



Canada's Most Active Automotive Professionals on Social - July 2024

Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
2.43%	15	3.25%

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	Plasman	https://www.linkedin.com/company/plasman/	Canada	1,413	61	4.32%	▲ 0
2	Woodbridge	https://www.linkedin.com/company/woodbridge/	Canada	1,904	62	3.26%	▲ 0
3	Toyota Canada	https://www.linkedin.com/company/toyota-canada/	Canada	1,093	35	3.20%	▲ 2
4	Multimatic	https://www.linkedin.com/company/multimatic/	Canada	2,245	68	3.03%	▲ 2
5	Magna International	https://www.linkedin.com/company/magna-international/	Canada	37,978	1,142	3.01%	▼ -1
6	Martinrea International	https://www.linkedin.com/company/martinrea-international/	Canada	5,024	148	2.95%	▼ -3
7	Mercedes-Benz Canada	https://www.linkedin.com/company/mercedes-benz-canada/	Canada	1,013	27	2.67%	New Entry
8	UAP	https://www.linkedin.com/company/uap/	Canada	1,751	41	2.34%	▲ 2
9	Honda Canada	https://www.linkedin.com/company/honda-canada/	Canada	1,473	31	2.10%	▼ -2
10	Linamar	https://www.linkedin.com/company/linamar/	Canada	5,801	122	2.10%	▲ 1
11	ABC Technologies	https://www.linkedin.com/company/abc-technologies/	Canada	3,598	73	2.03%	▼ -2
12	Honda of Canada Mfg.	https://www.linkedin.com/company/honda-of-canada-mfg/	Canada	1,590	27	1.70%	▼ -4
13	Toyota Motor Manufacturing Canada	https://www.linkedin.com/company/toyota-motor-manufacturing-canada/	Canada	2,495	39	1.56%	▲ 1
14	Stackpole International	https://www.linkedin.com/company/stackpole-international/	Canada	1,015	12	1.18%	▼ -2
15	Mr. Lube Canada	https://www.linkedin.com/company/mr-lube-canada/	Canada	1,113	12	1.08%	▼ -2

Ready to win at social?

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

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

