



The UK's Most Active Banking Professionals on Social - August 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	Aldermore Bank	https://www.linkedin.com/company/aldermorebank	United Kingdom	1,429	216	15.12%	▲ 0
2	EBRD	https://www.linkedin.com/company/ebird	United Kingdom	4,092	608	14.86%	▲ 0
3	Coventry Building Society	https://www.linkedin.com/company/coventrybuilding	United Kingdom	1,818	250	13.75%	▲ 1
4	Barclays Corporate Bankin	https://www.linkedin.com/company/barclays-corporate-banking	United Kingdom	1,947	227	11.66%	▲ 4
5	Starling Bank	https://www.linkedin.com/company/starlingbank	United Kingdom	1,910	212	11.10%	▲ 0
6	Monzo Bank	https://www.linkedin.com/company/monzobank	United Kingdom	2,300	251	10.91%	▼ -3
7	Metro Bank UK	https://www.linkedin.com/company/metrobankuk	United Kingdom	3,349	350	10.45%	▼ -1
8	Barclays UK	https://www.linkedin.com/company/barclaysuk	United Kingdom	8,447	715	8.46%	▲ 1
9	Santander UK	https://www.linkedin.com/company/santanderuk	United Kingdom	10,791	895	8.29%	▲ 1
10	TSB Bank	https://www.linkedin.com/company/tsbbank	United Kingdom	3,988	324	8.12%	▲ 1
11	Bank of England	https://www.linkedin.com/company/bankofengland	United Kingdom	5,118	407	7.95%	▲ 2
12	Tesco Bank	https://www.linkedin.com/company/tescobank	United Kingdom	2,913	203	6.97%	▼ -5
13	NatWest Commercial and	https://www.linkedin.com/company/natwest-commercial	United Kingdom	1,311	87	6.64%	▲ 1
14	Coutts	https://www.linkedin.com/company/coutts	United Kingdom	2,618	166	6.34%	▼ -2
15	NatWest	https://www.linkedin.com/company/natwest	United Kingdom	7,732	406	5.25%	▲ 0
16	NatWest Group	https://www.linkedin.com/company/natwestgroup	United Kingdom	38,203	1,931	5.05%	▲ 1
17	Standard Chartered Bank	https://www.linkedin.com/company/standardchartered	United Kingdom	70,745	3,000	4.24%	▼ -1
18	Ulster Bank	https://www.linkedin.com/company/ulsterbank	United Kingdom	2,692	88	3.27%	New Entry
19	Bank of Scotland	https://www.linkedin.com/company/bankofscotland	United Kingdom	1,685	36	2.14%	▼ -1
20	Royal Bank of Scotland Bu	https://www.linkedin.com/company/royalbankofscotland	United Kingdom	4,730	98	2.07%	▼ -1
21	Clydesdale Bank	https://www.linkedin.com/company/clydesdalebank	United Kingdom	1,117	21	1.88%	▼ -1

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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