

DSMN8

Canada's Most Active Oil & Energy Professionals on Social - March 2025

Industry at a glance:

Average Score:
3.23%

Total Companies:
20

Global Industry Average:
3.53%

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	Énergir	https://www.linkedin.com/company/energir	Canada	1,109	99	8.93%	▲ 0
2	Parkland	https://www.linkedin.com/company/parkland	Canada	2,461	120	4.88%	▲ 2
3	TC Energy	https://www.linkedin.com/company/tc-energy	Canada	7,913	338	4.27%	▲ 0
4	Enerflex	https://www.linkedin.com/company/enerflex	Canada	3,360	143	4.26%	▼ -2
5	Keyera	https://www.linkedin.com/company/keyera	Canada	1,185	49	4.14%	▲ 3
6	Inter Pipeline	https://www.linkedin.com/company/inter-pipeline	Canada	1,122	42	3.74%	▲ 6
7	Plains Midstream Canada	https://www.linkedin.com/company/plains-midstream-canada	Canada	1,069	40	3.74%	▲ 2
8	Irving Oil	https://www.linkedin.com/company/irving-oil	Canada	3,250	121	3.72%	▼ -1
9	Cenovus Energy	https://www.linkedin.com/company/cenovus-energy	Canada	6,165	210	3.41%	▼ -4
10	Pembina Pipeline	https://www.linkedin.com/company/pembina-pipeline	Canada	2,398	78	3.25%	▼ -4
11	Enbridge	https://www.linkedin.com/company/enbridge	Canada	11,161	340	3.05%	▼ -1
12	SECURE	https://www.linkedin.com/company/secure	Canada	1,396	37	2.65%	▼ -1
13	Imperial Oil	https://www.linkedin.com/company/imperial-oil	Canada	4,379	97	2.22%	▲ 0
14	Canadian Natural Resources	https://www.linkedin.com/company/canadian-natural-resources	Canada	9,353	202	2.16%	▲ 2
15	Calfrac Well Services	https://www.linkedin.com/company/calfrac-well-services	Canada	1,658	35	2.11%	▲ 2
16	Petro-Canada Lubricants	https://www.linkedin.com/company/pc-lubricants	Canada	1,679	35	2.08%	▼ -1
17	Suncor	https://www.linkedin.com/company/suncor	Canada	14,317	266	1.86%	▼ -3
18	Precision Drilling	https://www.linkedin.com/company/precision-drilling	Canada	2,661	46	1.73%	▲ 0
19	Ultramar	https://www.linkedin.com/company/ultramar	Canada	1,023	15	1.47%	New Entry
20	Ensign Energy Services	https://www.linkedin.com/company/ensign-energy-services	Canada	2,906	30	1.03%	▼ -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)

