



Canada's Most Active Utilities Professionals on Social - October 2024

Industry at a glance:

Average Score:
3.24%

Total Companies:
20

Global Industry Average:
3.87%

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	Kinectrics	https://www.linkedin.com/company/kinectrics	Canada	1,135	63	5.55%	▲ 1
2	American Iron & Metal	https://www.linkedin.com/company/american-iron-metal	Canada	1,017	49	4.82%	New Entry
3	Nova Scotia Power	https://www.linkedin.com/company/nova-scotia-power	Canada	1,239	58	4.68%	▼ -2
4	Enbridge Gas	https://www.linkedin.com/company/enbridge-gas	Canada	1,090	48	4.40%	New Entry
5	FortisBC	https://www.linkedin.com/company/fortisbc	Canada	2,117	87	4.11%	▼ -2
6	Toronto Hydro	https://www.linkedin.com/company/toronto-hydro	Canada	1,804	71	3.94%	▲ 7
7	Ontario Power Generation	https://www.linkedin.com/company/ontario-power-generation	Canada	8,713	306	3.51%	▼ -2
8	ENMAX	https://www.linkedin.com/company/enmax	Canada	1,572	53	3.37%	▼ -4
9	ATCO Gas	https://www.linkedin.com/company/atco-gas	Canada	1,174	38	3.24%	▲ 2
10	TransAlta	https://www.linkedin.com/company/transalta	Canada	1,420	45	3.17%	▼ -3
11	Bruce Power	https://www.linkedin.com/company/bruce-power	Canada	3,846	113	2.94%	▼ -3
12	BC Hydro	https://www.linkedin.com/company/bc-hydro	Canada	6,290	182	2.89%	▲ 3
13	SaskPower	https://www.linkedin.com/company/saskpower	Canada	2,608	69	2.65%	▲ 1
14	Liberty	https://www.linkedin.com/company/liberty	Canada	2,810	73	2.60%	▼ -8
15	Manitoba Hydro	https://www.linkedin.com/company/manitoba-hydro	Canada	3,041	78	2.56%	▲ 2
16	EPCOR	https://www.linkedin.com/company/epcor	Canada	2,514	64	2.55%	▼ -6
17	Hydro One	https://www.linkedin.com/company/hydro-one	Canada	5,247	133	2.53%	▼ -5
18	ATCO Electric	https://www.linkedin.com/company/atco-electric	Canada	1,296	27	2.08%	▼ -9
19	ATCO	https://www.linkedin.com/company/atco	Canada	6,440	108	1.68%	▼ -3
20	Enbridge Gas Distribution	https://www.linkedin.com/company/enbridge-gas-distribution	Canada	1,151	18	1.56%	New Entry

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)

