



Canada's Most Active Financial Services Professionals on Social - October 2021

Industry at a glance:

| | | |
|---------------------------------------|--------------------------------------|-------------------------------------------------|
| Average Score: 8.74% | Total Companies: 67 | Global Industry Average: 7.68% |
|---------------------------------------|--------------------------------------|-------------------------------------------------|

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 | Multi-Prets Hypotheques | https://www.linkedin.com/company/multi-prets-hypotheques | Canada | 594 | 171 | 28.79% | ▲ 1 |
| 2 | Investissement Québec | https://www.linkedin.com/company/investissement-quebec | Canada | 986 | 202 | 20.49% | New Entry |
| 3 | Nuvei | https://www.linkedin.com/company/nuvei | Canada | 868 | 153 | 17.63% | ▲ 2 |
| 4 | Raymond James | https://www.linkedin.com/company/raymond-james | Canada | 1,103 | 179 | 16.23% | ▲ 9 |
| 5 | BDO Canada | https://www.linkedin.com/company/bdo-canada | Canada | 3,948 | 611 | 15.48% | ▲ 10 |
| 6 | IG Wealth Management | https://www.linkedin.com/company/ig-wealth-management | Canada | 5,986 | 828 | 13.83% | ▲ 13 |
| 7 | TMG The Mortgage Group | https://www.linkedin.com/company/tmg-the-mortgage-group | Canada | 553 | 76 | 13.74% | ▲ 19 |
| 8 | KPMG Canada | https://www.linkedin.com/company/kpmg-canada | Canada | 6,447 | 865 | 13.42% | ▲ 13 |
| 9 | Desjardins Financial Secur | https://www.linkedin.com/company/desjardins-financial-secur | Canada | 621 | 81 | 13.04% | ▲ 26 |
| 10 | Investment Planning Coun | https://www.linkedin.com/company/investment-planning-coun | Canada | 1,077 | 133 | 12.35% | ▲ 24 |
| 11 | RBC Wealth Management | https://www.linkedin.com/company/rbc-wealth-management | Canada | 6,609 | 811 | 12.27% | ▲ 18 |
| 12 | First West Credit Union | https://www.linkedin.com/company/first-west-credit-union | Canada | 527 | 64 | 12.14% | ▲ 55 |
| 13 | Connect First Credit Union | https://www.linkedin.com/company/connect-first-credit-union | Canada | 535 | 63 | 11.78% | ▲ 78 |
| 14 | IG Gestion de patrimoine | https://www.linkedin.com/company/ig-gestion-de-patrimoine | Canada | 823 | 96 | 11.66% | ▲ 14 |
| 15 | Mortgage Architects | https://www.linkedin.com/company/mortgage-architects | Canada | 749 | 83 | 11.08% | ▲ 21 |
| 16 | Mackenzie Investments | https://www.linkedin.com/company/mackenzie-investments | Canada | 1,345 | 147 | 10.93% | ▲ 34 |
| 17 | Raymond Chabot Grant Th | https://www.linkedin.com/company/raymond-chabot-grant-th | Canada | 2,132 | 233 | 10.93% | ▲ 6 |
| 18 | Dominion Lending Centres | https://www.linkedin.com/company/dominion-lending-centres | Canada | 1,935 | 210 | 10.85% | ▲ 26 |
| 19 | Fairstone | https://www.linkedin.com/company/fairstone | Canada | 904 | 97 | 10.73% | ▲ 1 |
| 20 | BMO Private Wealth | https://www.linkedin.com/company/bmo-private-wealth | Canada | 1,083 | 113 | 10.43% | ▲ 46 |
| 21 | National Bank Financial | https://www.linkedin.com/company/national-bank-financial | Canada | 2,571 | 267 | 10.39% | ▲ 6 |
| 22 | Libro Credit Union | https://www.linkedin.com/company/libro-credit-union | Canada | 532 | 55 | 10.34% | ▲ 23 |
| 23 | EDC | https://www.linkedin.com/company/edc | Canada | 2,256 | 231 | 10.24% | ▲ 8 |
| 24 | Fidelity Canada | https://www.linkedin.com/company/fidelity-canada | Canada | 647 | 65 | 10.05% | ▲ 37 |

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|----|-----------------------------|-------------------------------------------------|--------|--------|-------|-------|-----------|
| 25 | Malette | https://www.link | Canada | 773 | 77 | 9.96% | ▼ -19 |
| 26 | First National Financial | https://www.link | Canada | 1,094 | 100 | 9.14% | ▲ 32 |
| 27 | iA Financial Group | https://www.link | Canada | 6,604 | 599 | 9.07% | ▲ 22 |
| 28 | CI Assante Wealth Manage | https://www.link | Canada | 1,004 | 90 | 8.96% | ▲ 19 |
| 29 | Element Fleet Management | https://www.link | Canada | 1,888 | 161 | 8.53% | ▲ 10 |
| 30 | Conexus Credit Union | https://www.link | Canada | 661 | 56 | 8.47% | ▲ 46 |
| 31 | Coast Capital Savings | https://www.link | Canada | 1,604 | 129 | 8.04% | New Entry |
| 32 | TMX Group | https://www.link | Canada | 1,730 | 136 | 7.86% | ▲ 52 |
| 33 | Manulife Securities | https://www.link | Canada | 1,151 | 90 | 7.82% | ▲ 30 |
| 34 | Moneris | https://www.link | Canada | 1,721 | 134 | 7.79% | ▲ 9 |
| 35 | Co-operators | https://www.link | Canada | 611 | 47 | 7.69% | ▼ -11 |
| 36 | Aviso Wealth | https://www.link | Canada | 574 | 43 | 7.49% | ▲ 29 |
| 37 | Sun Life | https://www.link | Canada | 30,965 | 2,256 | 7.29% | New Entry |
| 38 | Manulife | https://www.link | Canada | 28,198 | 2,050 | 7.27% | ▲ 66 |
| 39 | FSRA | https://www.link | Canada | 568 | 41 | 7.22% | ▲ 13 |
| 40 | Invis | https://www.link | Canada | 522 | 37 | 7.09% | ▲ 20 |
| 41 | The Co-operators | https://www.link | Canada | 6,384 | 447 | 7.00% | New Entry |
| 42 | SSQ Assurance SSQ Insu | https://www.link | Canada | 982 | 68 | 6.92% | ▼ -10 |
| 43 | Investia Financial Services | https://www.link | Canada | 737 | 51 | 6.92% | ▼ -1 |
| 44 | Canaccord Genuity Group | https://www.link | Canada | 813 | 55 | 6.77% | ▲ 38 |
| 45 | President's Choice Financi | https://www.link | Canada | 632 | 42 | 6.65% | ▼ -28 |
| 46 | Equitable Bank | https://www.link | Canada | 834 | 55 | 6.59% | ▲ 2 |
| 47 | DBRS Morningstar | https://www.link | Canada | 593 | 39 | 6.58% | ▲ 48 |
| 48 | HOOPP | https://www.link | Canada | 809 | 53 | 6.55% | ▲ 8 |
| 49 | Foresters Financial | https://www.link | Canada | 1,263 | 80 | 6.33% | ▲ 8 |
| 50 | CI Financial | https://www.link | Canada | 2,299 | 143 | 6.22% | New Entry |
| 51 | MD Financial Management | https://www.link | Canada | 1,224 | 76 | 6.21% | ▲ 2 |
| 52 | UNI Financial Cooperation | https://www.link | Canada | 711 | 42 | 5.91% | ▲ 37 |
| 53 | MCAP | https://www.link | Canada | 932 | 55 | 5.90% | ▲ 21 |
| 54 | BMO Financial Group | https://www.link | Canada | 44,322 | 2,500 | 5.64% | ▲ 60 |
| 55 | Home Trust Company | https://www.link | Canada | 885 | 48 | 5.42% | ▲ 52 |
| 56 | OMERS | https://www.link | Canada | 1,096 | 57 | 5.20% | ▲ 12 |
| 57 | FCC / FAC | https://www.link | Canada | 1,753 | 91 | 5.19% | ▲ 16 |
| 58 | Vancity | https://www.link | Canada | 2,202 | 107 | 4.86% | ▲ 38 |
| 59 | Freedom 55 Financial | https://www.link | Canada | 2,578 | 118 | 4.58% | New Entry |
| 60 | IFDS | https://www.link | Canada | 647 | 29 | 4.48% | ▲ 21 |
| 61 | Servus Credit Union | https://www.link | Canada | 1,592 | 70 | 4.40% | ▲ 41 |
| 62 | Canadian Tire Financial Se | https://www.link | Canada | 785 | 23 | 2.93% | ▲ 47 |
| 63 | Symcor | https://www.link | Canada | 1,243 | 36 | 2.90% | ▲ 43 |
| 64 | Gatestone | https://www.link | Canada | 842 | 23 | 2.73% | ▲ 30 |
| 65 | CIBC Mellon | https://www.link | Canada | 1,487 | 33 | 2.22% | ▲ 47 |
| 66 | Pivotal Payments | https://www.link | Canada | 652 | 8 | 1.23% | New Entry |
| 67 | Cash Money | https://www.link | Canada | 706 | 6 | 0.85% | ▲ 53 |

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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