



Canada's Most Active Law & Legal Professionals on Social - July 2024

Industry at a glance:

Average Score:
7.21%

Total Companies:
12

Global Industry Average:
9.64%

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	McInnes Cooper	https://www.linkedin.com/company/mcinnescoper/	Canada	522	57	10.92%	New Entry
2	BCF	https://www.linkedin.com/company/bcf/	Canada	653	68	10.41%	▲ 2
3	Law Society of Ontario	https://www.linkedin.com/company/law-society-of-ontario/	Canada	731	58	7.93%	▼ -1
4	McMillan	https://www.linkedin.com/company/mcmillan/	Canada	850	67	7.88%	▼ -1
5	Cassels Brock & Blackwell	https://www.linkedin.com/company/cassels-brock-blackwell/	Canada	796	61	7.66%	New Entry
6	Lavery	https://www.linkedin.com/company/lavery/	Canada	575	42	7.30%	▲ 0
7	MLT Aikins	https://www.linkedin.com/company/mlt-aikins/	Canada	658	44	6.69%	▼ -6
8	Aird & Berlis	https://www.linkedin.com/company/aird-berlis/	Canada	571	38	6.65%	New Entry
9	Stewart McKelvey	https://www.linkedin.com/company/stewart-mckelvey/	Canada	545	33	6.06%	▼ -1
10	Davies Ward Phillips & Vin	https://www.linkedin.com/company/davies-ward-phillips-vincent/	Canada	786	46	5.85%	▼ -3
11	Torys	https://www.linkedin.com/company/torys/	Canada	989	55	5.56%	▼ -2
12	Goodmans	https://www.linkedin.com/company/goodmans/	Canada	504	18	3.57%	New Entry

Ready to win at social?

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

