



Canada's Most Active Automotive Professionals on Social - December 2024

Industry at a glance:



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	Woodbridge	https://www.linkedin.com/company/woodbridge	Canada	1,964	76	3.87%	▲ 1
2	Plasman	https://www.linkedin.com/company/plasman	Canada	1,512	55	3.64%	▼ -1
3	UAP	https://www.linkedin.com/company/uap	Canada	1,822	65	3.57%	▲ 5
4	Martinrea International	https://www.linkedin.com/company/martinrea-international	Canada	5,228	172	3.29%	▲ 2
5	Honda Canada	https://www.linkedin.com/company/honda-canada	Canada	1,462	47	3.21%	▲ 4
6	Magna International	https://www.linkedin.com/company/magna-international	Canada	39,432	1,204	3.05%	▼ -1
7	Multimatic	https://www.linkedin.com/company/multimatic	Canada	2,356	70	2.97%	▼ -3
8	ABC Technologies	https://www.linkedin.com/company/abc-technologies	Canada	3,985	107	2.69%	▲ 3
9	Mercedes-Benz Canada	https://www.linkedin.com/company/mercedes-benz-canada	Canada	1,004	25	2.49%	▼ -2
10	Toyota Canada	https://www.linkedin.com/company/toyota-canada	Canada	1,113	24	2.16%	▼ -7
11	Linamar	https://www.linkedin.com/company/linamar	Canada	5,996	128	2.13%	▼ -1
12	Mr. Lube Canada	https://www.linkedin.com/company/mr-lube-canada	Canada	1,203	23	1.91%	▲ 3
13	Toyota Motor Manufacturing Canada	https://www.linkedin.com/company/toyota-motor-manufacturing-canada	Canada	2,509	41	1.63%	▲ 0

Ready to win at social?

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