



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

Industry at a glance:

Average Score:
7.58%

Total Companies:
38

Global Industry Average:
6.77%

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)
1	Multi-Prets Hypotheque	https://www.linkedin.com/company/multi-prets-hypotheque	Canada	676	147	21.75%
2	Wellington-Altus	https://www.linkedin.com/company/wellington-altus	Canada	650	106	16.31%
3	Interac	https://www.linkedin.com/company/interac	Canada	723	111	15.35%
4	Neo Financial	https://www.linkedin.com/company/neo-financial	Canada	843	117	13.88%
5	Mortgage Architects	https://www.linkedin.com/company/mortgage-architects	Canada	886	121	13.66%
6	IG Gestion de patrimoine	https://www.linkedin.com/company/ig-gestion-de-patrimoine	Canada	857	101	11.79%
7	TMG	https://www.linkedin.com/company/tmg	Canada	680	78	11.47%
8	iA Private Wealth	https://www.linkedin.com/company/ia-private-wealth	Canada	891	100	11.22%
9	Desjardins Financial Secur	https://www.linkedin.com/company/desjardins-financial-secur	Canada	692	74	10.69%
10	AIMCo	https://www.linkedin.com/company/aimco	Canada	750	76	10.13%
11	Investia Financial Services	https://www.linkedin.com/company/investia-financial-services	Canada	929	85	9.15%
12	First West Credit Union	https://www.linkedin.com/company/first-west-credit-union	Canada	662	57	8.61%
13	Libro Credit Union	https://www.linkedin.com/company/libro-credit-union	Canada	646	49	7.59%
14	Richardson Wealth	https://www.linkedin.com/company/richardson-wealth	Canada	881	66	7.49%
15	connectFirst Credit Union	https://www.linkedin.com/company/connectfirst-credit-union	Canada	651	47	7.22%
16	Aviso Wealth	https://www.linkedin.com/company/aviso-wealth	Canada	819	59	7.20%
17	Innovation Federal Credit U	https://www.linkedin.com/company/innovation-federal-credit-u	Canada	553	39	7.05%
18	FSRA	https://www.linkedin.com/company/fsra	Canada	698	49	7.02%
19	Peoples Group	https://www.linkedin.com/company/peoples-group	Canada	528	34	6.44%
20	Prospera Credit Union	https://www.linkedin.com/company/prospera-credit-union	Canada	700	45	6.43%
21	AGF Investments	https://www.linkedin.com/company/agf-investments	Canada	514	33	6.42%
22	Q4	https://www.linkedin.com/company/q4	Canada	591	36	6.09%
23	President's Choice Financi	https://www.linkedin.com/company/president-s-choice-financi	Canada	735	44	5.99%

24	Invis	https://www.linkedin.com/company/invis/	Canada	500	28	5.60%
25	Conexus Credit Union	https://www.linkedin.com/company/conexus-credit-union/	Canada	694	34	4.90%
26	CIRO / OCRI	https://www.linkedin.com/company/ciro-ocri/	Canada	577	28	4.85%
27	Canaccord Genuity Group	https://www.linkedin.com/company/canaccord-genuity/	Canada	941	45	4.78%
28	Affinity Credit Union	https://www.linkedin.com/company/affinity-credit-union/	Canada	581	27	4.65%
29	Fiera Capital	https://www.linkedin.com/company/fiera-capital/	Canada	863	38	4.40%
30	AFSC	https://www.linkedin.com/company/afsc/	Canada	518	22	4.25%
31	Alterna Savings	https://www.linkedin.com/company/alterna-savings/	Canada	576	23	3.99%
32	CST Savings	https://www.linkedin.com/company/cst-savings/	Canada	618	23	3.72%
33	DBRS Morningstar	https://www.linkedin.com/company/dbrs-morningstar/	Canada	707	26	3.68%
34	H&R Block Canada	https://www.linkedin.com/company/hr-block-canada/	Canada	638	22	3.45%
35	IFDS	https://www.linkedin.com/company/ifds/	Canada	713	22	3.09%
36	SSQ Assurance SSQ Insurance	https://www.linkedin.com/company/ssq-assurance/	Canada	728	21	2.88%
37	Home Trust Company	https://www.linkedin.com/company/home-trust-company/	Canada	901	25	2.77%
38	UNI Financial Cooperation	https://www.linkedin.com/company/uni-financial-cooperation/	Canada	846	19	2.25%

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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