



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

Industry at a glance:

Average Score: 6.26%

Total Companies: 235

Global Industry Average: 8.30%

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

So, where does your company rank?

Table with 8 columns: Position, Company Name, LinkedIn URL, Location, Employees on LinkedIn, No. Employees Shared (Last 30 Days), % Shared (Last 30 Days), Rank Change. Lists 23 banks and their social activity metrics.

24	Truiliant Federal Credit Union	https://www.link	United States	587	63	10.73%	▼ -16
25	Federal Reserve Bank of Dallas	https://www.link	United States	1,156	124	10.73%	▼ -8
26	Fulton Bank	https://www.link	United States	1,767	189	10.70%	▼ -3
27	PSECU	https://www.link	United States	665	71	10.68%	▲ 23
28	Axos Bank	https://www.link	United States	977	104	10.64%	▲ 42
29	Atlantic Union Bank	https://www.link	United States	1,326	138	10.41%	▼ -18
30	First Commonwealth Bank	https://www.link	United States	1,163	121	10.40%	▼ -17
31	Federal Reserve Bank of Richmond	https://www.link	United States	1,836	183	9.97%	▼ -11
32	Enterprise Bank & Trust	https://www.link	United States	969	96	9.91%	▼ -13
33	Lakeland Bank	https://www.link	United States	748	74	9.89%	▲ 30
34	Pinnacle Financial Partners	https://www.link	United States	2,356	233	9.89%	▲ 15
35	UW Credit Union	https://www.link	United States	717	70	9.76%	▼ -6
36	Sunflower Bank	https://www.link	United States	660	64	9.70%	▲ 12
37	ServisFirst Bank	https://www.link	United States	509	49	9.63%	New Entry
38	Stock Yards Bank & Trust	https://www.link	United States	734	70	9.54%	▲ 34
39	AgFirst Farm Credit Bank	https://www.link	United States	674	64	9.50%	New Entry
40	Federal Reserve Bank of Minneapolis	https://www.link	United States	950	90	9.47%	▲ 20
41	The Bancorp	https://www.link	United States	730	69	9.45%	▼ -6
42	Signature Bank	https://www.link	United States	1,763	166	9.42%	▲ 61
43	VyStar Credit Union	https://www.link	United States	1,418	133	9.38%	▼ -19
44	Cadence Bank	https://www.link	United States	2,492	232	9.31%	▲ 91
45	Simmons Bank	https://www.link	United States	2,762	253	9.16%	▲ 1
46	Horizon Bank	https://www.link	United States	583	53	9.09%	▼ -10
47	Camden National Bank	https://www.link	United States	568	51	8.98%	▼ -32
48	WSFS Bank	https://www.link	United States	1,539	138	8.97%	▼ -20
49	Midland States Bank	https://www.link	United States	672	59	8.78%	▼ -17
50	Federal Reserve Bank of Cleveland	https://www.link	United States	1,151	101	8.77%	▼ -11
51	Ent Credit Union	https://www.link	United States	886	77	8.69%	▲ 44
52	Middlesex Savings Bank	https://www.link	United States	521	45	8.64%	New Entry
53	Varo Bank	https://www.link	United States	582	50	8.59%	▼ -44
54	Teachers Credit Union	https://www.link	United States	579	49	8.46%	▲ 45
55	American National Bank	https://www.link	United States	504	42	8.33%	New Entry
56	Dime Community Bank	https://www.link	United States	591	49	8.29%	▲ 15
57	Federal Reserve Bank of Chicago	https://www.link	United States	1,582	131	8.28%	▼ -15
58	Suncoast Credit Union	https://www.link	United States	1,110	91	8.20%	▼ -8
59	Sandy Spring Bank	https://www.link	United States	976	79	8.09%	▲ 90
60	Federal Reserve Bank of Kansas City	https://www.link	United States	1,704	137	8.04%	▲ 45
61	Centier Bank	https://www.link	United States	851	68	7.99%	▼ -7
62	Apple Federal Credit Union	https://www.link	United States	531	42	7.91%	New Entry
63	First Citizens Bank	https://www.link	United States	7,760	607	7.82%	▼ -25
64	CA Credit Union	https://www.link	United States	577	45	7.80%	▼ -19
65	Citizens	https://www.link	United States	18,083	1,410	7.80%	▲ 50
66	Elevations Credit Union	https://www.link	United States	578	45	7.79%	New Entry
67	Dollar Bank	https://www.link	United States	1,121	87	7.76%	▲ 49
68	Flagstar Bank	https://www.link	United States	4,642	358	7.71%	▲ 6
69	Nicolet National Bank	https://www.link	United States	591	45	7.61%	▲ 8
70	AmeriCU Credit Union	https://www.link	United States	567	43	7.58%	New Entry
71	Provident Bank	https://www.link	United States	1,441	108	7.49%	▲ 49
72	First Financial Bank	https://www.link	United States	2,078	155	7.46%	▼ -20
73	FBNC	https://www.link	United States	795	59	7.42%	▼ -29
74	WesBanco	https://www.link	United States	1,504	111	7.38%	▼ -18
75	Heritage Bank	https://www.link	United States	603	44	7.30%	▼ -2
76	Berkshire Bank	https://www.link	United States	1,093	79	7.23%	▼ -43
77	Busey	https://www.link	United States	1,204	87	7.23%	▼ -22
78	Tompkins Community Bank	https://www.link	United States	527	38	7.21%	▲ 49
79	United Community Bank	https://www.link	United States	1,953	140	7.17%	▼ -52
80	Summit Credit Union	https://www.link	United States	657	47	7.15%	▼ -4
81	Amalgamated Bank	https://www.link	United States	504	36	7.14%	New Entry
82	OnPoint Community Credit Union	https://www.link	United States	518	37	7.14%	New Entry
83	KeyBank	https://www.link	United States	16,527	1,174	7.10%	▲ 0
84	Investors Bank	https://www.link	United States	1,483	105	7.08%	▼ -5
85	Vantage West Credit Union	https://www.link	United States	551	39	7.08%	New Entry
86	Salem Five Bank	https://www.link	United States	580	41	7.07%	▼ -68
87	CoBank	https://www.link	United States	1,251	88	7.03%	▼ -26
88	First Republic Bank	https://www.link	United States	6,863	482	7.02%	▼ -18
89	Bank of Texas	https://www.link	United States	869	61	7.02%	▲ 9
90	EagleBank	https://www.link	United States	565	39	6.90%	New Entry
91	Bethpage Federal Credit Union	https://www.link	United States	639	44	6.89%	▼ -1
92	AmeriFirst Financial	https://www.link	United States	627	43	6.86%	▼ -7
93	Popular	https://www.link	United States	4,313	292	6.77%	▲ 19
94	Bank of England Mortgage	https://www.link	United States	962	65	6.76%	▼ -13
95	TowneBank	https://www.link	United States	938	63	6.72%	▼ -3

96	Santander Private Banking	https://www.link	United States	509	34	6.68%	New Entry
97	Rockland Trust	https://www.link	United States	1,442	96	6.66%	▼ -35
98	LMCU	https://www.link	United States	1,008	67	6.65%	▲ 15
99	1st Source Bank	https://www.link	United States	1,000	66	6.60%	▼ -73
100	Bremer Bank	https://www.link	United States	1,426	94	6.59%	▲ 1
101	City National Bank	https://www.link	United States	5,747	378	6.58%	▲ 1
102	Northwest Bank	https://www.link	United States	1,504	98	6.52%	▼ -38
103	Old National Bank	https://www.link	United States	3,128	200	6.39%	▲ 19
104	Huntington National Bank	https://www.link	United States	14,717	940	6.39%	▲ 4
105	Renasant Bank	https://www.link	United States	1,543	98	6.35%	▼ -9
106	Capital City Bank Group	https://www.link	United States	666	42	6.31%	▲ 25
107	Commerce Bank	https://www.link	United States	4,045	255	6.30%	▼ -40
108	Logix Federal Credit Union	https://www.link	United States	627	39	6.22%	▲ 22
109	OceanFirst Bank	https://www.link	United States	1,112	69	6.21%	▲ 101
110	Tri Counties Bank	https://www.link	United States	889	55	6.19%	▼ -6
111	Golden 1 Credit Union	https://www.link	United States	1,351	82	6.07%	New Entry
112	STAR Financial Bank	https://www.link	United States	544	33	6.07%	▲ 16
113	Bank of Hope	https://www.link	United States	775	47	6.06%	▲ 55
114	Bank of the West	https://www.link	United States	10,002	605	6.05%	▲ 42
115	Bell Bank	https://www.link	United States	947	57	6.02%	▼ -35
116	Colony Bank	https://www.link	United States	693	41	5.92%	▲ 39
117	Patelco Credit Union	https://www.link	United States	885	52	5.88%	▼ -17
118	U.S. Bank	https://www.link	United States	68,406	4,000	5.85%	▼ -4
119	Pacific Premier Bank	https://www.link	United States	1,219	71	5.82%	▲ 24
120	Pacific Western Bank	https://www.link	United States	2,460	143	5.81%	▼ -11
121	First National Bank of Oma	https://www.link	United States	3,758	218	5.80%	▲ 4
122	BankUnited	https://www.link	United States	1,766	102	5.78%	▼ -35
123	Old Second National Bank	https://www.link	United States	734	42	5.72%	▲ 0
124	SouthState Bank	https://www.link	United States	3,453	197	5.71%	▼ -38
125	Eastern Bank	https://www.link	United States	1,660	94	5.66%	▼ -37
126	Federal Home Loan Bank (https://www.link	United States	619	35	5.65%	New Entry
127	Digital Federal Credit Union	https://www.link	United States	1,097	62	5.65%	▼ -102
128	Equity Bank	https://www.link	United States	988	55	5.57%	▼ -11
129	Republic Bank	https://www.link	United States	1,389	77	5.54%	▲ 7
130	Centennial Bank	https://www.link	United States	1,228	67	5.46%	▼ -37
131	WSECU	https://www.link	United States	558	30	5.38%	▼ -74
132	Federal Reserve Board	https://www.link	United States	2,519	134	5.32%	▲ 16
133	Peoples Bank	https://www.link	United States	662	35	5.29%	New Entry
134	Mechanics Bank	https://www.link	United States	1,349	71	5.26%	▲ 0
135	Trustco Bank	https://www.link	United States	572	30	5.24%	▲ 17
136	First American Bank	https://www.link	United States	996	52	5.22%	▼ -25
137	Regions Bank	https://www.link	United States	19,737	1,016	5.15%	▼ -18
138	Amegy Bank	https://www.link	United States	1,517	78	5.14%	▼ -6
139	Comerica Bank	https://www.link	United States	9,127	469	5.14%	▼ -15
140	BOK Financial	https://www.link	United States	5,538	284	5.13%	▲ 50
141	Export-Import Bank of the	https://www.link	United States	635	32	5.04%	New Entry
142	Heartland Bank and Trust (https://www.link	United States	604	30	4.97%	▲ 3
143	Guaranty Bank & Trust	https://www.link	United States	505	25	4.95%	New Entry
144	Washington Trust Bank	https://www.link	United States	1,073	53	4.94%	▲ 7
145	Banc of California	https://www.link	United States	904	44	4.87%	▼ -35
146	First Interstate	https://www.link	United States	4,150	200	4.82%	▼ -17
147	Virginia Credit Union	https://www.link	United States	649	31	4.78%	▲ 0
148	Fulton Financial Corporatio	https://www.link	United States	1,036	49	4.73%	▲ 27
149	Zions Bancorporation	https://www.link	United States	3,427	161	4.70%	▼ -31
150	Randolph Brooks Federal	https://www.link	United States	1,048	49	4.68%	▼ -120
151	Zions Bank	https://www.link	United States	2,390	111	4.64%	▲ 2
152	Webster Bank	https://www.link	United States	4,651	213	4.58%	▼ -31
153	MidFirst Bank	https://www.link	United States	1,638	75	4.58%	▲ 12
154	American National Bank of	https://www.link	United States	683	31	4.54%	New Entry
155	NBT Bank	https://www.link	United States	1,152	52	4.51%	▼ -80
156	BMO US	https://www.link	United States	10,492	469	4.47%	New Entry
157	Ocean Bank	https://www.link	United States	654	29	4.43%	▲ 4
158	Bank of Oklahoma	https://www.link	United States	2,001	88	4.40%	▼ -14
159	Prosperity Bank	https://www.link	United States	1,548	67	4.33%	▼ -18
160	Southside Bank	https://www.link	United States	601	26	4.33%	▼ -78
161	Nevada State Bank	https://www.link	United States	557	24	4.31%	▼ -22
162	Unity Bank	https://www.link	United States	512	22	4.30%	New Entry
163	BankPlus	https://www.link	United States	705	30	4.26%	▼ -13
164	Hancock Whitney	https://www.link	United States	4,051	172	4.25%	▼ -38
165	Santander Bank	https://www.link	United States	10,965	465	4.24%	▼ -131
166	Mercantile Bank	https://www.link	United States	880	37	4.20%	▼ -100
167	Citizens Business Bank	https://www.link	United States	1,081	45	4.16%	▼ -73

168	Western Alliance Bank	https://www.link	United States	3,227	134	4.15%	▼ -79
169	California Bank & Trust	https://www.link	United States	1,332	55	4.13%	▼ -3
170	First Financial Bank NA	https://www.link	United States	511	21	4.11%	New Entry
171	First Bank	https://www.link	United States	2,537	101	3.98%	▼ -118
172	PlainsCapital Bank	https://www.link	United States	907	36	3.97%	▼ -10
173	Redstone Federal Credit U	https://www.link	United States	684	27	3.95%	▼ -36
174	Umpqua Bank	https://www.link	United States	3,628	141	3.89%	▼ -32
175	Trustmark Bank	https://www.link	United States	1,801	69	3.83%	▼ -5
176	Union Savings Bank	https://www.link	United States	765	29	3.79%	▲ 1
177	MainStreet Bank	https://www.link	United States	591	22	3.72%	New Entry
178	Columbia Bank	https://www.link	United States	1,914	71	3.71%	New Entry
179	IDB Bank	https://www.link	United States	1,096	40	3.65%	▼ -82
180	San Diego County Credit U	https://www.link	United States	556	20	3.60%	▲ 7
181	Woodforest National Bank	https://www.link	United States	3,470	123	3.54%	▼ -9
182	Idaho Central Credit Union	https://www.link	United States	841	29	3.45%	▼ -91
183	First National Bank Texas	https://www.link	United States	653	22	3.37%	▼ -10
184	MIDFLORIDA Credit Union	https://www.link	United States	502	16	3.19%	New Entry
185	CIT Bank	https://www.link	United States	506	16	3.16%	▼ -31
186	Fremont Bank	https://www.link	United States	859	27	3.14%	▼ -2
187	Office of the Comptroller of	https://www.link	United States	3,278	103	3.14%	▲ 9
188	FDIC	https://www.link	United States	5,767	181	3.14%	▼ -81
189	TD Auto Finance	https://www.link	United States	1,021	32	3.13%	▼ -31
190	Federal Reserve System	https://www.link	United States	2,314	72	3.11%	▼ -23
191	QNB Bank	https://www.link	United States	678	21	3.10%	New Entry
192	Central Pacific Bank	https://www.link	United States	615	19	3.09%	▲ 0
193	Union Bank	https://www.link	United States	9,853	300	3.04%	▼ -15
194	National Bank of Arizona	https://www.link	United States	658	20	3.04%	▼ -34
195	Wescom Credit Union	https://www.link	United States	637	19	2.98%	New Entry
196	Banner Bank	https://www.link	United States	2,865	85	2.97%	▼ -32
197	Select Portfolio Servicing	https://www.link	United States	652	19	2.91%	New Entry
198	First Community Bank	https://www.link	United States	916	26	2.84%	▲ 1
199	Farmers & Merchants Bank	https://www.link	United States	602	17	2.82%	▼ -8
200	Affinity Plus Federal Credit	https://www.link	United States	534	15	2.81%	▼ -26
201	BancorpSouth	https://www.link	United States	2,533	69	2.72%	▼ -63
202	East West Bank	https://www.link	United States	3,571	96	2.69%	▼ -17
203	Great Southern Bank	https://www.link	United States	776	20	2.58%	▼ -15
204	American Savings Bank	https://www.link	United States	1,067	27	2.53%	▼ -58
205	Central Bank & Trust	https://www.link	United States	1,118	28	2.50%	▲ 3
206	BHI	https://www.link	United States	599	15	2.50%	New Entry
207	Bank of Hawaii	https://www.link	United States	1,845	45	2.44%	▼ -26
208	CEFCU	https://www.link	United States	544	13	2.39%	▼ -28
209	First Midwest Bank	https://www.link	United States	1,257	30	2.39%	▼ -50
210	Sterling National Bank	https://www.link	United States	992	23	2.32%	▼ -70
211	NYCB	https://www.link	United States	1,926	44	2.28%	▼ -42
212	Pinnacle Bank	https://www.link	United States	914	20	2.19%	▼ -106
213	Sumitomo Mitsui Trust Ban	https://www.link	United States	556	12	2.16%	New Entry
214	Cathay Bank	https://www.link	United States	1,127	24	2.13%	▼ -174
215	FirstBank	https://www.link	United States	3,669	78	2.13%	▼ -26
216	SEFCU	https://www.link	United States	519	11	2.12%	▼ -53
217	First Hawaiian Bank	https://www.link	United States	1,283	26	2.03%	▼ -38
218	Police and Fire Federal Cr	https://www.link	United States	599	12	2.00%	▼ -36
219	BancFirst	https://www.link	United States	1,258	25	1.99%	▼ -24
220	Bank of America	https://www.link	United States	303,426	5,500	1.81%	▼ -49
221	Third Federal	https://www.link	United States	555	10	1.80%	▼ -17
222	BNC National Bank	https://www.link	United States	500	9	1.80%	New Entry
223	CTBC Bank	https://www.link	United States	638	9	1.41%	New Entry
224	IBC Bank	https://www.link	United States	1,586	22	1.39%	▼ -26
225	First National Bank	https://www.link	United States	1,105	15	1.36%	New Entry
226	First Convenience Bank	https://www.link	United States	877	11	1.25%	▼ -23
227	First Security Bank	https://www.link	United States	672	8	1.19%	▼ -30
228	Capital Bank	https://www.link	United States	583	5	0.86%	New Entry
229	American Bank of Commer	https://www.link	United States	900	7	0.78%	New Entry
230	T Bank	https://www.link	United States	604	4	0.66%	New Entry
231	GN Bank	https://www.link	United States	766	5	0.65%	New Entry
232	Chemical Bank	https://www.link	United States	1,463	9	0.62%	▼ -18
233	State Bank	https://www.link	United States	666	4	0.60%	▼ -32
234	Citibank	https://www.link	United States	1,624	8	0.49%	▼ -18
235	OneWest Bank	https://www.link	United States	775	2	0.26%	▼ -28

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