



Canada's Most Active IT & Services Professionals on Social - May 2025

Industry at a glance:

Average Score:
9.04%

Total Companies:
18

Global Industry Average:
9.18%

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	360insights	https://www.linkedin.com/company/360insights/	Canada	712	132	18.54%	▲ 3
2	CDW Canada	https://www.linkedin.com/company/cdw-canada/	Canada	882	143	16.21%	▲ 1
3	SMART Technologies	https://www.linkedin.com/company/smart-technologies/	Canada	624	99	15.87%	▲ 3
4	NTG Clarity	https://www.linkedin.com/company/ntg-clarity/	Canada	749	98	13.08%	▼ -3
5	Solace	https://www.linkedin.com/company/solace/	Canada	632	75	11.87%	▼ -3
6	Assent	https://www.linkedin.com/company/assent/	Canada	963	106	11.01%	▲ 2
7	Equisoft	https://www.linkedin.com/company/equisoft/	Canada	895	95	10.61%	▲ 3
8	Pivotree	https://www.linkedin.com/company/pivotree/	Canada	577	59	10.23%	▼ -3
9	Pollard Banknote	https://www.linkedin.com/company/pollard-banknote/	Canada	761	58	7.62%	▲ 5
10	Teranet	https://www.linkedin.com/company/teranet/	Canada	784	54	6.89%	▲ 1
11	Microserve	https://www.linkedin.com/company/microserve/	Canada	510	35	6.86%	New Entry
12	ISM	https://www.linkedin.com/company/ism/	Canada	687	45	6.55%	▲ 0
13	Valenta	https://www.linkedin.com/company/valenta/	Canada	521	30	5.76%	New Entry
14	Konica Minolta Business S	https://www.linkedin.com/company/konica-minolta-business-solutions/	Canada	512	28	5.47%	▼ -7
15	Tucows	https://www.linkedin.com/company/tucows/	Canada	811	38	4.69%	▲ 1
16	Canadian Bank Note Com	https://www.linkedin.com/company/canadian-bank-note-company/	Canada	859	38	4.42%	▼ -1
17	Sesami	https://www.linkedin.com/company/sesami/	Canada	733	30	4.09%	▼ -8
18	GuestTek Interactive Enter	https://www.linkedin.com/company/guesttek-interactive-enterprises/	Canada	506	15	2.96%	▼ -5

Ready to win at social?

Ready to win at social?

Visit our [website](https://www.dsmn8.com) or contact us at gs@dsmn8.com



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

