

DSMN8

Canada's Most Active Computer Software Professionals on Social - March 2025

Industry at a glance:

Average Score:
9.73%

Total Companies:
22

Global Industry Average:
9.53%

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	Docebo	https://www.linkedin.com/company/docebo/	Canada	1,026	213	20.76%	▲ 1
2	Clio - Cloud-Based Legal T	https://www.linkedin.com/company/clio/	Canada	1,402	270	19.26%	▼ -1
3	ApplyBoard	https://www.linkedin.com/company/applyboard/	Canada	1,407	250	17.77%	▲ 1
4	Achievers	https://www.linkedin.com/company/achievers/	Canada	1,127	192	17.04%	▲ 1
5	SOTI	https://www.linkedin.com/company/soti/	Canada	2,123	334	15.73%	▲ 2
6	Kinaxis	https://www.linkedin.com/company/kinaxis/	Canada	1,986	245	12.34%	▼ -3
7	Genetec	https://www.linkedin.com/company/genetec/	Canada	2,153	233	10.82%	▼ -1
8	Jobber	https://www.linkedin.com/company/jobber/	Canada	1,059	97	9.16%	New Entry
9	Lightspeed Commerce	https://www.linkedin.com/company/lightspeed-commerce/	Canada	3,011	269	8.93%	▲ 2
10	OpenText	https://www.linkedin.com/company/opentext/	Canada	22,248	1,950	8.76%	▲ 0
11	Behaviour Interactive	https://www.linkedin.com/company/behaviour-interactive/	Canada	1,199	97	8.09%	▼ -3
12	PointClickCare	https://www.linkedin.com/company/pointclickcare/	Canada	2,281	183	8.02%	▲ 0
13	Descartes Systems Group	https://www.linkedin.com/company/descartes-systems-group/	Canada	1,592	123	7.73%	▼ -4
14	Global Relay	https://www.linkedin.com/company/global-relay/	Canada	1,564	116	7.42%	▲ 2
15	Thomson Reuters	https://www.linkedin.com/company/thomson-reuters/	Canada	35,066	2,500	7.13%	▼ -2
16	Shopify	https://www.linkedin.com/company/shopify/	Canada	22,168	1,492	6.73%	▼ -2
17	BlackBerry	https://www.linkedin.com/company/blackberry/	Canada	2,390	138	5.77%	▼ -2
18	Ubisoft Montréal	https://www.linkedin.com/company/ubisoft-montreal/	Canada	2,478	139	5.61%	▲ 0
19	EA SPORTS	https://www.linkedin.com/company/ea-sports/	Canada	1,259	59	4.69%	▼ -2
20	Hopper	https://www.linkedin.com/company/hopper/	Canada	1,258	55	4.37%	▼ -1
21	Harris Computer	https://www.linkedin.com/company/harris-computer/	Canada	2,615	104	3.98%	▼ -1

Ready to win at social?

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



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[linkedin.com/company/dsmn8](https://www.linkedin.com/company/dsmn8)

