



Canada's Most Active Insurance Professionals on Social - April 2024

Industry at a glance:



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	OTIP	https://www.linkedin.com/company/otip	Canada	781	145	18.57%
2	HUB International Canada	https://www.linkedin.com/company/hub-international-canada	Canada	654	87	13.30%
3	People Corporation	https://www.linkedin.com/company/people-corporation	Canada	713	79	11.08%
4	Gore Mutual Insurance	https://www.linkedin.com/company/gore-mutual-insurance	Canada	603	58	9.62%
5	Cowan Insurance Group	https://www.linkedin.com/company/cowan-insurance-group	Canada	509	48	9.43%
6	Billyard Insurance Group	https://www.linkedin.com/company/billyard-insurance-group	Canada	682	57	8.36%
7	SGI CANADA	https://www.linkedin.com/company/sgi-canada	Canada	511	39	7.63%
8	Lussier	https://www.linkedin.com/company/lussier	Canada	601	42	6.99%
9	Global Excel Management	https://www.linkedin.com/company/global-excel-management	Canada	779	54	6.93%
10	Marsh Canada	https://www.linkedin.com/company/marsh-canada	Canada	917	61	6.65%
11	Northbridge Insurance	https://www.linkedin.com/company/northbridge-insurance	Canada	887	56	6.31%
12	ClaimsPro	https://www.linkedin.com/company/claimspro	Canada	773	35	4.53%
13	Pacific Blue Cross	https://www.linkedin.com/company/pacific-blue-cross	Canada	538	17	3.16%
14	Johnson Insurance	https://www.linkedin.com/company/johnson-insurance	Canada	508	10	1.97%

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.

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