



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

Industry at a glance:

Average Score:
7.85%

Total Companies:
28

Global Industry Average:
8.24%

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, and future employees.

Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, conversions, and prove ROI. Not bad, 'ey?

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!

So, 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 a minimum of **30-40%** of employees regularly sharing company-approved content, with little effort required.

The DSMN8 platform has everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects. Isn't it time you added employee advocacy to your strategy?

Learn more at [DSMN8.com](https://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	https://www.linkedin.com/company/ebird	United Kingdom	3,885	641	16.50%	▲ 0
2	Shawbrook Bank	https://www.linkedin.com/company/shawbrook-bank	United Kingdom	923	151	16.36%	▲ 0
3	Coventry Building Society	https://www.linkedin.com/company/coventry-building-society	United Kingdom	1,726	258	14.95%	▲ 3
4	Aldermore Bank	https://www.linkedin.com/company/aldermore-bank	United Kingdom	1,273	190	14.93%	▲ 1
5	Monzo Bank	https://www.linkedin.com/company/monzo-bank	United Kingdom	1,902	266	13.99%	▼ -1
6	Starling Bank	https://www.linkedin.com/company/starling-bank	United Kingdom	1,430	177	12.38%	▼ -3
7	Metro Bank UK	https://www.linkedin.com/company/metro-bank-uk	United Kingdom	3,211	387	12.05%	▲ 0
8	Barclays UK	https://www.linkedin.com/company/barclays-uk	United Kingdom	7,314	703	9.61%	▲ 1
9	Barclays Corporate	https://www.linkedin.com/company/barclays-corporate	United Kingdom	1,827	173	9.47%	▼ -1
10	Tesco Bank	https://www.linkedin.com/company/tesco-bank	United Kingdom	2,964	255	8.60%	▲ 7
11	Santander UK	https://www.linkedin.com/company/santander-uk	United Kingdom	10,538	904	8.58%	▼ -1
12	Vanquis Bank	https://www.linkedin.com/company/vanquis-bank	United Kingdom	1,048	89	8.49%	▲ 3
13	Bank of England	https://www.linkedin.com/company/bank-of-england	United Kingdom	4,797	394	8.21%	▼ -1
14	NatWest Commercial and I	https://www.linkedin.com/company/natwest-commercial-and-institutional	United Kingdom	1,419	112	7.89%	▲ 2
15	Coutts	https://www.linkedin.com/company/coutts	United Kingdom	2,483	184	7.41%	▼ -1
16	TSB Bank	https://www.linkedin.com/company/tsb-bank	United Kingdom	3,851	272	7.06%	▼ -5
17	NatWest	https://www.linkedin.com/company/natwest	United Kingdom	7,596	488	6.42%	▲ 10
18	first direct	https://www.linkedin.com/company/first-direct	United Kingdom	918	49	5.34%	▲ 0
19	NatWest Group	https://www.linkedin.com/company/natwest-group	United Kingdom	33,987	1,806	5.31%	▼ -6
20	ICBC Standard Bank	https://www.linkedin.com/company/icbc-standard-bank	United Kingdom	866	41	4.73%	▲ 6
21	Royal Bank of Scotland Bu	https://www.linkedin.com/company/royal-bank-of-scotland-business	United Kingdom	4,791	188	3.92%	▲ 8
22	Standard Chartered Bank	https://www.linkedin.com/company/standard-chartered-bank	United Kingdom	87,900	3,000	3.41%	▼ -3
23	FCMB Bank	https://www.linkedin.com/company/first-commerzbank	United Kingdom	647	18	2.78%	New Entry

24	Bank of Scotland	https://www.link United Kingdom	1,668	45	2.70%	▼ -4
25	Clydesdale Bank	https://www.link United Kingdom	1,177	27	2.29%	▼ -2
26	Lloyds Bank	https://www.link United Kingdom	8,951	205	2.29%	▼ -5
27	Guaranty Trust Bank	https://www.link United Kingdom	573	13	2.27%	New Entry
28	Yorkshire Bank	https://www.link United Kingdom	563	11	1.95%	▲ 0

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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