



Canada's Most Active IT & Services Professionals on Social - January 2025

Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
5.78%	16	5.72%

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	NTG Clarity	https://www.linkedin.com/company/ntg-clarity	Canada	666	73	10.96%	▲ 2
2	Solace	https://www.linkedin.com/company/solace	Canada	625	63	10.08%	▲ 0
3	CDW Canada	https://www.linkedin.com/company/cdw-canada	Canada	858	80	9.32%	▼ -2
4	360insights	https://www.linkedin.com/company/360insights	Canada	705	64	9.08%	▲ 8
5	Pivotree	https://www.linkedin.com/company/pivotree	Canada	612	45	7.35%	▲ 4
6	SMART Technologies	https://www.linkedin.com/company/smart-technologies	Canada	661	42	6.35%	▼ -2
7	Konica Minolta Business S	https://www.linkedin.com/company/konica-minolta-business-solutions	Canada	509	30	5.89%	▲ 1
8	Assent	https://www.linkedin.com/company/assent	Canada	933	46	4.93%	▼ -3
9	Sesami	https://www.linkedin.com/company/sesami	Canada	695	33	4.75%	▲ 1
10	Equisoft	https://www.linkedin.com/company/equisoft	Canada	889	41	4.61%	▲ 5
11	Teranet	https://www.linkedin.com/company/teranet	Canada	803	32	3.99%	▲ 6
12	ISM	https://www.linkedin.com/company/ism	Canada	655	26	3.97%	▼ -1
13	GuestTek Interactive Enter	https://www.linkedin.com/company/guesttek	Canada	505	18	3.56%	New Entry
14	Pollard Banknote	https://www.linkedin.com/company/pollard-banknote	Canada	728	25	3.43%	▼ -1
15	Canadian Bank Note Comp	https://www.linkedin.com/company/canadian-bank-note-companies	Canada	852	20	2.35%	▲ 3
16	Tucows	https://www.linkedin.com/company/tucows	Canada	833	16	1.92%	▲ 3

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)

