



Canada's Active Professionals on Social - Best of 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	Industry	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)
1	Alludo	https://www.linkedin.com/company/alludo	Computer Softw	Canada	548	134	24.45%
2	eSentire	https://www.linkedin.com/company/esentire	Computer Netw	Canada	575	126	21.91%
3	Multi-Prets Hypotheques	https://www.linkedin.com/company/multi-prets-hypotheques	Financial Servik	Canada	699	147	21.03%
4	Esri Canada	https://www.linkedin.com/company/esri-canada	Computer Softv	Canada	629	132	20.99%
5	360insights	https://www.linkedin.com/company/360insights	IT & Services	Canada	654	136	20.80%
6	RSM Canada	https://www.linkedin.com/company/rsm-canada	Accounting	Canada	907	180	19.85%
7	Wellington-Altus	https://www.linkedin.com/company/wellington-altus	Financial Servik	Canada	712	137	19.24%
8	LG2	https://www.linkedin.com/company/lg2	Management C	Canada	507	97	19.13%
9	CDW Canada	https://www.linkedin.com/company/cdw-canada	IT & Services	Canada	854	161	18.85%
10	OTIP	https://www.linkedin.com/company/otip	Insurance	Canada	781	145	18.57%
11	Visier	https://www.linkedin.com/company/visier	Computer Softv	Canada	564	98	17.38%
12	Coveo	https://www.linkedin.com/company/coveo	Computer Softv	Canada	787	136	17.28%
13	Cooper Equipment Rentals	https://www.linkedin.com/company/cooper-equipment-rentals	Construction	Canada	543	93	17.13%
14	Tundra Technical Solutions	https://www.linkedin.com/company/tundra-technical-solutions	Staffing & Recr	Canada	648	110	16.98%
15	Docebo	https://www.linkedin.com/company/docebo	Computer Softv	Canada	975	164	16.82%
16	BCF	https://www.linkedin.com/company/bcf	Law & Legal	Canada	668	111	16.62%
17	Vena Solutions	https://www.linkedin.com/company/vena-solutions	Computer Softv	Canada	675	111	16.44%
18	Viral Nation	https://www.linkedin.com/company/viral-nation	Marketing & Ad	Canada	507	83	16.37%
19	Interac	https://www.linkedin.com/company/interac	Financial Servik	Canada	746	122	16.35%

Ready to win at social?

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



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