



## Canada's Most Active Marketing & Advertising Professionals on Social - November 2024

### Industry at a glance:

Average Score:  
**9.35%**

Total Companies:  
**19**

Global Industry Average:  
**8.41%**

### 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](https://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)
1	NATIONAL Public Relation	<a href="https://www.linkedin.com/company/national-public-relation">https://www.linkedin.com/company/national-public-relation</a>	Canada	290	58	20.00%
2	Dig Insights	<a href="https://www.linkedin.com/company/dig-insights">https://www.linkedin.com/company/dig-insights</a>	Canada	247	44	17.81%
3	McCann Canada	<a href="https://www.linkedin.com/company/mccann-canada">https://www.linkedin.com/company/mccann-canada</a>	Canada	234	38	16.24%
4	Rethink	<a href="https://www.linkedin.com/company/rethink">https://www.linkedin.com/company/rethink</a>	Canada	400	63	15.75%
5	illumin	<a href="https://www.linkedin.com/company/illumin">https://www.linkedin.com/company/illumin</a>	Canada	265	36	13.58%
6	Sid Lee	<a href="https://www.linkedin.com/company/sid-lee">https://www.linkedin.com/company/sid-lee</a>	Canada	493	59	11.97%
7	Publicis Canada	<a href="https://www.linkedin.com/company/publicis-canada">https://www.linkedin.com/company/publicis-canada</a>	Canada	291	32	11.00%
8	Leger	<a href="https://www.linkedin.com/company/leger">https://www.linkedin.com/company/leger</a>	Canada	388	39	10.05%
9	Cossette Media	<a href="https://www.linkedin.com/company/cossette-media">https://www.linkedin.com/company/cossette-media</a>	Canada	204	20	9.80%
10	Viral Nation	<a href="https://www.linkedin.com/company/viral-nation">https://www.linkedin.com/company/viral-nation</a>	Canada	437	42	9.61%
11	PATTISON Outdoor	<a href="https://www.linkedin.com/company/pattison-outdoor">https://www.linkedin.com/company/pattison-outdoor</a>	Canada	454	37	8.15%
12	Brand Momentum	<a href="https://www.linkedin.com/company/brand-momentum">https://www.linkedin.com/company/brand-momentum</a>	Canada	346	25	7.23%
13	VERB Interactive	<a href="https://www.linkedin.com/company/verb-interactive">https://www.linkedin.com/company/verb-interactive</a>	Canada	260	17	6.54%
14	Environics Analytics	<a href="https://www.linkedin.com/company/environics-analytics">https://www.linkedin.com/company/environics-analytics</a>	Canada	304	18	5.92%
15	ICUC	<a href="https://www.linkedin.com/company/icuc">https://www.linkedin.com/company/icuc</a>	Canada	441	24	5.44%
16	Numeris	<a href="https://www.linkedin.com/company/numeris">https://www.linkedin.com/company/numeris</a>	Canada	422	15	3.55%
17	SDImktg	<a href="https://www.linkedin.com/company/sdimktg">https://www.linkedin.com/company/sdimktg</a>	Canada	303	9	2.97%
18	The Taylor Group	<a href="https://www.linkedin.com/company/the-taylor-group">https://www.linkedin.com/company/the-taylor-group</a>	Canada	289	5	1.73%
19	Aeroplan	<a href="https://www.linkedin.com/company/aeroplan">https://www.linkedin.com/company/aeroplan</a>	Canada	267	1	0.37%

## Ready to win at social?

[Visit our website](#) or [contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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