

DSMN8

Canada's Most Active Financial Services Professionals on Social - July 2023

Industry at a glance:

Average Score:
9.74%

Total Companies:
57

Global Industry Average:
7.61%

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	Investissement Québec	https://www.linkedin.com/company/investissement-quebec/	Canada	1,249	384	30.74%	▲ 0
2	Experior Financial Group	https://www.linkedin.com/company/experior-financial-group/	Canada	1,179	243	20.61%	▲ 0
3	Raymond James	https://www.linkedin.com/company/raymond-james/	Canada	1,203	211	17.54%	▲ 0
4	BMO Nesbitt Burns	https://www.linkedin.com/company/bmo-nesbitt-burns/	Canada	2,427	406	16.73%	New Entry
5	Scotia Wealth Management	https://www.linkedin.com/company/scotia-wealth-management/	Canada	1,245	206	16.55%	▲ 4
6	Wealthsimple	https://www.linkedin.com/company/wealthsimple/	Canada	1,017	167	16.42%	▲ 6
7	CIBC Wood Gundy	https://www.linkedin.com/company/cibc-wood-gundy/	Canada	2,466	374	15.17%	▼ -2
8	RBC Wealth Management	https://www.linkedin.com/company/rbc-wealth-management/	Canada	7,649	1,051	13.74%	▲ 0
9	IG Wealth Management	https://www.linkedin.com/company/ig-wealth-management/	Canada	6,064	827	13.64%	▼ -5
10	EDC	https://www.linkedin.com/company/edc/	Canada	2,439	324	13.28%	▲ 1
11	MyForexFunds	https://www.linkedin.com/company/myforexfunds/	Canada	1,321	173	13.10%	▼ -1
12	RBC Dominion Securities	https://www.linkedin.com/company/rbc-dominion-securities/	Canada	5,682	739	13.01%	New Entry
13	BMO Private Wealth	https://www.linkedin.com/company/bmo-private-wealth/	Canada	1,445	186	12.87%	▲ 1
14	Mackenzie Investments	https://www.linkedin.com/company/mackenzie-investments/	Canada	1,375	167	12.15%	▲ 12
15	Nuvei	https://www.linkedin.com/company/nuvei/	Canada	1,953	236	12.08%	▼ -8
16	RBC Global Asset Management	https://www.linkedin.com/company/rbc-global-asset-management/	Canada	1,017	122	12.00%	New Entry
17	BDO Canada	https://www.linkedin.com/company/bdo-canada/	Canada	4,642	544	11.72%	▲ 0
18	Caisse de dépôt et placement	https://www.linkedin.com/company/caisse-de-depot-et-placement/	Canada	1,859	210	11.30%	New Entry
19	Greatway Financial	https://www.linkedin.com/company/greatway-financial/	Canada	1,198	135	11.27%	▼ -13
20	KPMG Canada	https://www.linkedin.com/company/kpmg-canada/	Canada	8,964	1,006	11.22%	▼ -7
21	Investment Planning Council	https://www.linkedin.com/company/investment-planning-council/	Canada	1,064	117	11.00%	▲ 0
22	Fidelity Canada	https://www.linkedin.com/company/fidelity-canada/	Canada	1,039	113	10.88%	New Entry
23	Dominion Lending Centres	https://www.linkedin.com/company/dominion-lending-centres/	Canada	2,041	214	10.49%	▼ -8

24	HOOPP	https://www.linke	Canada	1,010	105	10.40%	New Entry
25	FCC / FAC	https://www.linke	Canada	2,087	216	10.35%	▼ -9
26	National Bank Financial	https://www.linke	Canada	2,983	305	10.22%	▼ -4
27	Raymond Chabot Grant Th	https://www.linke	Canada	2,303	216	9.38%	▼ -9
28	Mortgage Alliance	https://www.linke	Canada	1,273	115	9.03%	▼ -8
29	Equitable Bank	https://www.linke	Canada	1,300	113	8.69%	▼ -3
30	Questrade Financial Group	https://www.linke	Canada	1,773	150	8.46%	▼ -11
31	Manulife Investment Mana	https://www.linke	Canada	2,407	198	8.23%	New Entry
32	OMERS	https://www.linke	Canada	1,422	116	8.16%	▼ -3
33	MD Financial Management	https://www.linke	Canada	1,226	98	7.99%	▲ 3
34	Moneris	https://www.linke	Canada	2,161	161	7.45%	▼ -6
35	iA Financial Group	https://www.linke	Canada	7,889	586	7.43%	▼ -8
36	Servus Credit Union	https://www.linke	Canada	1,787	132	7.39%	▼ -3
37	Co-operators	https://www.linke	Canada	7,200	529	7.35%	New Entry
38	CI Assante Wealth Manage	https://www.linke	Canada	1,204	86	7.14%	▼ -15
39	Fairstone Bank	https://www.linke	Canada	1,196	84	7.02%	▼ -8
40	Ontario Teachers' Pension	https://www.linke	Canada	1,716	120	6.99%	New Entry
41	BCI	https://www.linke	Canada	1,459	101	6.92%	New Entry
42	First National Financial	https://www.linke	Canada	1,341	91	6.79%	▼ -12
43	PSP Investments	https://www.linke	Canada	1,358	91	6.70%	New Entry
44	Manulife Securities	https://www.linke	Canada	1,247	81	6.50%	▼ -9
45	Element Fleet Managemen	https://www.linke	Canada	1,965	127	6.46%	▼ -20
46	Sun Life	https://www.linke	Canada	34,157	2,175	6.37%	New Entry
47	MCAP	https://www.linke	Canada	1,109	64	5.77%	▼ -10
48	CPP Investments	https://www.linke	Canada	2,249	128	5.69%	▼ -14
49	Symcor	https://www.linke	Canada	1,378	70	5.08%	▼ -8
50	Coast Capital Savings	https://www.linke	Canada	1,675	82	4.90%	▼ -11
51	Vancity	https://www.linke	Canada	2,446	109	4.46%	▼ -9
52	CIBC Capital Markets	https://www.linke	Canada	3,732	165	4.42%	New Entry
53	BMO	https://www.linke	Canada	51,596	2,125	4.12%	▼ -15
54	Foresters Financial	https://www.linke	Canada	1,434	59	4.11%	▼ -14
55	CIBC Mellon	https://www.linke	Canada	1,705	54	3.17%	▼ -12
56	Freedom 55 Financial	https://www.linke	Canada	2,069	49	2.37%	New Entry
57	Gatestone & Co.	https://www.linke	Canada	1,020	24	2.35%	▼ -13

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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