



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

Industry at a glance:

Average Score: 6.36%

Total Companies: 290

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

So, where does your company rank?

Table with 7 columns: Position, Company Name, LinkedIn URL, Location, Employees on LinkedIn, No. Employees Shared (Last 30 Days), % Shared (Last 30 Days). Lists 23 companies and their social activity metrics.

24	Wintrust Mortgage	https://www.link	United States	788	103	13.07%
25	Corient	https://www.link	United States	567	74	13.05%
26	Hearsay Systems	https://www.link	United States	521	66	12.67%
27	PayJoy	https://www.link	United States	818	102	12.47%
28	Atlantic Bay Mortgage Gro	https://www.link	United States	884	108	12.22%
29	Churchill Mortgage Corpor	https://www.link	United States	661	79	11.95%
30	AnnieMac Home Mortgage	https://www.link	United States	706	83	11.76%
31	New York Life Investments	https://www.link	United States	816	95	11.64%
32	Waterstone Mortgage Corp	https://www.link	United States	809	94	11.62%
33	Bluevine	https://www.link	United States	577	67	11.61%
34	Equifax Workforce Solution	https://www.link	United States	726	83	11.43%
35	Community Choice Financi	https://www.link	United States	840	95	11.31%
36	Mutual of Omaha Mortgage	https://www.link	United States	912	103	11.29%
37	Pagaya	https://www.link	United States	640	72	11.25%
38	Sun West Mortgage Comp	https://www.link	United States	650	73	11.23%
39	Accion	https://www.link	United States	642	72	11.21%
40	Human Interest	https://www.link	United States	778	87	11.18%
41	Billtrust	https://www.link	United States	814	90	11.06%
42	Galileo Financial Technolog	https://www.link	United States	678	74	10.91%
43	Amerant Bank	https://www.link	United States	560	61	10.89%
44	LIMRA	https://www.link	United States	524	57	10.88%
45	USA Mortgage	https://www.link	United States	835	90	10.78%
46	Marqeta	https://www.link	United States	993	102	10.27%
47	Formidium	https://www.link	United States	853	87	10.20%
48	Analytix Solutions	https://www.link	United States	601	61	10.15%
49	Alkami Technology	https://www.link	United States	875	88	10.06%
50	Merchants Fleet	https://www.link	United States	685	68	9.93%
51	SAFE Credit Union	https://www.link	United States	776	77	9.92%
52	First Home Mortgage	https://www.link	United States	597	58	9.72%
53	Hudson Valley Credit Unio	https://www.link	United States	645	62	9.61%
54	Cetera Advisor Networks	https://www.link	United States	909	87	9.57%
55	GreenState Credit Union	https://www.link	United States	607	58	9.56%
56	Credit Union National Asso	https://www.link	United States	544	50	9.19%
57	Embrace Home Loans	https://www.link	United States	675	61	9.04%
58	Greenlight	https://www.link	United States	580	52	8.97%
59	Bankers Trust	https://www.link	United States	615	55	8.94%
60	Lincoln Investment	https://www.link	United States	873	78	8.93%
61	Money Concepts	https://www.link	United States	601	53	8.82%
62	Bay Equity	https://www.link	United States	773	68	8.80%
63	Securities America	https://www.link	United States	695	61	8.78%
64	HomeTrust Bank	https://www.link	United States	547	48	8.78%
65	MSCI Private Capital Solut	https://www.link	United States	470	41	8.72%
66	Best Egg	https://www.link	United States	622	54	8.68%
67	MSU Federal Credit Union	https://www.link	United States	705	61	8.65%
68	Self Financial	https://www.link	United States	626	54	8.63%
69	Acima	https://www.link	United States	560	47	8.39%
70	Northern Trust Asset Servi	https://www.link	United States	533	44	8.26%
71	Northpointe Bank	https://www.link	United States	756	62	8.20%
72	MarketAxess	https://www.link	United States	945	77	8.15%
73	Desert Financial Credit Uni	https://www.link	United States	983	80	8.14%
74	Ruoff Mortgage	https://www.link	United States	721	58	8.04%
75	United Federal Credit Unio	https://www.link	United States	660	53	8.03%
76	Gordon Brothers	https://www.link	United States	640	51	7.97%
77	Global Credit Union	https://www.link	United States	628	50	7.96%
78	Hightower Advisors	https://www.link	United States	578	46	7.96%
79	C2FO	https://www.link	United States	795	63	7.92%
80	Snap Finance	https://www.link	United States	913	72	7.89%
81	MX	https://www.link	United States	800	63	7.88%
82	FAIRWINDS Credit Union	https://www.link	United States	651	51	7.83%
83	Tala	https://www.link	United States	730	57	7.81%
84	Sierra Pacific Mortgage Co	https://www.link	United States	821	64	7.80%
85	The Motley Fool	https://www.link	United States	680	52	7.65%
86	OANDA	https://www.link	United States	690	52	7.54%
87	Hy Cite Enterprises	https://www.link	United States	929	69	7.43%
88	Biz2Credit	https://www.link	United States	662	49	7.40%
89	Canvas Credit Union	https://www.link	United States	611	45	7.36%
90	NFM Lending	https://www.link	United States	844	62	7.35%
91	Chatham Financial	https://www.link	United States	814	59	7.25%
92	Christian Care Ministry	https://www.link	United States	626	45	7.19%
93	Visions Federal Credit Uni	https://www.link	United States	615	44	7.15%
94	Pathward	https://www.link	United States	844	60	7.11%
95	GuideStone Financial Resc	https://www.link	United States	536	38	7.09%

96	GreatAmerica Financial Se	https://www.link	United States	638	44	6.90%
97	Boku	https://www.link	United States	508	35	6.89%
98	Alegeus	https://www.link	United States	670	46	6.87%
99	Benchmark Mortgage	https://www.link	United States	690	47	6.81%
100	Northern Trust Wealth Man	https://www.link	United States	765	52	6.80%
101	NOVA	https://www.link	United States	618	42	6.80%
102	Alliant Credit Union	https://www.link	United States	726	49	6.75%
103	Evolve Bank & Trust	https://www.link	United States	580	39	6.72%
104	Vista Equity Partners	https://www.link	United States	804	54	6.72%
105	epay	https://www.link	United States	776	52	6.70%
106	Mercury	https://www.link	United States	680	45	6.62%
107	Evergreen Home Loans NI	https://www.link	United States	635	42	6.61%
108	BWE	https://www.link	United States	579	38	6.56%
109	Lendio	https://www.link	United States	504	33	6.55%
110	Advisor360°	https://www.link	United States	582	38	6.53%
111	Beyond Finance	https://www.link	United States	913	58	6.35%
112	TreviPay	https://www.link	United States	798	50	6.27%
113	Wedbush Securities	https://www.link	United States	960	60	6.25%
114	Freedom Equity Group	https://www.link	United States	656	40	6.10%
115	eMoney	https://www.link	United States	646	39	6.04%
116	American AgCredit	https://www.link	United States	912	55	6.03%
117	Summit Funding	https://www.link	United States	962	58	6.03%
118	Plaza Home Mortgage	https://www.link	United States	651	39	5.99%
119	Santander US	https://www.link	United States	807	48	5.95%
120	FBC Mortgage	https://www.link	United States	573	34	5.93%
121	Flushing Bank	https://www.link	United States	506	30	5.93%
122	Rewards Network	https://www.link	United States	675	40	5.93%
123	Byline Bank	https://www.link	United States	956	56	5.86%
124	Univest	https://www.link	United States	925	54	5.84%
125	Brown Advisory	https://www.link	United States	943	55	5.83%
126	STCU	https://www.link	United States	583	34	5.83%
127	KBRA	https://www.link	United States	519	30	5.78%
128	Lennar Mortgage	https://www.link	United States	766	44	5.74%
129	Canaccord Genuity	https://www.link	United States	913	52	5.70%
130	ONE	https://www.link	United States	667	37	5.55%
131	GoodLeap	https://www.link	United States	852	47	5.52%
132	Millennium Trust Company	https://www.link	United States	641	35	5.46%
133	Broadway Bank	https://www.link	United States	660	36	5.45%
134	Flagship Credit Acceptance	https://www.link	United States	644	35	5.43%
135	S&T Bank	https://www.link	United States	830	45	5.42%
136	i-exceed	https://www.link	United States	574	31	5.40%
137	Barclays Bank US	https://www.link	United States	519	28	5.39%
138	Homestar	https://www.link	United States	519	28	5.39%
139	German American	https://www.link	United States	653	35	5.36%
140	First Financial Security	https://www.link	United States	636	34	5.35%
141	Oculus	https://www.link	United States	694	37	5.33%
142	Cherry Creek Mortgage	https://www.link	United States	638	34	5.33%
143	BCU	https://www.link	United States	865	46	5.32%
144	Federal Reserve Bank of P	https://www.link	United States	813	43	5.29%
145	LeaderOne Financial	https://www.link	United States	652	34	5.21%
146	SecurityNational Mortgage	https://www.link	United States	847	44	5.19%
147	Tower Federal Credit Union	https://www.link	United States	549	28	5.10%
148	Paymentus	https://www.link	United States	771	39	5.06%
149	EPM	https://www.link	United States	639	32	5.01%
150	Advisors Excel	https://www.link	United States	660	33	5.00%
151	Fincity	https://www.link	United States	709	35	4.94%
152	Promontory	https://www.link	United States	570	28	4.91%
153	Cerity Partners	https://www.link	United States	899	44	4.89%
154	Golub Capital	https://www.link	United States	879	43	4.89%
155	AssetMark	https://www.link	United States	863	42	4.87%
156	Strategic Financial Solutio	https://www.link	United States	580	28	4.83%
157	North American Senior Ber	https://www.link	United States	705	34	4.82%
158	Symphony	https://www.link	United States	769	37	4.81%
159	General Atlantic	https://www.link	United States	686	33	4.81%
160	Global Lending Services	https://www.link	United States	603	29	4.81%
161	Payroc	https://www.link	United States	969	46	4.75%
162	First Bank & Trust	https://www.link	United States	507	24	4.73%
163	Southwest Funding	https://www.link	United States	581	27	4.65%
164	RTS Financial	https://www.link	United States	760	35	4.61%
165	Apex Fintech Solutions	https://www.link	United States	722	33	4.57%
166	Sixth Street	https://www.link	United States	644	29	4.50%
167	Alerus	https://www.link	United States	733	33	4.50%

168	Landmark Credit Union	https://www.link	United States	637	28	4.40%
169	Wright-Patt Credit Union	https://www.link	United States	844	37	4.38%
170	RoundPoint Mortgage Serv	https://www.link	United States	527	23	4.36%
171	UFUCU	https://www.link	United States	645	28	4.34%
172	Security Benefit	https://www.link	United States	654	28	4.28%
173	Sourcepoint	https://www.link	United States	563	24	4.26%
174	FlexTrade	https://www.link	United States	613	26	4.24%
175	AgWest Farm Credit	https://www.link	United States	711	30	4.22%
176	Blue Owl Capital	https://www.link	United States	642	27	4.21%
177	Netspend	https://www.link	United States	644	27	4.19%
178	AIS Info	https://www.link	United States	931	39	4.19%
179	GATX	https://www.link	United States	792	33	4.17%
180	NextGear Capital	https://www.link	United States	650	27	4.15%
181	American Credit Acceptanc	https://www.link	United States	869	36	4.14%
182	TDECU	https://www.link	United States	967	40	4.14%
183	CardWorks	https://www.link	United States	974	40	4.11%
184	NAV Fund Administration C	https://www.link	United States	812	33	4.06%
185	AmeriHome	https://www.link	United States	569	23	4.04%
186	JG Wentworth	https://www.link	United States	446	18	4.04%
187	Coalition Greenwich	https://www.link	United States	548	22	4.01%
188	Abrigo	https://www.link	United States	726	29	3.99%
189	Investcorp	https://www.link	United States	737	29	3.93%
190	CLS Group	https://www.link	United States	764	30	3.93%
191	Canandaigua National Ban	https://www.link	United States	562	22	3.91%
192	R.J. O'Brien	https://www.link	United States	577	22	3.81%
193	Stellantis Financial Service	https://www.link	United States	557	21	3.77%
194	Credit Human	https://www.link	United States	692	26	3.76%
195	Municipal Credit Union	https://www.link	United States	613	23	3.75%
196	Credece Global Solutions	https://www.link	United States	966	36	3.73%
197	eAssist Dental Solutions	https://www.link	United States	515	19	3.69%
198	ESL Federal Credit Union	https://www.link	United States	717	26	3.63%
199	AM Best	https://www.link	United States	823	29	3.52%
200	The TCW Group	https://www.link	United States	713	25	3.51%
201	Rabo AgriFinance	https://www.link	United States	750	26	3.47%
202	Acorns	https://www.link	United States	492	17	3.46%
203	BAI	https://www.link	United States	615	21	3.41%
204	VanDyk Mortgage	https://www.link	United States	588	20	3.40%
205	CSI Leasing	https://www.link	United States	795	27	3.40%
206	The Clearing House	https://www.link	United States	505	17	3.37%
207	Royal Credit Union	https://www.link	United States	574	19	3.31%
208	TASC	https://www.link	United States	695	23	3.31%
209	Kinecta Federal Credit Uni	https://www.link	United States	910	30	3.30%
210	HPS Investment Partners	https://www.link	United States	641	21	3.28%
211	CPI Card Group	https://www.link	United States	681	22	3.23%
212	INTRUST Bank	https://www.link	United States	751	24	3.20%
213	Community Bank	https://www.link	United States	955	30	3.14%
214	Schonfeld	https://www.link	United States	994	31	3.12%
215	Compeer Financial	https://www.link	United States	931	29	3.11%
216	Selene Finance	https://www.link	United States	515	16	3.11%
217	Bank of America Business	https://www.link	United States	644	20	3.11%
218	GCM Grosvenor	https://www.link	United States	582	18	3.09%
219	Meduit	https://www.link	United States	625	19	3.04%
220	BTIG	https://www.link	United States	764	23	3.01%
221	Mesirow	https://www.link	United States	831	25	3.01%
222	Pulte Mortgage	https://www.link	United States	798	24	3.01%
223	EVO Payments	https://www.link	United States	748	22	2.94%
224	Parametric	https://www.link	United States	751	22	2.93%
225	MidWestOne Bank	https://www.link	United States	755	22	2.91%
226	PineBridge Investments	https://www.link	United States	829	24	2.90%
227	Pico	https://www.link	United States	691	20	2.89%
228	Avant	https://www.link	United States	837	24	2.87%
229	National Futures Associati	https://www.link	United States	782	22	2.81%
230	Mortgage Connect	https://www.link	United States	569	16	2.81%
231	Vanderbilt Mortgage and Fi	https://www.link	United States	555	15	2.70%
232	Virtu Financial	https://www.link	United States	899	24	2.67%
233	Platinum Equity	https://www.link	United States	540	14	2.59%
234	Artisan Partners	https://www.link	United States	623	16	2.57%
235	Computershare U.S.	https://www.link	United States	755	19	2.52%
236	ORIX	https://www.link	United States	636	16	2.52%
237	Delta Community Credit Ur	https://www.link	United States	958	24	2.51%
238	Intermex Wire Transfer	https://www.link	United States	527	13	2.47%
239	Performant	https://www.link	United States	655	16	2.44%

240	American Advisors Group	https://www.link	United States	666	16	2.40%
241	1st Franklin Financial Corp	https://www.link	United States	839	20	2.38%
242	GreenStone Farm Credit S	https://www.link	United States	721	17	2.36%
243	Bridgecrest	https://www.link	United States	639	15	2.35%
244	LERETA	https://www.link	United States	608	14	2.30%
245	GreenSky	https://www.link	United States	750	17	2.27%
246	PADGETT BUSINESS SEF	https://www.link	United States	574	13	2.26%
247	Money Management Intern	https://www.link	United States	497	11	2.21%
248	Eco	https://www.link	United States	831	18	2.17%
249	Cass Information Systems	https://www.link	United States	881	19	2.16%
250	AQR Capital Management	https://www.link	United States	713	15	2.10%
251	NCUA	https://www.link	United States	867	18	2.08%
252	MOHELA	https://www.link	United States	534	11	2.06%
253	TIAA Bank	https://www.link	United States	874	18	2.06%
254	Union Bank & Trust	https://www.link	United States	926	19	2.05%
255	Computershare Loan Servi	https://www.link	United States	541	11	2.03%
256	Acumen Fiscal Agent	https://www.link	United States	647	13	2.01%
257	Gen II Fund Services	https://www.link	United States	978	19	1.94%
258	Chicago Trading Company	https://www.link	United States	718	12	1.67%
259	Sigue	https://www.link	United States	605	10	1.65%
260	AFC	https://www.link	United States	781	12	1.54%
261	21st Mortgage	https://www.link	United States	703	10	1.42%
262	City Bank	https://www.link	United States	853	12	1.41%
263	Northwest Farm Credit Ser	https://www.link	United States	570	8	1.40%
264	Daiwa Capital Markets Am	https://www.link	United States	861	12	1.39%
265	Digital Risk	https://www.link	United States	872	12	1.38%
266	Tower Loan	https://www.link	United States	537	7	1.30%
267	Amscot Financial	https://www.link	United States	805	10	1.24%
268	Heights Finance Corporati	https://www.link	United States	819	10	1.22%
269	TA Associates	https://www.link	United States	754	9	1.19%
270	PFM	https://www.link	United States	598	7	1.17%
271	Resurgent Capital Services	https://www.link	United States	513	6	1.17%
272	AB Bernstein	https://www.link	United States	952	11	1.16%
273	Nada	https://www.link	United States	879	10	1.14%
274	Advance Financial	https://www.link	United States	548	6	1.09%
275	CDE	https://www.link	United States	555	6	1.08%
276	InfoSync	https://www.link	United States	557	6	1.08%
277	Franklin American Mortgag	https://www.link	United States	573	6	1.05%
278	ECMC	https://www.link	United States	682	7	1.03%
279	FMS Solutions	https://www.link	United States	898	9	1.00%
280	DoEx Dollar Express	https://www.link	United States	502	5	1.00%
281	KBW	https://www.link	United States	521	5	0.96%
282	AST	https://www.link	United States	875	8	0.91%
283	Tax & Financial Group	https://www.link	United States	820	7	0.85%
284	Community Bank	https://www.link	United States	595	5	0.84%
285	Client Services	https://www.link	United States	599	5	0.83%
286	Alaska USA	https://www.link	United States	608	3	0.49%
287	Progrexion	https://www.link	United States	905	4	0.44%
288	FNB Bank	https://www.link	United States	956	4	0.42%
289	Dot	https://www.link	United States	579	2	0.35%
290	Check 'n Go	https://www.link	United States	875	1	0.11%

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](https://www.dsmn8.com) [our contact us at support@dsmn8.com](mailto:support@dsmn8.com)



@DSMN8

DSMN8

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

