



Canada's Most Active Machinery Professionals on Social - August 2024

Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
2.79%	18	3.62%

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	Canadian Solar	https://www.linkedin.com/company/canadian-solar/	Canada	1,807	132	7.30%	New Entry
2	Brandt Group of Companies	https://www.linkedin.com/company/brandt-group-of-companies/	Canada	2,588	119	4.60%	▲ 0
3	Ballard Power Systems	https://www.linkedin.com/company/ballard-power-systems/	Canada	1,116	41	3.67%	New Entry
4	Wajax	https://www.linkedin.com/company/wajax/	Canada	1,488	53	3.56%	▼ -3
5	SMS Equipment	https://www.linkedin.com/company/sms-equipment/	Canada	1,655	55	3.32%	▼ -2
6	Premier Tech	https://www.linkedin.com/company/premier-tech/	Canada	1,878	59	3.14%	▼ -2
7	Price Industries	https://www.linkedin.com/company/price-industries/	Canada	1,008	29	2.88%	New Entry
8	Brookfield Renewable	https://www.linkedin.com/company/brookfield-renewable/	Canada	1,157	32	2.77%	New Entry
9	Finning	https://www.linkedin.com/company/finning/	Canada	9,884	266	2.69%	▼ -1
10	Husky Technologies	https://www.linkedin.com/company/husky-technologies/	Canada	3,005	80	2.66%	▲ 2
11	Hydro Québec	https://www.linkedin.com/company/hydro-quebec/	Canada	14,774	365	2.47%	New Entry
12	Skyjack	https://www.linkedin.com/company/skyjack/	Canada	1,103	26	2.36%	▼ -7
13	ATS	https://www.linkedin.com/company/ats/	Canada	5,640	117	2.07%	▼ -3
14	IRISNDT	https://www.linkedin.com/company/irisndt/	Canada	1,297	24	1.85%	▼ -1
15	Toromont Cat	https://www.linkedin.com/company/toromont-cat/	Canada	3,725	53	1.42%	▼ -4
16	Valliant TMS	https://www.linkedin.com/company/valliant-tms/	Canada	1,098	15	1.37%	▼ -10
17	Spartan Controls	https://www.linkedin.com/company/spartan-controls/	Canada	1,207	16	1.33%	▼ -10
18	Camso	https://www.linkedin.com/company/camso/	Canada	1,474	11	0.75%	▼ -4

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)

