



Canada's Most Active Computer Software Professionals on Social - June 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)	Rank Change
1	Hootsuite	https://www.linkedin.com/company/hootsuite	Canada	1,501	324	21.59%	▲ 0
2	ApplyBoard	https://www.linkedin.com/company/applyboard	Canada	1,531	296	19.33%	New Entry
3	Clio - Cloud-Based Legal T	https://www.linkedin.com/company/clio	Canada	1,188	193	16.25%	▼ -1
4	Kinaxis	https://www.linkedin.com/company/kinaxis	Canada	1,973	293	14.85%	▲ 0
5	Genetec	https://www.linkedin.com/company/genetec	Canada	2,171	290	13.36%	▼ -2
6	SOTI	https://www.linkedin.com/company/soti	Canada	2,047	259	12.65%	▼ -1
7	Lightspeed Commerce	https://www.linkedin.com/company/lightspeed-commerce	Canada	2,777	336	12.10%	▼ -1
8	PointClickCare	https://www.linkedin.com/company/pointclickcare	Canada	2,221	266	11.98%	▼ -1
9	Achievers	https://www.linkedin.com/company/achievers	Canada	1,036	123	11.87%	New Entry
10	Descartes Systems Group	https://www.linkedin.com/company/descartes-systems-group	Canada	1,485	129	8.69%	▲ 3
11	Hopper	https://www.linkedin.com/company/hopper	Canada	1,199	98	8.17%	New Entry
12	BlackBerry	https://www.linkedin.com/company/blackberry	Canada	2,952	240	8.13%	▼ -2
13	OpenText	https://www.linkedin.com/company/opentext	Canada	22,119	1,583	7.16%	▼ -4
14	Thomson Reuters	https://www.linkedin.com/company/thomson-reuters	Canada	33,259	2,373	7.13%	▼ -3
15	SkipTheDishes	https://www.linkedin.com/company/skipthedishes	Canada	3,104	158	5.09%	▲ 0
16	Harris Computer	https://www.linkedin.com/company/harris-computer	Canada	5,267	124	2.35%	▲ 1

Ready to win at social?

Visit our website our contact us at support@dsmn8.com

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[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

