



## Canada's Most Active Banking Professionals on Social - March 2022

### Industry at a glance:

Average Score: **7.59%**      Total Companies: **16**      Global Industry Average: **7.06%**

### 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](http://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	<a href="https://www.linkedin.com/company/bdc">https://www.linkedin.com/company/bdc</a>	Canada	3,742	778	20.79%	▲ 0
2	Canadian Western Bank	<a href="https://www.linkedin.com/company/canadian-western-bank">https://www.linkedin.com/company/canadian-western-bank</a>	Canada	1,848	180	9.74%	▲ 5
3	Desjardins	<a href="https://www.linkedin.com/company/desjardins">https://www.linkedin.com/company/desjardins</a>	Canada	36,180	3,500	9.67%	▲ 1
4	Laurentian Bank	<a href="https://www.linkedin.com/company/laurentian-bank">https://www.linkedin.com/company/laurentian-bank</a>	Canada	3,160	304	9.62%	▲ 4
5	National Bank of Canada	<a href="https://www.linkedin.com/company/national-bank-of-canada">https://www.linkedin.com/company/national-bank-of-canada</a>	Canada	14,784	1,410	9.54%	▲ 0
6	Meridian Credit Union	<a href="https://www.linkedin.com/company/meridian-credit-union">https://www.linkedin.com/company/meridian-credit-union</a>	Canada	1,549	137	8.84%	▼ -3
7	RBC	<a href="https://www.linkedin.com/company/rbc">https://www.linkedin.com/company/rbc</a>	Canada	82,906	6,500	7.84%	▼ -1
8	ATB Financial	<a href="https://www.linkedin.com/company/atb-financial">https://www.linkedin.com/company/atb-financial</a>	Canada	5,282	408	7.72%	▲ 2
9	CIBC	<a href="https://www.linkedin.com/company/cibc">https://www.linkedin.com/company/cibc</a>	Canada	37,399	2,500	6.68%	▲ 2
10	Central 1	<a href="https://www.linkedin.com/company/central-1">https://www.linkedin.com/company/central-1</a>	Canada	681	44	6.46%	▲ 2
11	Bank of Canada	<a href="https://www.linkedin.com/company/bank-of-canada">https://www.linkedin.com/company/bank-of-canada</a>	Canada	1,986	123	6.19%	▲ 3
12	Manulife Bank of Canada	<a href="https://www.linkedin.com/company/manulife-bank-of-canada">https://www.linkedin.com/company/manulife-bank-of-canada</a>	Canada	736	43	5.84%	▼ -10
13	TD	<a href="https://www.linkedin.com/company/td">https://www.linkedin.com/company/td</a>	Canada	81,313	4,000	4.92%	▲ 3
14	Tangerine	<a href="https://www.linkedin.com/company/tangerine">https://www.linkedin.com/company/tangerine</a>	Canada	1,332	55	4.13%	▼ -1
15	Scotiabank	<a href="https://www.linkedin.com/company/scotiabank">https://www.linkedin.com/company/scotiabank</a>	Canada	72,557	2,500	3.45%	▲ 0
16	National Bank	<a href="https://www.linkedin.com/company/national-bank">https://www.linkedin.com/company/national-bank</a>	Canada	808	0	0.00%	▲ 1

### 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](http://www.dsmn8.com) or [contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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