



The World's Most Active Capital Markets Professionals on Social - July 2021

Industry at a glance:

Average Score:	Total Companies:	Average Number of Employees:
6.16%	35	1,044

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)
1	EEX	https://www.linkedin.com/company/eex	Germany	251	57	22.71%
2	CSS	https://www.linkedin.com/company/css	United States	379	64	16.89%
3	EXANTE	https://www.linkedin.com/company/exante	United Kingdom	302	49	16.23%
4	Q4	https://www.linkedin.com/company/q4	Canada	575	82	14.26%
5	BME	https://www.linkedin.com/company/bme	Spain	413	54	13.08%
6	OSC	https://www.linkedin.com/company/osc	Canada	582	63	10.82%
7	Optiver	https://www.linkedin.com/company/optiver	Netherlands	1,281	123	9.60%
8	XTB	https://www.linkedin.com/company/xtb	Poland	502	42	8.37%
9	First Derivatives	https://www.linkedin.com/company/first-derivatives	United Kingdom	2,060	170	8.25%
10	GC Rieber	https://www.linkedin.com/company/gc-rieber	Norway	279	23	8.24%
11	CIMD Intermoney	https://www.linkedin.com/company/cimd-intermoney	Spain	221	18	8.14%
12	Nordea	https://www.linkedin.com/company/nordea	Denmark	1,370	107	7.81%
13	S&P Global Ratings	https://www.linkedin.com/company/s-p-global-ratings	United States	4,715	363	7.70%
14	Pepperstone	https://www.linkedin.com/company/pepperstone	Australia	378	29	7.67%
15	CMVM	https://www.linkedin.com/company/cmvm	Portugal	313	23	7.35%
16	Canaccord Genuity	https://www.linkedin.com/company/canaccord-genuity	United States	709	45	6.35%
17	ABN AMRO Clearing	https://www.linkedin.com/company/abn-amro-clearing	Netherlands	690	40	5.80%
18	Toronto Stock Exchange	https://www.linkedin.com/company/toronto-stock-exchange	Canada	233	10	4.29%
19	G-Research	https://www.linkedin.com/company/g-research	United Kingdom	789	31	3.93%
20	IMC Trading	https://www.linkedin.com/company/imc-trading	Netherlands	1,028	38	3.70%
21	Viteos Fund Services	https://www.linkedin.com/company/viteos-fund-services	United States	386	12	3.11%
22	Instinet	https://www.linkedin.com/company/instinet	United States	665	20	3.01%
23	CIBC	https://www.linkedin.com/company/cibc	Canada	3,177	93	2.93%
24	HRT	https://www.linkedin.com/company/hrt	United States	491	14	2.85%
25	Jump Trading	https://www.linkedin.com/company/jump-trading	United States	929	26	2.80%

26	Citadel Securities	https://www.linkedin.com/company/citadel/	United States	1,111	24	2.16%
27	Akuna Capital	https://www.linkedin.com/company/akuna-capital/	United States	436	7	1.61%
28	Madix	https://www.linkedin.com/company/madix/	United States	442	7	1.58%
29	Grandbridge	https://www.linkedin.com/company/grandbridge/	United States	294	4	1.36%
30	BB&T	https://www.linkedin.com/company/bb-t/	United States	228	3	1.32%
31	USGFX	https://www.linkedin.com/company/usgfx/	Australia	242	3	1.24%
32	Costco	https://www.linkedin.com/company/costco/	United Kingdom	3,736	6	0.16%
33	Lehman Brothers	https://www.linkedin.com/company/lehman-brothers/	United States	4,367	6	0.14%
34	QWE	https://www.linkedin.com/company/qwe/	United States	840	1	0.12%
35	Keins	https://www.linkedin.com/company/keins/	Denmark	2,118	2	0.09%

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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