.com/company/challenger-motor-freight	Canada	655	13	1.98%
9	TNG	https://www.linkedin.com/company/tng	Canada	1,181	6	0.51%

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://www.dsmn8.com) [our contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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