

DSMN8

Canada's Most Active Computer Software Professionals on Social - October 2024

Industry at a glance:

Average Score:
8.19%

Total Companies:
21

Global Industry Average:
8.90%

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	Clio - Cloud-Based Legal T	https://www.linkedin.com/company/clio	Canada	1,305	196	15.02%	▲ 2
2	Docebo	https://www.linkedin.com/company/docebo	Canada	1,006	139	13.82%	New Entry
3	Kinaxis	https://www.linkedin.com/company/kinaxis	Canada	1,924	250	12.99%	▲ 1
4	ApplyBoard	https://www.linkedin.com/company/applyboard	Canada	1,482	184	12.42%	▼ -2
5	Achievers	https://www.linkedin.com/company/achievers	Canada	1,074	120	11.17%	▲ 4
6	Genetec	https://www.linkedin.com/company/genetec	Canada	2,170	238	10.97%	▼ -1
7	SOTI	https://www.linkedin.com/company/soti	Canada	2,074	198	9.55%	▼ -1
8	Behaviour Interactive	https://www.linkedin.com/company/behaviour-interactive	Canada	1,237	105	8.49%	New Entry
9	Descartes Systems Group	https://www.linkedin.com/company/descartes-systems-group	Canada	1,545	123	7.96%	▲ 1
10	OpenText	https://www.linkedin.com/company/opentext	Canada	21,901	1,732	7.91%	▲ 3
11	Lightspeed Commerce	https://www.linkedin.com/company/lightspeed-commerce	Canada	2,897	225	7.77%	▼ -4
12	PointClickCare	https://www.linkedin.com/company/pointclickcare	Canada	2,242	171	7.63%	▼ -4
13	Thomson Reuters	https://www.linkedin.com/company/thomson-reuters	Canada	33,840	2,275	6.72%	▲ 1
14	Shopify	https://www.linkedin.com/company/shopify	Canada	20,386	1,302	6.39%	New Entry
15	BlackBerry	https://www.linkedin.com/company/blackberry	Canada	2,919	173	5.93%	▼ -3
16	Global Relay	https://www.linkedin.com/company/global-relay	Canada	1,530	90	5.88%	New Entry
17	EA SPORTS	https://www.linkedin.com/company/ea-sports	Canada	1,139	62	5.44%	New Entry
18	Ubisoft Montréal	https://www.linkedin.com/company/ubisoft-monreal	Canada	2,420	116	4.79%	New Entry
19	Hopper	https://www.linkedin.com/company/hopper	Canada	1,277	60	4.70%	▼ -8
20	Harris Computer	https://www.linkedin.com/company/harris-computer	Canada	2,594	97	3.74%	▼ -4
21	SkipTheDishes	https://www.linkedin.com/company/skipthedishes	Canada	3,025	81	2.68%	▼ -6

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)

