



The UK's Most Active Banking Professionals on Social - February 2021

Industry at a glance:

Average Score: 7.34%

Total Companies: 47

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?

Table with 8 columns: Position, Company Name, LinkedIn URL, Location, Employees on LinkedIn, No. Employees Shared (Last 30 Days), % Shared (Last 30 Days), Rank Change. Lists 24 banking companies and their social media performance metrics.

25	Bank of England	https://www.linke	United King	4,138		251		6.07%	▼ -1
26	Yorkshire Bank	https://www.linke	United King	782		45		5.75%	▲ 3
27	NatWest Markets	https://www.linke	United King	2,616		148		5.66%	▼ -1
28	EFG Private Bank	https://www.linke	United King	296		15		5.07%	▲ 4
29	Bank of Scotland	https://www.linke	United King	1,758		77		4.38%	▲ 2
30	C. Hoare & Co.	https://www.linke	United King	375		16		4.27%	▼ -2
31	Clydesdale Bank	https://www.linke	United King	1,804		75		4.16%	▼ -1
32	Nat West	https://www.linke	United King	579		24		4.15%	▲ 8
33	first direct	https://www.linke	United King	874		36		4.12%	▲ 8
34	NatWest Bank	https://www.linke	United King	1,065		43		4.04%	▲ 4
35	Al Rayan Bank	https://www.linke	United King	360		14		3.89%	▼ -16
36	Lloyds Bank	https://www.linke	United King	9,814		354		3.61%	▼ -1
37	Standard Chartered Bank	https://www.linke	United King	78,116		2,500		3.20%	▲ 0
38	Lloyds Bank Private Banking	https://www.linke	United King	336		10		2.98%	▼ -5
39	iPSL	https://www.linke	United King	795		23		2.89%	▲ 0
40	Royal Bank of Scotland Busine	https://www.linke	United King	6,095		174		2.85%	▼ -6
41	HFC Bank	https://www.linke	United King	710		19		2.68%	▲ 5
42	ICBC Standard Bank	https://www.linke	United King	839		22		2.62%	▲ 0
43	CYBG	https://www.linke	United King	1,574		41		2.60%	▼ -7
44	FBN Bank	https://www.linke	United King	310		7		2.26%	▼ -23
45	RBS	https://www.linke	United King	34,735		516		1.49%	▼ -1
46	Egg	https://www.linke	United King	465		2		0.43%	▲ 1
47	Abbey	https://www.linke	United King	808		2		0.25%	▲ 2

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.

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