

DSMN8

Canada's Most Active IT & Services Professionals on Social - August 2024

Industry at a glance:

Average Score:
6.41%

Total Companies:
19

Global Industry Average:
6.71%

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)	Rank Change
1	CDW Canada	https://www.linkedin.com/company/cdw-canada	Canada	854	161	18.85%	▲ 1
2	Solace	https://www.linkedin.com/company/solace	Canada	622	79	12.70%	▲ 1
3	NTG Clarity	https://www.linkedin.com/company/ntg-clarity	Canada	585	62	10.60%	▲ 2
4	SMART Technologies	https://www.linkedin.com/company/smart-technologies	Canada	632	59	9.34%	▲ 0
5	Assent	https://www.linkedin.com/company/assent	Canada	902	70	7.76%	▲ 2
6	LGS	https://www.linkedin.com/company/lgs	Canada	812	60	7.39%	▲ 0
7	Microserve	https://www.linkedin.com/company/microserve	Canada	516	34	6.59%	▲ 2
8	Konica Minolta Business S	https://www.linkedin.com/company/konica-minolta-business-solutions	Canada	514	28	5.45%	▲ 3
9	Pivotree	https://www.linkedin.com/company/pivotree	Canada	636	34	5.35%	▼ -1
10	Sesami	https://www.linkedin.com/company/sesami	Canada	639	32	5.01%	New Entry
11	ISM	https://www.linkedin.com/company/ism	Canada	626	30	4.79%	▲ 3
12	360insights	https://www.linkedin.com/company/360insights	Canada	678	32	4.72%	▼ -11
13	Pollard Banknote	https://www.linkedin.com/company/pollard-banknote	Canada	691	30	4.34%	▲ 0
14	Paladin Technologies	https://www.linkedin.com/company/paladin-technologies	Canada	999	43	4.30%	▼ -4
15	Equisoft	https://www.linkedin.com/company/equisoft	Canada	859	32	3.73%	▲ 0
16	Test Yantra Global	https://www.linkedin.com/company/test-yantra-global	Canada	527	17	3.23%	▲ 0
17	Teranet	https://www.linkedin.com/company/teranet	Canada	887	25	2.82%	▼ -5
18	Canadian Bank Note Com	https://www.linkedin.com/company/canadian-bank-note-com	Canada	838	21	2.51%	▲ 1
19	Tucows	https://www.linkedin.com/company/tucows	Canada	930	21	2.26%	▼ -2

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)

