

DSMN8

Canada's Most Active Banking Professionals on Social - February 2021

Industry at a glance:

Average Score:
7.37%

Total Companies:
28

Global Industry Average
6.60%

Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact is often greater than that of its company pages?

Your employees are seen as a trusted source of information by the audiences most important to your organization - your customers, prospects, partners and future employees. **Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, conversions, and prove ROI.**

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!

But, how active are your employees currently 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.

While you're looking, consider that DSMN8 customers typically see **30-40%** of employees regularly sharing company-approved content, with little effort required.

We've got everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects used by senior leadership, marketing, communications, sales, and HR teams.

Isn't it time you added amplified social sharing to your activity? Learn more at www.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	BDC	https://www.linke	Canada	3,651	780	21.36%	▲ 0
2	Payments Canada	https://www.linke	Canada	284	53	18.66%	▲ 0
3	Desjardins	https://www.linke	Canada	23,840	2,425	10.17%	▲ 4
4	ATB Financial	https://www.linke	Canada	5,306	498	9.39%	▲ 8
5	Canadian Western Bank	https://www.linke	Canada	1,661	154	9.27%	▲ 10
6	Meridian Credit Union	https://www.linke	Canada	1,529	141	9.22%	▲ 2
7	DUCA	https://www.linke	Canada	295	27	9.15%	▲ 7
8	G&F Financial Group	https://www.linke	Canada	251	22	8.76%	▼ -4
9	National Bank of Canada	https://www.linke	Canada	14,138	1,212	8.57%	▼ -3
10	Banque Laurentienne	https://www.linke	Canada	3,231	273	8.45%	▲ 1
11	Manulife Bank of Canada	https://www.linke	Canada	726	54	7.44%	▼ -8
12	RBC	https://www.linke	Canada	81,214	6,000	7.39%	▼ -2
13	Central 1	https://www.linke	Canada	686	49	7.14%	▼ -4
14	Kawartha Credit Union	https://www.linke	Canada	207	14	6.76%	▲ 7
15	FirstOntario Credit Union	https://www.linke	Canada	380	25	6.58%	▲ 8
16	Bank of Canada	https://www.linke	Canada	1,898	124	6.53%	▼ -3
17	Coastal Community	https://www.linke	Canada	234	14	5.98%	▲ 2
18	CIBC	https://www.linke	Canada	35,151	2,050	5.83%	▲ 0
19	BlueShore Financial	https://www.linke	Canada	311	17	5.47%	▲ 3
20	Coast Capital Savings	https://www.linke	Canada	1,600	87	5.44%	▼ -4
21	Tangerine	https://www.linke	Canada	1,310	69	5.27%	▼ -1
22	Scotiabank	https://www.linke	Canada	67,536	3,500	5.18%	▼ -5
23	Assiniboine Credit Union	https://www.linke	Canada	330	16	4.85%	▼ -18
24	B2B Bank	https://www.linke	Canada	518	22	4.25%	▲ 1

25	TD	https://www.linke	Canada	79,402	3,000	3.78%	▼ -1
26	Steinbach Credit Union	https://www.linke	Canada	233	7	3.00%	▲ 1
27	Scotiabank Global Banking and	https://www.linke	Canada	1,495	32	2.14%	▼ -1
28	National Bank	https://www.linke	Canada	837	2	0.24%	▲ 0

Ready to win at social?

Set up takes just 6 minutes and you can try free for 30-days, no credit card needed and you cancel at any time.

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



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