

# DSMN8

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

## Industry at a glance:

Average Score:  
**5.65%**

Total Companies:  
**95**

Global Industry Average:  
**5.46%**

## 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	St. James's Place	<a href="https://www.linkedin.com/company/st-james-s-place">https://www.linkedin.com/company/st-james-s-place</a>	United Kingdom	3,524	558	15.83%	▲ 1
2	Ebury	<a href="https://www.linkedin.com/company/ebury">https://www.linkedin.com/company/ebury</a>	United Kingdom	1,517	199	13.12%	▼ -1
3	Dojo	<a href="https://www.linkedin.com/company/dojo">https://www.linkedin.com/company/dojo</a>	United Kingdom	1,337	170	12.72%	▲ 6
4	Aviva Investors	<a href="https://www.linkedin.com/company/aviva-investors">https://www.linkedin.com/company/aviva-investors</a>	United Kingdom	1,358	148	10.90%	▲ 16
5	Hymans Robertson	<a href="https://www.linkedin.com/company/hymans-robertson">https://www.linkedin.com/company/hymans-robertson</a>	United Kingdom	1,070	113	10.56%	▲ 1
6	Evelyn Partners	<a href="https://www.linkedin.com/company/evelyn-partners">https://www.linkedin.com/company/evelyn-partners</a>	United Kingdom	2,926	291	9.95%	▼ -2
7	AXA UK	<a href="https://www.linkedin.com/company/axa-uk">https://www.linkedin.com/company/axa-uk</a>	United Kingdom	1,787	175	9.79%	▲ 11
8	Capco	<a href="https://www.linkedin.com/company/capco">https://www.linkedin.com/company/capco</a>	United Kingdom	6,482	634	9.78%	▲ 14
9	SumUp	<a href="https://www.linkedin.com/company/sumup">https://www.linkedin.com/company/sumup</a>	United Kingdom	3,351	305	9.10%	▲ 1
10	eToro	<a href="https://www.linkedin.com/company/etoro">https://www.linkedin.com/company/etoro</a>	United Kingdom	2,358	213	9.03%	▲ 4
11	Moniepoint Group	<a href="https://www.linkedin.com/company/moniepoint-group">https://www.linkedin.com/company/moniepoint-group</a>	United Kingdom	1,585	141	8.90%	New Entry
12	Tide	<a href="https://www.linkedin.com/company/tide">https://www.linkedin.com/company/tide</a>	United Kingdom	1,564	137	8.76%	▲ 0
13	FinTrU	<a href="https://www.linkedin.com/company/fintru">https://www.linkedin.com/company/fintru</a>	United Kingdom	1,261	109	8.64%	▼ -8
14	Hargreaves Lansdown	<a href="https://www.linkedin.com/company/hargreaves-lansdown">https://www.linkedin.com/company/hargreaves-lansdown</a>	United Kingdom	1,961	164	8.36%	▲ 3
15	OSB Group	<a href="https://www.linkedin.com/company/osb-group">https://www.linkedin.com/company/osb-group</a>	United Kingdom	1,114	93	8.35%	▲ 0
16	Skipton Building Society	<a href="https://www.linkedin.com/company/skipton-building-society">https://www.linkedin.com/company/skipton-building-society</a>	United Kingdom	1,765	146	8.27%	▲ 13
17	Barnett Waddingham	<a href="https://www.linkedin.com/company/barnett-waddingham">https://www.linkedin.com/company/barnett-waddingham</a>	United Kingdom	1,259	104	8.26%	▲ 9
18	<a href="https://www.checkout.com">Checkout.com</a>	<a href="https://www.linkedin.com/company/checkout-com">https://www.linkedin.com/company/checkout-com</a>	United Kingdom	1,823	150	8.23%	▼ -15
19	Revolut	<a href="https://www.linkedin.com/company/revolut">https://www.linkedin.com/company/revolut</a>	United Kingdom	10,329	783	7.58%	▲ 0
20	LCP	<a href="https://www.linkedin.com/company/lcp">https://www.linkedin.com/company/lcp</a>	United Kingdom	1,098	83	7.56%	New Entry
21	Vitality	<a href="https://www.linkedin.com/company/vitality">https://www.linkedin.com/company/vitality</a>	United Kingdom	2,133	157	7.36%	▲ 10
22	LSEG	<a href="https://www.linkedin.com/company/lseg">https://www.linkedin.com/company/lseg</a>	United Kingdom	19,075	1,400	7.34%	▲ 3
23	Paysafe	<a href="https://www.linkedin.com/company/paysafe">https://www.linkedin.com/company/paysafe</a>	United Kingdom	3,401	248	7.29%	▲ 22

24	Preqin	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,319		94	7.13%	▼ -17
25	Leeds Building Society	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,404		100	7.12%	▼ -14
26	RBC Brewin Dolphin	<a href="https://www.link€">https://www.link€</a>	United Kingdom	2,120		146	6.89%	▲ 2
27	Aztec Group	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,635		110	6.73%	▲ 10
28	Janus Henderson Investor	<a href="https://www.link€">https://www.link€</a>	United Kingdom	2,905		194	6.68%	▲ 24
29	Columbia Threadneedle In	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,540		102	6.62%	▼ -5
30	M&G Investments	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,776		117	6.59%	▲ 0
31	Worldpay	<a href="https://www.link€">https://www.link€</a>	United Kingdom	5,883		385	6.54%	▲ 8
32	Standard Life UK	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,018		66	6.48%	▲ 14
33	Rathbones Group	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,628		105	6.45%	▼ -20
34	Just Group	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,086		70	6.45%	▲ 25
35	AJ Bell	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,103		71	6.44%	▼ -3
36	Legal & General Investmer	<a href="https://www.link€">https://www.link€</a>	United Kingdom	2,407		150	6.23%	▲ 0
37	Wise	<a href="https://www.link€">https://www.link€</a>	United Kingdom	5,171		317	6.13%	▼ -16
38	Schroders	<a href="https://www.link€">https://www.link€</a>	United Kingdom	5,460		333	6.10%	▲ 4
39	Motability Operations	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,042		63	6.05%	New Entry
40	Virgin Money	<a href="https://www.link€">https://www.link€</a>	United Kingdom	4,522		269	5.95%	▼ -13
41	XPS Pensions Group	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,131		67	5.92%	New Entry
42	M&G	<a href="https://www.link€">https://www.link€</a>	United Kingdom	2,620		153	5.84%	▲ 51
43	Wesleyan	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,193		68	5.70%	▲ 1
44	JTC Group	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,421		78	5.49%	▼ -36
45	FinTech Foundry	<a href="https://www.link€">https://www.link€</a>	United Kingdom	8,053		436	5.41%	New Entry
46	Investec	<a href="https://www.link€">https://www.link€</a>	United Kingdom	8,963		485	5.41%	▼ -11
47	Financial Conduct Authority	<a href="https://www.link€">https://www.link€</a>	United Kingdom	4,980		266	5.34%	▼ -9
48	Saga	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,838		95	5.17%	▼ -8
49	Marex	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,205		62	5.15%	New Entry
50	Baillie Gifford	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,716		88	5.13%	▲ 11
51	IG Group	<a href="https://www.link€">https://www.link€</a>	United Kingdom	2,717		138	5.08%	▼ -3
52	Yorkshire Building Society	<a href="https://www.link€">https://www.link€</a>	United Kingdom	2,666		134	5.03%	▼ -5
53	Lowell	<a href="https://www.link€">https://www.link€</a>	United Kingdom	2,136		106	4.96%	▲ 7
54	Acuity Knowledge Partners	<a href="https://www.link€">https://www.link€</a>	United Kingdom	5,809		288	4.96%	▼ -13
55	Fidelity International	<a href="https://www.link€">https://www.link€</a>	United Kingdom	9,818		485	4.94%	▼ -2
56	Ninety One	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,340		66	4.93%	▼ -22
57	AXA Health	<a href="https://www.link€">https://www.link€</a>	United Kingdom	2,214		107	4.83%	▲ 6
58	WTW	<a href="https://www.link€">https://www.link€</a>	United Kingdom	50,423		2,400	4.76%	▲ 0
59	Legal & General	<a href="https://www.link€">https://www.link€</a>	United Kingdom	7,926		371	4.68%	▼ -8
60	Huntswood	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,552		69	4.45%	▼ -17
61	Aon	<a href="https://www.link€">https://www.link€</a>	United Kingdom	68,235		3,000	4.40%	▼ -7
62	NewDay	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,141		50	4.38%	▼ -29
63	FNZ Group	<a href="https://www.link€">https://www.link€</a>	United Kingdom	4,286		187	4.36%	▼ -8
64	CMC Markets	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,432		61	4.26%	▲ 0
65	Phoenix Group	<a href="https://www.link€">https://www.link€</a>	United Kingdom	6,167		257	4.17%	▼ -16
66	Royal London	<a href="https://www.link€">https://www.link€</a>	United Kingdom	3,067		126	4.11%	▼ -16
67	Finastra	<a href="https://www.link€">https://www.link€</a>	United Kingdom	12,778		523	4.09%	▲ 12
68	Refinitiv	<a href="https://www.link€">https://www.link€</a>	United Kingdom	7,140		290	4.06%	▼ -12
69	Aviva	<a href="https://www.link€">https://www.link€</a>	United Kingdom	22,371		870	3.89%	▲ 6
70	HSBC	<a href="https://www.link€">https://www.link€</a>	United Kingdom	171,159		6,500	3.80%	▼ -3
71	Nationwide Building Societ	<a href="https://www.link€">https://www.link€</a>	United Kingdom	11,832		443	3.74%	▼ -5
72	abrdn	<a href="https://www.link€">https://www.link€</a>	United Kingdom	6,234		231	3.71%	▼ -10
73	Domestic & General	<a href="https://www.link€">https://www.link€</a>	United Kingdom	2,530		93	3.68%	▼ -4
74	SmartStream Technologies	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,063		39	3.67%	▲ 3
75	Quilter	<a href="https://www.link€">https://www.link€</a>	United Kingdom	2,107		77	3.65%	▼ -10
76	Scottish Widows	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,895		66	3.48%	▼ -5
77	Admiral Group	<a href="https://www.link€">https://www.link€</a>	United Kingdom	7,413		255	3.44%	▼ -7
78	Sainsbury's Bank	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,592		52	3.27%	▼ -21
79	LV=	<a href="https://www.link€">https://www.link€</a>	United Kingdom	3,543		115	3.25%	▼ -11
80	Barclays	<a href="https://www.link€">https://www.link€</a>	United Kingdom	70,323		2,150	3.06%	▲ 2
81	Financial Ombudsman Ser	<a href="https://www.link€">https://www.link€</a>	United Kingdom	2,340		70	2.99%	▼ -7
82	Travellex	<a href="https://www.link€">https://www.link€</a>	United Kingdom	4,351		123	2.83%	▼ -9
83	Lloyds Banking Group	<a href="https://www.link€">https://www.link€</a>	United Kingdom	59,063		1,641	2.78%	▼ -2
84	Equiniti	<a href="https://www.link€">https://www.link€</a>	United Kingdom	4,153		112	2.70%	▼ -4
85	Diligenta	<a href="https://www.link€">https://www.link€</a>	United Kingdom	2,131		54	2.53%	▲ 2
86	FXCM	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,125		27	2.40%	▲ 5
87	BGL Insurance	<a href="https://www.link€">https://www.link€</a>	United Kingdom	1,026		24	2.34%	▼ -1
88	Close Brothers	<a href="https://www.link€">https://www.link€</a>	United Kingdom	3,720		87	2.34%	▲ 2
89	The Co-operative Bank	<a href="https://www.link€">https://www.link€</a>	United Kingdom	4,044		93	2.30%	▼ -6
90	Barclays Wealth Managem	<a href="https://www.link€">https://www.link€</a>	United Kingdom	3,011		59	1.96%	▼ -5
91	Student Loans Company	<a href="https://www.link€">https://www.link€</a>	United Kingdom	3,072		43	1.40%	▼ -3
92	TP ICAP	<a href="https://www.link€">https://www.link€</a>	United Kingdom	6,721		90	1.34%	▲ 0
93	Barclaycard	<a href="https://www.link€">https://www.link€</a>	United Kingdom	3,736		50	1.34%	▲ 1
94	ICAP	<a href="https://www.link€">https://www.link€</a>	United Kingdom	2,548		23	0.90%	▲ 2
95	Prudential UK	<a href="https://www.link€">https://www.link€</a>	United Kingdom	4,826		21	0.44%	▲ 2

## 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](mailto:support@dsmn8.com)



DSMN8

[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

