



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

Industry at a glance:

Average Score: 10.07%

Total Companies: 153

Global Industry Average: 9.58%

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 companies and their social media performance metrics.

24	Isio	https://www.link	United Kingdom	671	103	15.35%	▼ -3
25	The Openwork Partnership	https://www.link	United Kingdom	637	97	15.23%	▼ -1
26	Barnett Waddingham	https://www.link	United Kingdom	1,113	166	14.91%	▲ 15
27	Lombard International Group	https://www.link	United Kingdom	605	88	14.55%	▲ 64
28	Leeds Building Society	https://www.link	United Kingdom	1,211	175	14.45%	▼ -17
29	Zopa	https://www.link	United Kingdom	613	88	14.36%	▲ 15
30	Capco	https://www.link	United Kingdom	6,750	967	14.33%	▲ 6
31	SumUp	https://www.link	United Kingdom	3,164	450	14.22%	▼ -9
32	Lombard	https://www.link	United Kingdom	717	98	13.67%	▲ 7
33	Investec Wealth & Investments	https://www.link	United Kingdom	961	130	13.53%	▲ 5
34	Skipton Building Society	https://www.link	United Kingdom	1,552	209	13.47%	▼ -6
35	Mortgage Advice Bureau	https://www.link	United Kingdom	958	127	13.26%	▼ -4
36	Rathbones Group	https://www.link	United Kingdom	1,434	190	13.25%	New Entry
37	Barclays Private Bank	https://www.link	United Kingdom	649	85	13.10%	▼ -2
38	Langham Hall	https://www.link	United Kingdom	543	70	12.89%	New Entry
39	FE fundinfo	https://www.link	United Kingdom	688	88	12.79%	▼ -14
40	JTC Group	https://www.link	United Kingdom	957	122	12.75%	▼ -13
41	Aztec Group	https://www.link	United Kingdom	1,388	175	12.61%	▲ 15
42	Wesleyan	https://www.link	United Kingdom	1,174	148	12.61%	▲ 10
43	Close Brothers	https://www.link	United Kingdom	3,512	441	12.56%	▼ -1
44	Sanne	https://www.link	United Kingdom	1,824	229	12.55%	▼ -30
45	Principality Building Society	https://www.link	United Kingdom	742	93	12.53%	▼ -33
46	RBC Brewin Dolphin	https://www.link	United Kingdom	2,103	263	12.51%	▲ 31
47	Kleinwort Hambros	https://www.link	United Kingdom	617	77	12.48%	▲ 17
48	Plus500	https://www.link	United Kingdom	531	65	12.24%	New Entry
49	Standard Life UK	https://www.link	United Kingdom	995	119	11.96%	▲ 57
50	LSEG	https://www.link	United Kingdom	14,932	1,783	11.94%	▼ -2
51	Praxis	https://www.link	United Kingdom	631	75	11.89%	New Entry
52	Tide	https://www.link	United Kingdom	1,121	131	11.69%	▼ -26
53	Volkswagen Financial Services	https://www.link	United Kingdom	719	84	11.68%	▼ -40
54	Virgin Money	https://www.link	United Kingdom	3,951	459	11.62%	▼ -17
55	AXA UK	https://www.link	United Kingdom	1,602	186	11.61%	▲ 6
56	Arrow Global Group	https://www.link	United Kingdom	517	60	11.61%	New Entry
57	Funding Circle UK	https://www.link	United Kingdom	960	109	11.35%	▼ -25
58	Christians Against Poverty	https://www.link	United Kingdom	513	58	11.31%	New Entry
59	Phoenix Group	https://www.link	United Kingdom	4,062	458	11.28%	▲ 15
60	Paysafe Group	https://www.link	United Kingdom	3,356	376	11.20%	▼ -1
61	Columbia Threadneedle Investments	https://www.link	United Kingdom	1,399	151	10.79%	▲ 8
62	Lowell	https://www.link	United Kingdom	1,772	189	10.67%	▲ 35
63	Hargreaves Lansdown	https://www.link	United Kingdom	1,597	170	10.64%	▼ -1
64	Owl Financial	https://www.link	United Kingdom	578	61	10.55%	▲ 15
65	Bibby Financial Services	https://www.link	United Kingdom	952	100	10.50%	▼ -22
66	Yorkshire Building Society	https://www.link	United Kingdom	2,356	245	10.40%	▼ -1
67	NewDay	https://www.link	United Kingdom	1,050	109	10.38%	▼ -27
68	eToro	https://www.link	United Kingdom	2,397	248	10.35%	▼ -23
69	Actis	https://www.link	United Kingdom	522	54	10.34%	▲ 23
70	CMC Markets	https://www.link	United Kingdom	1,178	121	10.27%	▲ 18
71	Vitality	https://www.link	United Kingdom	2,052	208	10.14%	▲ 7
72	OSTTRA	https://www.link	United Kingdom	545	55	10.09%	▼ -53
73	Acuity Knowledge Partners	https://www.link	United Kingdom	4,914	495	10.07%	▼ -23
74	SmartStream Technologies	https://www.link	United Kingdom	1,015	102	10.05%	▲ 2
75	LCP	https://www.link	United Kingdom	949	95	10.01%	▼ -3
76	OSB Group	https://www.link	United Kingdom	883	88	9.97%	▼ -43
77	Close Brothers Asset Management	https://www.link	United Kingdom	726	72	9.92%	▲ 4
78	Paragon Banking Group	https://www.link	United Kingdom	844	82	9.72%	▼ -21
79	FxPro	https://www.link	United Kingdom	587	57	9.71%	▼ -6
80	TP ICAP	https://www.link	United Kingdom	1,737	165	9.50%	▲ 3
81	Marex	https://www.link	United Kingdom	807	76	9.42%	▼ -21
82	Just Group	https://www.link	United Kingdom	1,042	97	9.31%	▼ -12
83	Motability Operations	https://www.link	United Kingdom	880	81	9.20%	▼ -8
84	IG Group	https://www.link	United Kingdom	2,427	223	9.19%	▼ -17
85	Sainsbury's Bank	https://www.link	United Kingdom	1,493	137	9.18%	▼ -19
86	Exinity	https://www.link	United Kingdom	863	78	9.04%	▲ 4
87	Reassured	https://www.link	United Kingdom	538	48	8.92%	▼ -34
88	True Potential	https://www.link	United Kingdom	864	77	8.91%	▼ -25
89	Refinitiv	https://www.link	United Kingdom	8,409	747	8.88%	▼ -9
90	WorldRemit	https://www.link	United Kingdom	852	75	8.80%	▼ -36
91	Western Union Business Solutions	https://www.link	United Kingdom	972	85	8.74%	▼ -23
92	M&G Investments	https://www.link	United Kingdom	1,708	148	8.67%	▲ 8
93	AJ Bell	https://www.link	United Kingdom	889	77	8.66%	▼ -38
94	Saga	https://www.link	United Kingdom	1,528	132	8.64%	▼ -9
95	Fidelity International	https://www.link	United Kingdom	9,213	776	8.42%	▲ 3

96	Legal & General	https://www.link€	United Kingdom	7,262	591	8.14%	▼ -9
97	FNZ Group	https://www.link€	United Kingdom	3,444	278	8.07%	▼ -3
98	Royal London	https://www.link€	United Kingdom	2,981	237	7.95%	▲ 1
99	Aon	https://www.link€	United Kingdom	57,146	4,500	7.87%	▲ 8
100	VisionFund International	https://www.link€	United Kingdom	572	45	7.87%	▲ 9
101	Equiniti	https://www.link€	United Kingdom	2,715	212	7.81%	▲ 14
102	LV=	https://www.link€	United Kingdom	3,678	286	7.78%	▲ 8
103	XPS Pensions Group	https://www.link€	United Kingdom	811	63	7.77%	▼ -19
104	AXA Health	https://www.link€	United Kingdom	2,184	169	7.74%	▼ -1
105	Small World Financial Serv	https://www.link€	United Kingdom	668	51	7.63%	▼ -3
106	Santander Consumer (UK)	https://www.link€	United Kingdom	528	40	7.58%	▼ -48
107	Investec	https://www.link€	United Kingdom	7,605	576	7.57%	▼ -21
108	abrdn	https://www.link€	United Kingdom	6,807	478	7.02%	▲ 5
109	Quilter	https://www.link€	United Kingdom	1,932	131	6.78%	▼ -60
110	Janus Henderson Investores	https://www.link€	United Kingdom	2,869	190	6.62%	▲ 2
111	London & Country Mortgag	https://www.link€	United Kingdom	621	41	6.60%	▲ 0
112	RBC Investor & Treasury S	https://www.link€	United Kingdom	3,962	261	6.59%	▲ 6
113	London Stock Exchange	https://www.link€	United Kingdom	599	39	6.51%	▲ 15
114	Huntswood	https://www.link€	United Kingdom	1,244	80	6.43%	▼ -25
115	Capita Pension Solutions	https://www.link€	United Kingdom	622	40	6.43%	▼ -10
116	Domestic & General	https://www.link€	United Kingdom	2,114	133	6.29%	▲ 0
117	Novuna	https://www.link€	United Kingdom	1,199	74	6.17%	▼ -87
118	Computershare UK	https://www.link€	United Kingdom	748	45	6.02%	▼ -4
119	Scottish Widows	https://www.link€	United Kingdom	1,789	105	5.87%	▲ 12
120	Vocalink	https://www.link€	United Kingdom	973	57	5.86%	▼ -27
121	PFG	https://www.link€	United Kingdom	977	57	5.83%	▼ -1
122	Admiral Group	https://www.link€	United Kingdom	5,430	315	5.80%	▼ -51
123	Finastra	https://www.link€	United Kingdom	13,038	746	5.72%	▲ 0
124	Nationwide Building Societ	https://www.link€	United Kingdom	11,268	640	5.68%	▼ -5
125	Travelex	https://www.link€	United Kingdom	3,918	210	5.36%	▼ -1
126	Barclaycard	https://www.link€	United Kingdom	4,041	203	5.02%	▲ 11
127	Barclays Wealth Managem	https://www.link€	United Kingdom	3,163	157	4.96%	▲ 0
128	The Co-operative Bank	https://www.link€	United Kingdom	3,462	170	4.91%	▼ -7
129	Lex Autolease	https://www.link€	United Kingdom	783	38	4.85%	▼ -25
130	LCH	https://www.link€	United Kingdom	1,059	51	4.82%	▼ -4
131	Barclays	https://www.link€	United Kingdom	73,279	3,500	4.78%	▼ -1
132	Paymentsense	https://www.link€	United Kingdom	657	31	4.72%	▼ -24
133	Aviva	https://www.link€	United Kingdom	26,496	1,240	4.68%	▼ -8
134	Financial Ombudsman Ser	https://www.link€	United Kingdom	2,423	113	4.66%	▼ -2
135	HSBC	https://www.link€	United Kingdom	218,360	9,500	4.35%	▼ -1
136	Chase de Vere	https://www.link€	United Kingdom	567	24	4.23%	▼ -41
137	Diligenta	https://www.link€	United Kingdom	1,811	75	4.14%	▼ -2
138	PPS	https://www.link€	United Kingdom	1,279	52	4.07%	▲ 3
139	BGL Insurance	https://www.link€	United Kingdom	1,229	48	3.91%	▼ -38
140	Lloyds Banking Group	https://www.link€	United Kingdom	55,642	2,040	3.67%	▼ -4
141	Kensington Mortgages	https://www.link€	United Kingdom	891	32	3.59%	▼ -1
142	Albourne	https://www.link€	United Kingdom	502	18	3.59%	▼ -25
143	FXCM	https://www.link€	United Kingdom	1,046	36	3.44%	▲ 0
144	Moody's Analytics Knowled	https://www.link€	United Kingdom	1,048	35	3.34%	▲ 0
145	ReAssure	https://www.link€	United Kingdom	1,083	32	2.95%	▼ -3
146	Smith & Williamson	https://www.link€	United Kingdom	689	20	2.90%	▼ -8
147	Student Loans Company	https://www.link€	United Kingdom	2,796	76	2.72%	▼ -8
148	M&G	https://www.link€	United Kingdom	11,462	228	1.99%	▼ -19
149	Tullett Prebon	https://www.link€	United Kingdom	1,370	27	1.97%	▼ -4
150	ICAP	https://www.link€	United Kingdom	2,647	44	1.66%	▼ -2
151	iPSL	https://www.link€	United Kingdom	737	11	1.49%	▼ -5
152	Misys	https://www.link€	United Kingdom	1,770	21	1.19%	▼ -2
153	Prudential UK	https://www.link€	United Kingdom	6,197	59	0.95%	▼ -6

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