



The USA's Most Active Banking Professionals on Social - August 2023

Industry at a glance:

Average Score:
5.44%

Total Companies:
105

Global Industry Average:
7.56%

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	Texas Capital	https://www.linkedin.com/company/texas-capital	United States	2,285	287	12.56%	▲ 3
2	Seacoast Bank	https://www.linkedin.com/company/seacoast-bank	United States	1,386	170	12.27%	▲ 0
3	VyStar Credit Union	https://www.linkedin.com/company/vystar-credit-union	United States	1,607	193	12.01%	▲ 12
4	Federal Reserve Bank of D	https://www.linkedin.com/company/federal-reserve-bank-of-dallas	United States	1,246	139	11.16%	▲ 6
5	Federal Reserve Bank of S	https://www.linkedin.com/company/federal-reserve-bank-of-san-antonio	United States	1,364	147	10.78%	▼ -2
6	BECU	https://www.linkedin.com/company/becu	United States	2,277	221	9.71%	▲ 3
7	Bank OZK	https://www.linkedin.com/company/bank-ozk	United States	2,371	226	9.53%	▲ 11
8	Silicon Valley Bank	https://www.linkedin.com/company/silicon-valley-bank	United States	5,939	560	9.43%	▼ -3
9	Federal Reserve Bank of C	https://www.linkedin.com/company/federal-reserve-bank-of-cincinnati	United States	1,653	155	9.38%	▲ 13
10	Valley Bank	https://www.linkedin.com/company/valley-bank	United States	3,295	305	9.26%	▼ -2
11	Axos Bank	https://www.linkedin.com/company/axos-bank	United States	1,072	97	9.05%	New Entry
12	Fulton Bank	https://www.linkedin.com/company/fulton-bank	United States	2,155	194	9.00%	▼ -1
13	Federal Reserve Bank of R	https://www.linkedin.com/company/federal-reserve-bank-of-richmond	United States	1,994	178	8.93%	▼ -7
14	Atlantic Union Bank	https://www.linkedin.com/company/atlantic-union-bank	United States	1,398	124	8.87%	▼ -13
15	Dollar Bank	https://www.linkedin.com/company/dollar-bank	United States	1,208	107	8.86%	▼ -3
16	First Citizens Bank	https://www.linkedin.com/company/first-citizens-bank	United States	9,114	805	8.83%	▲ 15
17	Berkshire Bank	https://www.linkedin.com/company/berkshire-bank	United States	1,176	97	8.25%	▲ 7
18	Suncoast Credit Union	https://www.linkedin.com/company/suncoast-credit-union	United States	1,270	104	8.19%	▲ 11
19	1st Source Bank	https://www.linkedin.com/company/1st-source-bank	United States	1,074	82	7.64%	▲ 38
20	Rockland Trust	https://www.linkedin.com/company/rockland-trust	United States	1,524	115	7.55%	▼ -7
21	Northwest Bank	https://www.linkedin.com/company/northwest-bank	United States	1,594	119	7.47%	▲ 19
22	WSFS Bank	https://www.linkedin.com/company/wsfs-bank	United States	1,661	124	7.47%	▲ 4
23	NBT Bank	https://www.linkedin.com/company/nbt-bank	United States	1,410	105	7.45%	▲ 4

24	United Community Bank	https://www.link	United States	2,131	157	7.37%	▼ -8
25	Enterprise Bank & Trust	https://www.link	United States	1,433	105	7.33%	New Entry
26	First Commonwealth Bank	https://www.link	United States	1,290	93	7.21%	▼ -19
27	LMCU	https://www.link	United States	1,048	72	6.87%	▼ -8
28	First Financial Bank	https://www.link	United States	2,178	149	6.84%	▲ 13
29	Golden 1 Credit Union	https://www.link	United States	1,536	105	6.84%	▲ 15
30	Flagstar Bank	https://www.link	United States	5,684	388	6.83%	▲ 5
31	Pinnacle Financial Partners	https://www.link	United States	2,487	162	6.51%	▼ -6
32	Comerica Bank	https://www.link	United States	9,579	599	6.25%	▲ 21
33	Simmons Bank	https://www.link	United States	2,916	182	6.24%	▼ -13
34	Busey	https://www.link	United States	1,315	81	6.16%	▲ 8
35	Republic Bank	https://www.link	United States	1,370	84	6.13%	▲ 34
36	Old National Bank	https://www.link	United States	3,415	207	6.06%	▼ -2
37	Cadence Bank	https://www.link	United States	3,214	194	6.04%	▼ -16
38	CoBank	https://www.link	United States	1,326	80	6.03%	▼ -24
39	Commerce Bank	https://www.link	United States	4,650	275	5.91%	▼ -7
40	Federal Reserve Board	https://www.link	United States	2,724	160	5.87%	▲ 12
41	FNBO	https://www.link	United States	3,941	230	5.84%	▼ -4
42	KeyBank	https://www.link	United States	17,163	995	5.80%	▲ 7
43	Federal Reserve Bank of K	https://www.link	United States	1,777	103	5.80%	▼ -7
44	SouthState Bank	https://www.link	United States	3,796	220	5.80%	▼ -16
45	Citizens	https://www.link	United States	20,277	1,161	5.73%	▼ -15
46	Huntington National Bank	https://www.link	United States	15,658	895	5.72%	▲ 1
47	Equity Bank	https://www.link	United States	1,021	58	5.68%	New Entry
48	Eastern Bank	https://www.link	United States	1,715	97	5.66%	▲ 3
49	Federal Reserve Bank of C	https://www.link	United States	1,151	63	5.47%	▼ -26
50	U.S. Bank	https://www.link	United States	73,505	4,000	5.44%	▲ 8
51	Centennial Bank	https://www.link	United States	1,336	72	5.39%	▼ -12
52	Bremer Bank	https://www.link	United States	1,475	79	5.36%	▲ 8
53	MidFirst Bank	https://www.link	United States	1,819	95	5.22%	▲ 1
54	Pacific Western Bank	https://www.link	United States	2,481	127	5.12%	▲ 20
55	City National Bank	https://www.link	United States	6,239	317	5.08%	▼ -22
56	First Republic	https://www.link	United States	5,350	270	5.05%	▼ -18
57	Hancock Whitney	https://www.link	United States	4,280	215	5.02%	▲ 7
58	Digital Federal Credit Union	https://www.link	United States	1,176	59	5.02%	▼ -15
59	Mechanics Bank	https://www.link	United States	1,454	72	4.95%	▲ 25
60	Popular	https://www.link	United States	6,274	303	4.83%	▲ 15
61	Zions Bancorporation	https://www.link	United States	3,589	170	4.74%	▼ -2
62	Regions Bank	https://www.link	United States	20,702	980	4.73%	▲ 4
63	Provident Bank	https://www.link	United States	1,546	72	4.66%	▼ -8
64	Fulton Financial Corporation	https://www.link	United States	1,052	47	4.47%	▲ 8
65	First Interstate	https://www.link	United States	5,162	230	4.46%	▲ 16
66	Zions Bank	https://www.link	United States	2,445	108	4.42%	▲ 10
67	Citizens Business Bank	https://www.link	United States	1,074	47	4.38%	▼ -5
68	BankUnited	https://www.link	United States	1,854	81	4.37%	▼ -18
69	Washington Trust Bank	https://www.link	United States	1,153	49	4.25%	▼ -6
70	Trustmark Bank	https://www.link	United States	1,967	82	4.17%	▲ 13
71	Prosperity Bank	https://www.link	United States	1,855	76	4.10%	▲ 16
72	Western Alliance Bank	https://www.link	United States	3,374	138	4.09%	▲ 13
73	BMO US	https://www.link	United States	10,097	405	4.01%	▼ -12
74	First Bank	https://www.link	United States	2,616	104	3.98%	▲ 6
75	Umpqua Bank	https://www.link	United States	4,271	169	3.96%	▼ -4
76	Renasant Bank	https://www.link	United States	1,619	64	3.95%	▼ -20
77	California Bank & Trust	https://www.link	United States	1,366	52	3.81%	▲ 1
78	Randolph Brooks Federal	https://www.link	United States	1,256	47	3.74%	▲ 1
79	Bank of the West	https://www.link	United States	9,904	348	3.51%	▼ -33
80	Webster Bank	https://www.link	United States	4,934	173	3.51%	▼ -10
81	Amegy Bank	https://www.link	United States	1,601	55	3.44%	▼ -4
82	FDIC	https://www.link	United States	6,242	203	3.25%	▲ 11
83	NYCB	https://www.link	United States	2,073	62	2.99%	▲ 9
84	Federal Reserve System	https://www.link	United States	2,350	70	2.98%	▲ 7
85	Santander Bank	https://www.link	United States	10,763	320	2.97%	▲ 3
86	Woodforest National Bank	https://www.link	United States	3,657	105	2.87%	▲ 8
87	IDB Bank	https://www.link	United States	1,263	36	2.85%	▼ -14
88	First Hawaiian Bank	https://www.link	United States	1,379	39	2.83%	▲ 7
89	Banner Bank	https://www.link	United States	2,911	80	2.75%	▲ 7
90	Cathay Bank	https://www.link	United States	1,203	33	2.74%	▲ 0
91	American Savings Bank	https://www.link	United States	1,091	29	2.66%	▲ 12
92	Office of the Comptroller of	https://www.link	United States	3,422	89	2.60%	▼ -3
93	BancFirst	https://www.link	United States	1,311	32	2.44%	▲ 6
94	Bank of America	https://www.link	United States	207,311	5,000	2.41%	▲ 4
95	RBC Bank	https://www.link	United States	2,224	48	2.16%	▼ -95

96	Central Bank & Trust	https://www.linkedin.com/company/central-bank-trust	United States	1,139	24	2.11%	▲ 4
97	East West Bank	https://www.linkedin.com/company/east-west-bank	United States	3,694	73	1.98%	▲ 0
98	FirstBank	https://www.linkedin.com/company/firstbank	United States	3,910	77	1.97%	▼ -12
99	Bank of Hawaii	https://www.linkedin.com/company/bank-of-hawaii	United States	2,060	35	1.70%	▲ 5
100	IBC Bank	https://www.linkedin.com/company/ibc-bank	United States	1,693	22	1.30%	▲ 6
101	First Midwest Bank	https://www.linkedin.com/company/first-midwest-bank	United States	1,091	14	1.28%	▲ 0
102	Banking	https://www.linkedin.com/company/banking	United States	8,790	98	1.11%	New Entry
103	BancorpSouth	https://www.linkedin.com/company/bancorpsouth	United States	2,207	20	0.91%	▲ 4
104	First National Bank	https://www.linkedin.com/company/first-national-bank	United States	1,093	9	0.82%	▲ 1
105	Chemical Bank	https://www.linkedin.com/company/chemical-bank	United States	1,488	7	0.47%	▲ 3

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