

DSMN8

Canada's Most Active Utilities Professionals on Social - February 2025

Industry at a glance:

Average Score:
3.02%

Total Companies:
18

Global Industry Average:
3.92%

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	American Iron & Metal (AIM)	https://www.linkedin.com/company/american-iron-metal	Canada	1,002	58	5.79%	▲ 1
2	Nova Scotia Power	https://www.linkedin.com/company/nova-scotia-power	Canada	1,282	70	5.46%	▲ 1
3	Kinectrics	https://www.linkedin.com/company/kinectrics	Canada	1,188	53	4.46%	▼ -2
4	Enbridge Gas	https://www.linkedin.com/company/enbridge-gas	Canada	1,207	47	3.89%	▲ 0
5	FortisBC	https://www.linkedin.com/company/fortisbc	Canada	2,194	78	3.56%	▲ 0
6	TransAlta	https://www.linkedin.com/company/transalta	Canada	1,589	54	3.40%	▲ 4
7	EPCOR	https://www.linkedin.com/company/epcor	Canada	2,557	80	3.13%	▲ 9
8	ENMAX	https://www.linkedin.com/company/enmax	Canada	1,541	46	2.99%	▲ 0
9	SaskPower	https://www.linkedin.com/company/saskpower	Canada	2,678	73	2.73%	▲ 4
10	Toronto Hydro	https://www.linkedin.com/company/toronto-hydro	Canada	1,843	50	2.71%	▼ -4
11	Ontario Power Generation	https://www.linkedin.com/company/ontario-power-generation	Canada	9,008	234	2.60%	▼ -4
12	ATCO Gas	https://www.linkedin.com/company/atco-gas	Canada	1,155	30	2.60%	▼ -3
13	BC Hydro	https://www.linkedin.com/company/bc-hydro	Canada	6,482	152	2.34%	▼ -1
14	Hydro One	https://www.linkedin.com/company/hydro-one	Canada	5,392	113	2.10%	▲ 3
15	Liberty	https://www.linkedin.com/company/liberty	Canada	3,236	62	1.92%	▼ -1
16	Manitoba Hydro	https://www.linkedin.com/company/manitoba-hydro	Canada	3,111	53	1.70%	▼ -1
17	ATCO	https://www.linkedin.com/company/atco	Canada	6,613	111	1.68%	▲ 2
18	Enbridge Gas Distribution	https://www.linkedin.com/company/enbridge-gas-distribution	Canada	1,142	15	1.31%	▲ 2

Ready to win at social?

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



@DSMN8

DSMN8

[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

