



The UK's Most Active Banking Professionals on Social - December 2023

Industry at a glance:

Average Score:
5.85%

Total Companies:
20

Global Industry Average:
4.69%

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	EBRD	https://www.linkedin.com/company/ebird	United Kingdom	4,174	502	12.03%	▲ 1
2	Monzo Bank	https://www.linkedin.com/company/monzobank	United Kingdom	2,631	286	10.87%	▲ 4
3	Aldermore Bank	https://www.linkedin.com/company/aldermorebank	United Kingdom	1,456	140	9.62%	▼ -2
4	Shawbrook Bank	https://www.linkedin.com/company/shawbrookbank	United Kingdom	1,077	103	9.56%	New Entry
5	Coventry Building Society	https://www.linkedin.com/company/coventrybuilding	United Kingdom	1,875	157	8.37%	▼ -2
6	Starling Bank	https://www.linkedin.com/company/starlingbank	United Kingdom	2,143	159	7.42%	▼ -1
7	TSB Bank	https://www.linkedin.com/company/tsbbank	United Kingdom	4,020	280	6.97%	▲ 3
8	Barclays Corporate Bankin	https://www.linkedin.com/company/barclays-corporate-banking	United Kingdom	2,003	127	6.34%	▼ -4
9	Barclays UK	https://www.linkedin.com/company/barclaysuk	United Kingdom	8,726	511	5.86%	▼ -1
10	Metro Bank (UK)	https://www.linkedin.com/company/metro-bank-uk	United Kingdom	3,454	199	5.76%	▼ -3
11	Bank of England	https://www.linkedin.com/company/bankofengland	United Kingdom	5,318	265	4.98%	▲ 0
12	Santander UK	https://www.linkedin.com/company/santanderuk	United Kingdom	10,870	532	4.89%	▼ -3
13	first direct	https://www.linkedin.com/company/firstdirect	United Kingdom	1,003	43	4.29%	New Entry
14	Tesco Bank	https://www.linkedin.com/company/tescobank	United Kingdom	2,956	119	4.03%	▼ -2
15	Coutts	https://www.linkedin.com/company/coutts	United Kingdom	2,643	90	3.41%	▼ -1
16	NatWest Commercial and I	https://www.linkedin.com/company/natwest-commercial	United Kingdom	1,311	44	3.36%	▼ -3
17	Standard Chartered Bank	https://www.linkedin.com/company/standard-chartered-bank	United Kingdom	71,868	2,200	3.06%	▲ 0
18	NatWest Group	https://www.linkedin.com/company/natwestgroup	United Kingdom	39,764	1,212	3.05%	▼ -2
19	Ulster Bank	https://www.linkedin.com/company/ulsterbank	United Kingdom	2,498	47	1.88%	▼ -1
20	Royal Bank of Scotland Bu	https://www.linkedin.com/company/royal-bank-of-scotland	United Kingdom	4,541	60	1.32%	▲ 0

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.

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