



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](https://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	Vale Base Metals	https://www.linkedin.com/company/vale-base-metals/	Mining & Metals	Canada	1,263	317	25.10%
2	Randstad Canada	https://www.linkedin.com/company/randstad-canada/	Staffing & Recr	Canada	1,336	318	23.80%
3	Experior Financial Group	https://www.linkedin.com/company/experior-financial-group/	Financial Serv	Canada	1,502	309	20.57%
4	Info-Tech Research Group	https://www.linkedin.com/company/info-tech-research-group/	IT & Services	Canada	1,671	302	18.07%
5	10Alytics	https://www.linkedin.com/company/10alytics/	Internet	Canada	1,293	229	17.71%
6	StackAdapt	https://www.linkedin.com/company/stackadapt/	Internet	Canada	1,236	197	15.94%
7	CIBC Wood Gundy	https://www.linkedin.com/company/cibc-wood-gundy/	Financial Serv	Canada	2,632	399	15.16%
8	Clio - Cloud-Based Legal T	https://www.linkedin.com/company/cliocloud/	Computer Softw	Canada	1,305	196	15.02%
9	ApplyBoard	https://www.linkedin.com/company/applyboard/	Internet	Canada	1,573	235	14.94%
10	Scotia Wealth Managemen	https://www.linkedin.com/company/scotia-wealth-management/	Financial Serv	Canada	1,709	242	14.16%
11	BMO Private Wealth	https://www.linkedin.com/company/bmo-private-wealth/	Financial Serv	Canada	1,528	213	13.94%
12	Docebo	https://www.linkedin.com/company/docebo/	Computer Softw	Canada	1,006	139	13.82%

Ready to win at social?

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