



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

Industry at a glance:



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	Ebury	https://www.linkedin.com/company/ebury	United Kingdom	1,497	312	20.84%	▲ 0
2	St. James's Place	https://www.linkedin.com/company/st-james-s-place	United Kingdom	3,528	692	19.61%	▲ 0
3	Checkout.com	https://www.linkedin.com/company/checkout-com	United Kingdom	1,825	342	18.74%	▲ 1
4	Evelyn Partners	https://www.linkedin.com/company/evelyn-partners	United Kingdom	2,684	474	17.66%	▲ 1
5	FinTrU	https://www.linkedin.com/company/fintru	United Kingdom	1,149	201	17.49%	▲ 10
6	Hymans Robertson	https://www.linkedin.com/company/hymans-robertson	United Kingdom	1,027	175	17.04%	▼ -3
7	Preqin	https://www.linkedin.com/company/preqin	United Kingdom	1,268	204	16.09%	▲ 0
8	JTC Group	https://www.linkedin.com/company/jtc-group	United Kingdom	1,342	193	14.38%	▲ 6
9	Dojo	https://www.linkedin.com/company/dojo	United Kingdom	1,211	171	14.12%	▲ 9
10	SumUp	https://www.linkedin.com/company/sumup	United Kingdom	3,282	452	13.77%	▲ 6
11	Leeds Building Society	https://www.linkedin.com/company/leeds-building-society	United Kingdom	1,353	181	13.38%	▲ 10
12	Tide	https://www.linkedin.com/company/tide	United Kingdom	1,393	186	13.35%	▼ -4
13	Rathbones Group	https://www.linkedin.com/company/rathbones-group	United Kingdom	1,573	208	13.22%	▼ -2
14	eToro	https://www.linkedin.com/company/etoro	United Kingdom	2,353	309	13.13%	▲ 8
15	OSB Group	https://www.linkedin.com/company/osb-group	United Kingdom	1,016	133	13.09%	New Entry
16	Delta Capita	https://www.linkedin.com/company/delta-capita	United Kingdom	1,001	127	12.69%	▼ -6
17	Hargreaves Lansdown	https://www.linkedin.com/company/hargreaves-lansdown	United Kingdom	1,809	224	12.38%	▲ 9
18	AXA UK	https://www.linkedin.com/company/axa-uk	United Kingdom	1,737	211	12.15%	▼ -5
19	Revolut	https://www.linkedin.com/company/revolut	United Kingdom	8,605	1,026	11.92%	▼ -7
20	Aviva Investors	https://www.linkedin.com/company/aviva-investors	United Kingdom	1,374	162	11.79%	▼ -1
21	Wise	https://www.linkedin.com/company/wise	United Kingdom	4,867	573	11.77%	▲ 4
22	Capco	https://www.linkedin.com/company/capco	United Kingdom	6,612	763	11.54%	▼ -16
23	First Derivative	https://www.linkedin.com/company/first-derivative	United Kingdom	1,062	119	11.21%	New Entry

24	Columbia Threadneedle In	https://www.link€	United Kingdom	1,520	168	11.05%	▲ 4
25	LSEG	https://www.link€	United Kingdom	17,759	1,900	10.70%	▼ -1
26	Barnett Waddingham	https://www.link€	United Kingdom	1,192	127	10.65%	▼ -6
27	Virgin Money	https://www.link€	United Kingdom	4,382	454	10.36%	▲ 13
28	RBC Brewin Dolphin	https://www.link€	United Kingdom	2,124	219	10.31%	▲ 6
29	Skipton Building Society	https://www.link€	United Kingdom	1,681	173	10.29%	▼ -20
30	M&G Investments	https://www.link€	United Kingdom	1,760	177	10.06%	▲ 3
31	Vitality	https://www.link€	United Kingdom	2,108	211	10.01%	▲ 15
32	AJ Bell	https://www.link€	United Kingdom	1,008	98	9.72%	New Entry
33	NewDay	https://www.link€	United Kingdom	1,125	109	9.69%	▼ -6
34	Ninety One	https://www.link€	United Kingdom	1,339	128	9.56%	▲ 18
35	Investec	https://www.link€	United Kingdom	9,128	853	9.34%	▲ 2
36	LGIM	https://www.link€	United Kingdom	2,348	217	9.24%	▲ 13
37	Aztec Group	https://www.link€	United Kingdom	1,527	141	9.23%	▼ -1
38	Financial Conduct Authority	https://www.link€	United Kingdom	4,759	438	9.20%	▲ 10
39	Worldpay	https://www.link€	United Kingdom	5,803	526	9.06%	▲ 4
40	Saga	https://www.link€	United Kingdom	1,820	161	8.85%	▲ 13
41	Acuity Knowledge Partners	https://www.link€	United Kingdom	5,712	499	8.74%	▼ -10
42	Schroders	https://www.link€	United Kingdom	5,345	462	8.64%	New Entry
43	Huntswood	https://www.link€	United Kingdom	1,477	126	8.53%	▲ 12
44	Wesleyan	https://www.link€	United Kingdom	1,197	102	8.52%	▼ -5
45	Paysafe	https://www.link€	United Kingdom	3,380	288	8.52%	▼ -15
46	Standard Life UK	https://www.link€	United Kingdom	1,015	86	8.47%	New Entry
47	Yorkshire Building Society	https://www.link€	United Kingdom	2,540	208	8.19%	▼ -15
48	IG Group	https://www.link€	United Kingdom	2,609	213	8.16%	▼ -7
49	Phoenix Group	https://www.link€	United Kingdom	4,936	383	7.76%	▼ -26
50	Royal London	https://www.link€	United Kingdom	3,015	232	7.69%	▼ -12
51	Legal & General	https://www.link€	United Kingdom	7,705	590	7.66%	▲ 3
52	Janus Henderson Investors	https://www.link€	United Kingdom	2,890	217	7.51%	▼ -10
53	Fidelity International	https://www.link€	United Kingdom	9,762	729	7.47%	▲ 9
54	Aon	https://www.link€	United Kingdom	60,463	4,500	7.44%	▼ -4
55	FNZ Group	https://www.link€	United Kingdom	4,282	318	7.43%	▼ -10
56	Refinitiv	https://www.link€	United Kingdom	7,645	567	7.42%	▼ -5
57	Sainsbury's Bank	https://www.link€	United Kingdom	1,554	115	7.40%	▲ 9
58	WTW	https://www.link€	United Kingdom	49,035	3,500	7.14%	New Entry
59	Just Group	https://www.link€	United Kingdom	1,065	76	7.14%	▼ -2
60	Lowell	https://www.link€	United Kingdom	1,839	125	6.80%	▼ -4
61	Baillie Gifford	https://www.link€	United Kingdom	1,699	112	6.59%	▲ 6
62	abrdn	https://www.link€	United Kingdom	6,521	427	6.55%	▼ -1
63	AXA Health	https://www.link€	United Kingdom	2,189	142	6.49%	▼ -5
64	CMC Markets	https://www.link€	United Kingdom	1,409	90	6.39%	▼ -20
65	Quilter	https://www.link€	United Kingdom	2,044	128	6.26%	▼ -48
66	Nationwide Building Societ	https://www.link€	United Kingdom	11,671	682	5.84%	▼ -7
67	HSBC	https://www.link€	United Kingdom	173,358	10,000	5.77%	▲ 1
68	LV=	https://www.link€	United Kingdom	3,547	204	5.75%	▼ -3
69	Domestic & General	https://www.link€	United Kingdom	2,353	134	5.69%	▲ 1
70	Admiral Group	https://www.link€	United Kingdom	6,327	359	5.67%	▼ -35
71	Scottish Widows	https://www.link€	United Kingdom	1,841	102	5.54%	▼ -8
72	Insight Investment	https://www.link€	United Kingdom	1,089	60	5.51%	New Entry
73	Travellex	https://www.link€	United Kingdom	4,242	224	5.28%	▲ 0
74	Financial Ombudsman Ser	https://www.link€	United Kingdom	2,406	127	5.28%	▲ 0
75	Aviva	https://www.link€	United Kingdom	22,077	1,123	5.09%	▼ -11
76	G-Research	https://www.link€	United Kingdom	1,035	52	5.02%	New Entry
77	SmartStream Technologies	https://www.link€	United Kingdom	1,049	51	4.86%	▼ -17
78	RBC Investor Services	https://www.link€	United Kingdom	3,439	163	4.74%	▼ -9
79	Finastra	https://www.link€	United Kingdom	12,787	578	4.52%	▼ -4
80	Equiniti	https://www.link€	United Kingdom	4,027	175	4.35%	▼ -9
81	Lloyds Banking Group	https://www.link€	United Kingdom	57,889	2,499	4.32%	▼ -5
82	Barclays	https://www.link€	United Kingdom	70,193	3,000	4.27%	▼ -5
83	The Co-operative Bank	https://www.link€	United Kingdom	4,013	159	3.96%	▼ -5
84	Man Group	https://www.link€	United Kingdom	2,836	112	3.95%	New Entry
85	Barclays Wealth Managem	https://www.link€	United Kingdom	3,076	119	3.87%	▼ -3
86	BGL Insurance	https://www.link€	United Kingdom	1,158	42	3.63%	▼ -7
87	Diligenta	https://www.link€	United Kingdom	2,002	72	3.60%	▼ -1
88	Student Loans Company	https://www.link€	United Kingdom	3,027	97	3.20%	▼ -1
89	ReAssure	https://www.link€	United Kingdom	1,033	33	3.19%	▼ -4
90	Close Brothers	https://www.link€	United Kingdom	3,703	109	2.94%	▼ -61
91	FXCM	https://www.link€	United Kingdom	1,081	31	2.87%	▼ -7
92	TP ICAP	https://www.link€	United Kingdom	6,088	153	2.51%	▼ -11
93	M&G plc	https://www.link€	United Kingdom	10,508	228	2.17%	▼ -21
94	Barclaycard	https://www.link€	United Kingdom	3,834	83	2.16%	▼ -6
95	Tullett Prebon	https://www.link€	United Kingdom	1,382	16	1.16%	▼ -6

96	ICAP	https://www.link	United Kingdom	2,542	25	0.98%	▼ -6
97	Prudential UK	https://www.link	United Kingdom	4,894	40	0.82%	▼ -5
98	Misys	https://www.link	United Kingdom	1,725	9	0.52%	▼ -7
99	Selftrade	https://www.link	United Kingdom	1,177	1	0.08%	▼ -6

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](#) [our contact us](#) at support@dsmn8.com



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