



Canada's Most Active Marketing & Advertising Professionals on Social - July 2024

Industry at a glance:

Average Score:
7.39%

Total Companies:
16

Global Industry Average:
6.18%

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	Rethink	https://www.linkedin.com/company/rethink/	Canada	417	66	15.83%
2	illumina	https://www.linkedin.com/company/illumina/	Canada	256	32	12.50%
3	Publicis Canada	https://www.linkedin.com/company/publicis-canada/	Canada	275	29	10.55%
4	Dig Insights	https://www.linkedin.com/company/dig-insights/	Canada	237	23	9.70%
5	Environics Analytics	https://www.linkedin.com/company/environics-analytics/	Canada	299	28	9.36%
6	Leger	https://www.linkedin.com/company/leger/	Canada	396	37	9.34%
7	Viral Nation	https://www.linkedin.com/company/viral-nation/	Canada	481	43	8.94%
8	McCann Canada	https://www.linkedin.com/company/mccann-canada/	Canada	222	17	7.66%
9	VERB Interactive	https://www.linkedin.com/company/verb-interactive/	Canada	256	18	7.03%
10	Kognitive Sales Solutions	https://www.linkedin.com/company/kognitive-sales-solutions/	Canada	441	30	6.80%
11	Brand Momentum	https://www.linkedin.com/company/brand-momentum/	Canada	351	23	6.55%
12	PATTISON Outdoor	https://www.linkedin.com/company/pattison-outdoor/	Canada	458	28	6.11%
13	ICUC	https://www.linkedin.com/company/icuc/	Canada	439	13	2.96%
14	Numeris	https://www.linkedin.com/company/numeris/	Canada	425	12	2.82%
15	The Taylor Group	https://www.linkedin.com/company/the-taylor-group/	Canada	301	5	1.66%
16	Aeroplan	https://www.linkedin.com/company/aeroplan/	Canada	266	1	0.38%

Ready to win at social?

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