



Canada's Most Active Mining & Metals Professionals on Social - June 2024

Industry at a glance:

Average Score:
4.42%

Total Companies:
38

Global Industry Average:
3.54%

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)	New Entry
1	Vale Base Metals	https://www.linkedin.com/company/vale-base-metals	Canada	1,263	317	25.10%	New Entry
2	Equinox Gold	https://www.linkedin.com/company/equinox-gold	Canada	1,501	178	11.86%	▼ -1
3	K92 Mining	https://www.linkedin.com/company/k92-mining	Canada	653	71	10.87%	▲ 5
4	Lundin Mining	https://www.linkedin.com/company/lundin-mining	Canada	677	56	8.27%	▼ -2
5	Quebec Iron Ore	https://www.linkedin.com/company/quebec-iron-ore	Canada	570	42	7.37%	▼ -2
6	SRK Consulting	https://www.linkedin.com/company/srk-consulting	Canada	2,179	132	6.06%	▼ -2
7	Cementation Americas	https://www.linkedin.com/company/cementation-americas	Canada	614	31	5.05%	▲ 3
8	Teck Resources	https://www.linkedin.com/company/teck-resources	Canada	7,958	399	5.01%	▲ 4
9	DMC Mining Services	https://www.linkedin.com/company/dmc-mining-services	Canada	728	34	4.67%	▼ -4
10	B2Gold	https://www.linkedin.com/company/b2gold	Canada	1,832	84	4.59%	▲ 1
11	Royal Canadian Mint	https://www.linkedin.com/company/royal-canadian-mint	Canada	844	37	4.38%	▲ 9
12	Agnico Eagle Mines	https://www.linkedin.com/company/agnico-eagle-mines	Canada	4,064	168	4.13%	▲ 3
13	Dundee Precious Metals	https://www.linkedin.com/company/dundee-precious-metals	Canada	685	28	4.09%	▼ -6
14	First Quantum Minerals	https://www.linkedin.com/company/first-quantum-minerals	Canada	10,794	436	4.04%	▼ -5
15	IAMGOLD	https://www.linkedin.com/company/iamgold	Canada	2,377	96	4.04%	▼ -1
16	MacLean Engineering	https://www.linkedin.com/company/maclean-engineering	Canada	630	23	3.65%	▼ -10
17	Procon Mining and Tunnel	https://www.linkedin.com/company/procon-mining-and-tunnel	Canada	510	18	3.53%	New Entry
18	First Majestic Silver	https://www.linkedin.com/company/first-majestic-silver	Canada	1,091	37	3.39%	▼ -2
19	Centerra Gold	https://www.linkedin.com/company/centerra-gold	Canada	752	25	3.32%	New Entry
20	Hudbay Minerals	https://www.linkedin.com/company/hudbay-minerals	Canada	1,133	37	3.27%	New Entry
21	Baffinland	https://www.linkedin.com/company/baffinland	Canada	772	25	3.24%	▲ 0

22	Barrick Gold	https://www.linkedin.com/company/barrick-gold	Canada	12,747	391	3.07%	▼ -4
23	Alamos Gold	https://www.linkedin.com/company/alamos-gold	Canada	939	28	2.98%	▼ -4
24	Major Drilling	https://www.linkedin.com/company/major-drilling	Canada	1,595	47	2.95%	▲ 3
25	Dumas Contracting	https://www.linkedin.com/company/dumas-contracting	Canada	616	17	2.76%	New Entry
26	Cameco	https://www.linkedin.com/company/cameco	Canada	2,135	58	2.72%	▼ -4
27	Pan American Silver	https://www.linkedin.com/company/pan-american-silver	Canada	4,775	117	2.45%	New Entry
28	New Gold	https://www.linkedin.com/company/new-gold	Canada	1,023	24	2.35%	New Entry
29	REDPATH MINING	https://www.linkedin.com/company/redpath-mining	Canada	1,988	46	2.31%	▼ -5
30	Graymont	https://www.linkedin.com/company/graymont	Canada	858	19	2.21%	▼ -2
31	Capstone Copper	https://www.linkedin.com/company/capstone-copper	Canada	1,423	31	2.18%	New Entry
32	Sherritt International	https://www.linkedin.com/company/sherritt-international	Canada	1,016	22	2.17%	▼ -6
33	Kinross Gold	https://www.linkedin.com/company/kinross-gold	Canada	5,734	122	2.13%	▼ -4
34	North American Construction	https://www.linkedin.com/company/north-american-construction	Canada	1,021	19	1.86%	▼ -4
35	STELCO	https://www.linkedin.com/company/stelco	Canada	888	15	1.69%	▼ -4
36	KGHM	https://www.linkedin.com/company/kgmh	Canada	533	8	1.50%	▼ -2
37	ArcelorMittal Dofasco	https://www.linkedin.com/company/arcelormittal-dofasco	Canada	3,145	45	1.43%	▼ -4
38	Algoma Steel	https://www.linkedin.com/company/algoma-steel	Canada	1,045	14	1.34%	▼ -13

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)

