



Canada's Most Active Utilities Professionals on Social - March 2024

Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
3.64%	15	5.01%

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	EfficiencyOne	https://www.linkedin.com/company/efficiencyone	Canada	201	19	9.45%
2	Magna IV Engineering	https://www.linkedin.com/company/magna-iv-engineering	Canada	260	20	7.69%
3	Rising Edge Group	https://www.linkedin.com/company/rising-edge-group	Canada	281	16	5.69%
4	Halifax Water	https://www.linkedin.com/company/halifax-water	Canada	323	17	5.26%
5	Primary Engineering and Construction	https://www.linkedin.com/company/primary-engineering-and-construction	Canada	304	13	4.28%
6	Powertech Labs	https://www.linkedin.com/company/powertech-labs	Canada	417	17	4.08%
7	Planview Utility Services	https://www.linkedin.com/company/planview-utility-services	Canada	223	8	3.59%
8	Newfoundland Power	https://www.linkedin.com/company/newfoundland-power	Canada	393	13	3.31%
9	GTel	https://www.linkedin.com/company/gtel	Canada	210	4	1.90%
10	ENWIN Utilities	https://www.linkedin.com/company/enwin-utilities	Canada	216	4	1.85%
11	Berger	https://www.linkedin.com/company/berger	Canada	332	6	1.81%
12	Rokstad Power	https://www.linkedin.com/company/rookstad-power	Canada	258	4	1.55%
13	Algonquin Power & Utilities	https://www.linkedin.com/company/algonquin-power-utilities	Canada	266	4	1.50%
14	Pure Technologies	https://www.linkedin.com/company/pure-technologies	Canada	284	4	1.41%
15	CORIX Group of Companies	https://www.linkedin.com/company/corix-group-of-companies	Canada	467	6	1.28%

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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