



Canada's Most Active IT & Services Professionals on Social - April 2024

Industry at a glance:

Average Score:
8.54%

Total Companies:
19

Global Industry Average:
8.96%

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 Change
1	360insights	https://www.linkedin.com/company/360insights	Canada	654	136	20.80%	▲ 1
2	CDW Canada	https://www.linkedin.com/company/cdw-canada	Canada	807	151	18.71%	▼ -1
3	Solace	https://www.linkedin.com/company/solace	Canada	608	92	15.13%	▲ 0
4	SMART Technologies	https://www.linkedin.com/company/smart-technologies	Canada	648	74	11.42%	▲ 1
5	NTG Clarity	https://www.linkedin.com/company/ntg-clarity	Canada	540	55	10.19%	New Entry
6	LGS	https://www.linkedin.com/company/lgs	Canada	832	84	10.10%	▲ 1
7	Assent	https://www.linkedin.com/company/assent	Canada	870	87	10.00%	▼ -1
8	Pivotree	https://www.linkedin.com/company/pivotree	Canada	641	61	9.52%	▼ -4
9	Microserve	https://www.linkedin.com/company/microserve	Canada	519	38	7.32%	New Entry
10	Paladin Technologies	https://www.linkedin.com/company/paladin-technologies	Canada	948	69	7.28%	▲ 3
11	Konica Minolta Business S	https://www.linkedin.com/company/konica-minolta-business-solutions	Canada	531	36	6.78%	▼ -3
12	Teranet	https://www.linkedin.com/company/teranet	Canada	931	54	5.80%	▲ 2
13	Pollard Banknote	https://www.linkedin.com/company/pollard-banknote	Canada	635	35	5.51%	▼ -3
14	ISM	https://www.linkedin.com/company/ism	Canada	612	30	4.90%	▼ -2
15	Equisoft	https://www.linkedin.com/company/equisoft	Canada	868	39	4.49%	▼ -4
16	Test Yantra Global	https://www.linkedin.com/company/test-yantra-global	Canada	575	24	4.17%	▲ 1
17	Tucows	https://www.linkedin.com/company/tucows	Canada	942	38	4.03%	▼ -2
18	Stantec au Québec	https://www.linkedin.com/company/stantec-au-quebec	Canada	926	34	3.67%	New Entry
19	Canadian Bank Note Com	https://www.linkedin.com/company/canadian-bank-note-com	Canada	840	20	2.38%	▼ -1

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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