

DSMN8

Canada's Most Active Oil & Energy Professionals on Social - June 2024

Industry at a glance:

Average Score:
2.86%

Total Companies:
21

Global Industry Average:
2.98%

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](https://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	Énergir	https://www.linkedin.com/company/energir	Canada	1,064	99	9.30%	▲ 0
2	TC Energy	https://www.linkedin.com/company/tcenergy	Canada	8,122	337	4.15%	▲ 8
3	Parkland	https://www.linkedin.com/company/parkland	Canada	2,456	100	4.07%	▲ 4
4	Cenovus Energy	https://www.linkedin.com/company/cenovus-energy	Canada	5,915	239	4.04%	▼ -1
5	Inter Pipeline	https://www.linkedin.com/company/inter-pipeline	Canada	1,148	45	3.92%	▲ 3
6	Enerflex	https://www.linkedin.com/company/enerflex	Canada	3,227	123	3.81%	▲ 0
7	Plains Midstream Canada	https://www.linkedin.com/company/plains-midstream-canada	Canada	1,069	39	3.65%	▼ -3
8	Irving Oil	https://www.linkedin.com/company/irving-oil	Canada	3,107	107	3.44%	▲ 1
9	Keyera	https://www.linkedin.com/company/keyera	Canada	1,147	36	3.14%	▲ 2
10	Pembina Pipeline	https://www.linkedin.com/company/pembina-pipeline	Canada	2,346	70	2.98%	▼ -5
11	SECURE ENERGY	https://www.linkedin.com/company/secure-energy	Canada	1,342	32	2.38%	▲ 1
12	Enbridge	https://www.linkedin.com/company/enbridge	Canada	10,881	241	2.21%	▲ 3
13	Canadian Natural Resources	https://www.linkedin.com/company/canadian-natural-resources	Canada	8,820	186	2.11%	▲ 4
14	Precision Drilling	https://www.linkedin.com/company/precision-drilling	Canada	2,548	51	2.00%	▲ 6
15	Calfrac Well Services	https://www.linkedin.com/company/calfrac-well-services	Canada	1,673	32	1.91%	▼ -2
16	Suncor	https://www.linkedin.com/company/suncor	Canada	14,391	248	1.72%	▲ 2
17	Imperial Oil	https://www.linkedin.com/company/imperial-oil	Canada	4,562	78	1.71%	▲ 6
18	Petro-Canada Lubricants	https://www.linkedin.com/company/pc-lubricants	Canada	1,661	21	1.26%	▼ -2
19	Trican Well Service	https://www.linkedin.com/company/trican-well-service	Canada	1,174	10	0.85%	▲ 0
20	PTW Energy Services	https://www.linkedin.com/company/ptw-energy-services	Canada	1,111	9	0.81%	▼ -6
21	Ensign Energy Services	https://www.linkedin.com/company/ensign-energy-services	Canada	2,799	17	0.61%	▲ 0

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

