



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

### Industry at a glance:

Average Score: **6.25%**      Total Companies: **30**      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	EBRD	<a href="https://www.link€">https://www.link€</a>	United Kingdom	3,777	620	16.42%	▲ 4
2	Metro Bank	<a href="https://www.link€">https://www.link€</a>	United Kingdom	3,026	450	14.87%	▲ 4
3	Coventry Building Society	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,680	214	12.74%	▲ 4
4	Starling Bank	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,144	128	11.19%	▼ -1
5	Aldermore Bank	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,300	141	10.85%	▼ -1
6	Santander UK	<a href="https://www.link€">https://www.link€</a>	United Kingdom	10,334	794	7.68%	▲ 8
7	NatWest Group	<a href="https://www.link€">https://www.link€</a>	United Kingdom	29,171	2,201	7.55%	▲ 4
8	Barclays UK	<a href="https://www.link€">https://www.link€</a>	United Kingdom	6,816	509	7.47%	▲ 7
9	Monzo Bank	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,608	120	7.46%	▼ -8
10	Barclays Corporate	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,767	123	6.96%	▼ -1
11	Bank of England	<a href="https://www.link€">https://www.link€</a>	United Kingdom	4,424	296	6.69%	▲ 8
12	NatWest	<a href="https://www.link€">https://www.link€</a>	United Kingdom	7,514	477	6.35%	▲ 1
13	Vanquis Bank	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,084	68	6.27%	▼ -5
14	TSB Bank	<a href="https://www.link€">https://www.link€</a>	United Kingdom	3,797	234	6.16%	▼ -2
15	Abbey	<a href="https://www.link€">https://www.link€</a>	United Kingdom	828	50	6.04%	▲ 17
16	Tesco Bank	<a href="https://www.link€">https://www.link€</a>	United Kingdom	2,897	172	5.94%	▲ 1
17	HFC Bank	<a href="https://www.link€">https://www.link€</a>	United Kingdom	693	40	5.77%	▲ 6
18	NatWest Corporates and Ir	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,720	97	5.64%	▲ 0
19	Yorkshire Bank	<a href="https://www.link€">https://www.link€</a>	United Kingdom	611	25	4.09%	▲ 7
20	Shawbrook Bank	<a href="https://www.link€">https://www.link€</a>	United Kingdom	837	34	4.06%	▼ -18
21	ICBC Standard Bank	<a href="https://www.link€">https://www.link€</a>	United Kingdom	825	32	3.88%	▲ 9
22	Standard Chartered Bank	<a href="https://www.link€">https://www.link€</a>	United Kingdom	84,073	3,000	3.57%	▼ -2
23	first direct	<a href="https://www.link€">https://www.link€</a>	United Kingdom	873	28	3.21%	▲ 4
24	Bank of Scotland	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,687	53	3.14%	▼ -3

25	NatWest Bank	<a href="https://www.link">https://www.link</a>	United Kingdom	1,023	28	2.74%	▼ -3
26	Royal Bank of Scotland Bu	<a href="https://www.link">https://www.link</a>	United Kingdom	5,090	127	2.50%	▲ 2
27	Lloyds Bank	<a href="https://www.link">https://www.link</a>	United Kingdom	9,191	222	2.42%	▼ -2
28	Coutts	<a href="https://www.link">https://www.link</a>	United Kingdom	2,334	50	2.14%	▼ -12
29	Nat West	<a href="https://www.link">https://www.link</a>	United Kingdom	545	11	2.02%	▼ -5
30	Clydesdale Bank	<a href="https://www.link">https://www.link</a>	United Kingdom	1,298	24	1.85%	▼ -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](https://www.dsmn8.com) [our contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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