



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

Industry at a glance:

Average Score: 4.05%

Total Companies: 111

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

So, where does your company rank?

Table with 8 columns: Position, Company Name, LinkedIn URL, Location, Employees on LinkedIn, No. Employees Shared (Last 30 Days), % Shared (Last 30 Days), Rank Change. Lists 23 banks and their social activity metrics.

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|----|------------------------------|---|---------------|--------|-------|-------|-----------|
| 24 | Federal Reserve Bank of D | https://www.link | United States | 1,236 | 66 | 5.34% | ▼ -20 |
| 25 | WSFS Bank | https://www.link | United States | 1,710 | 91 | 5.32% | ▼ -3 |
| 26 | Federal Reserve Bank of R | https://www.link | United States | 1,984 | 105 | 5.29% | ▼ -13 |
| 27 | Comerica Bank | https://www.link | United States | 9,761 | 505 | 5.17% | ▲ 5 |
| 28 | Dollar Bank | https://www.link | United States | 1,220 | 63 | 5.16% | ▼ -13 |
| 29 | SouthState Bank | https://www.link | United States | 3,852 | 196 | 5.09% | ▲ 15 |
| 30 | Simmons Bank | https://www.link | United States | 2,931 | 149 | 5.08% | ▲ 3 |
| 31 | United Community | https://www.link | United States | 2,150 | 108 | 5.02% | ▼ -7 |
| 32 | Federal Reserve Bank of C | https://www.link | United States | 1,138 | 55 | 4.83% | ▲ 17 |
| 33 | Northwest Bank | https://www.link | United States | 1,643 | 78 | 4.75% | ▼ -12 |
| 34 | Citizens | https://www.link | United States | 20,510 | 973 | 4.74% | ▲ 11 |
| 35 | CoBank | https://www.link | United States | 1,336 | 63 | 4.72% | ▲ 3 |
| 36 | Bank OZK | https://www.link | United States | 2,416 | 113 | 4.68% | ▼ -29 |
| 37 | Golden 1 Credit Union | https://www.link | United States | 1,529 | 71 | 4.64% | ▼ -8 |
| 38 | Berkshire Bank | https://www.link | United States | 1,200 | 55 | 4.58% | ▼ -21 |
| 39 | Bussey | https://www.link | United States | 1,333 | 61 | 4.58% | ▼ -5 |
| 40 | Commerce Bank | https://www.link | United States | 4,652 | 212 | 4.56% | ▼ -1 |
| 41 | Enterprise Bank & Trust | https://www.link | United States | 1,449 | 64 | 4.42% | ▼ -16 |
| 42 | Flagstar Bank | https://www.link | United States | 5,925 | 261 | 4.41% | ▼ -12 |
| 43 | Rockland Trust | https://www.link | United States | 1,554 | 68 | 4.38% | ▼ -23 |
| 44 | Cadence Bank | https://www.link | United States | 3,361 | 145 | 4.31% | ▼ -7 |
| 45 | FNBO | https://www.link | United States | 3,901 | 167 | 4.28% | ▼ -4 |
| 46 | BankUnited | https://www.link | United States | 1,858 | 78 | 4.20% | ▲ 22 |
| 47 | First Financial Bank | https://www.link | United States | 2,232 | 92 | 4.12% | ▼ -19 |
| 48 | Arvest Bank | https://www.link | United States | 5,165 | 211 | 4.09% | New Entry |
| 49 | Eastern Bank | https://www.link | United States | 1,739 | 70 | 4.03% | ▼ -1 |
| 50 | First Bank | https://www.link | United States | 1,001 | 40 | 4.00% | New Entry |
| 51 | Huntington National Bank | https://www.link | United States | 15,922 | 635 | 3.99% | ▼ -5 |
| 52 | Bremer Bank | https://www.link | United States | 1,509 | 60 | 3.98% | ▲ 0 |
| 53 | Federal Reserve Bank of C | https://www.link | United States | 1,640 | 65 | 3.96% | ▼ -44 |
| 54 | U.S. Bank | https://www.link | United States | 75,913 | 3,000 | 3.95% | ▼ -4 |
| 55 | BMO U.S. | https://www.link | United States | 10,741 | 419 | 3.90% | ▲ 18 |
| 56 | City National Bank | https://www.link | United States | 6,314 | 242 | 3.83% | ▼ -1 |
| 57 | Zions Bank | https://www.link | United States | 2,412 | 90 | 3.73% | ▲ 9 |
| 58 | Umpqua Bank | https://www.link | United States | 4,440 | 162 | 3.65% | ▲ 17 |
| 59 | KeyBank | https://www.link | United States | 17,234 | 627 | 3.64% | ▼ -17 |
| 60 | First Citizens Bank | https://www.link | United States | 15,531 | 555 | 3.57% | ▼ -44 |
| 61 | NBT Bank | https://www.link | United States | 1,460 | 52 | 3.56% | ▼ -38 |
| 62 | Zions Bancorporation | https://www.link | United States | 3,602 | 126 | 3.50% | ▼ -1 |
| 63 | Renasant Bank | https://www.link | United States | 1,672 | 58 | 3.47% | ▲ 13 |
| 64 | OceanFirst Bank | https://www.link | United States | 1,183 | 41 | 3.47% | New Entry |
| 65 | First American Bank | https://www.link | United States | 1,060 | 36 | 3.40% | New Entry |
| 66 | Equity Bank | https://www.link | United States | 1,028 | 32 | 3.11% | ▼ -19 |
| 67 | MidFirst Bank | https://www.link | United States | 1,903 | 59 | 3.10% | ▼ -14 |
| 68 | 1st Source Bank | https://www.link | United States | 1,079 | 33 | 3.06% | ▼ -49 |
| 69 | Pacific Premier Bank | https://www.link | United States | 1,189 | 36 | 3.03% | New Entry |
| 70 | Fulton Financial | https://www.link | United States | 1,027 | 31 | 3.02% | ▼ -6 |
| 71 | California Bank & Trust | https://www.link | United States | 1,375 | 41 | 2.98% | ▲ 6 |
| 72 | Republic Bank | https://www.link | United States | 1,381 | 41 | 2.97% | ▼ -37 |
| 73 | Federal Reserve Board | https://www.link | United States | 2,750 | 81 | 2.95% | ▼ -33 |
| 74 | Federal Reserve Bank of K | https://www.link | United States | 1,741 | 51 | 2.93% | ▼ -31 |
| 75 | Regions Bank | https://www.link | United States | 20,889 | 603 | 2.89% | ▼ -13 |
| 76 | Digital Federal Credit Union | https://www.link | United States | 1,189 | 34 | 2.86% | ▼ -18 |
| 77 | Provident Bank | https://www.link | United States | 1,556 | 44 | 2.83% | ▼ -14 |
| 78 | Webster Bank | https://www.link | United States | 4,989 | 139 | 2.79% | ▲ 2 |
| 79 | Citizens Business Bank | https://www.link | United States | 1,089 | 30 | 2.75% | ▼ -12 |
| 80 | Hancock Whitney | https://www.link | United States | 4,285 | 115 | 2.68% | ▼ -23 |
| 81 | Mechanics Bank | https://www.link | United States | 1,462 | 39 | 2.67% | ▼ -22 |
| 82 | Western Alliance Bank | https://www.link | United States | 3,417 | 90 | 2.63% | ▼ -10 |
| 83 | New York Community Bank | https://www.link | United States | 2,058 | 54 | 2.62% | ▲ 0 |
| 84 | Popular | https://www.link | United States | 6,420 | 167 | 2.60% | ▼ -24 |
| 85 | Washington Trust Bank | https://www.link | United States | 1,163 | 30 | 2.58% | ▼ -16 |
| 86 | Centennial Bank | https://www.link | United States | 1,387 | 35 | 2.52% | ▼ -35 |
| 87 | First Bank | https://www.link | United States | 2,657 | 66 | 2.48% | ▼ -13 |
| 88 | First Interstate | https://www.link | United States | 5,236 | 130 | 2.48% | ▼ -23 |
| 89 | Banner Bank | https://www.link | United States | 2,939 | 72 | 2.45% | ▲ 0 |
| 90 | IDB Bank | https://www.link | United States | 1,271 | 31 | 2.44% | ▼ -3 |
| 91 | Amegy Bank | https://www.link | United States | 1,585 | 38 | 2.40% | ▼ -10 |
| 92 | EverBank | https://www.link | United States | 1,846 | 44 | 2.38% | New Entry |
| 93 | Prosperity Bank | https://www.link | United States | 1,890 | 43 | 2.28% | ▼ -22 |
| 94 | Randolph Brooks Federal | https://www.link | United States | 1,288 | 29 | 2.25% | ▼ -16 |
| 95 | Santander Bank | https://www.link | United States | 10,565 | 217 | 2.05% | ▼ -10 |

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|-----|------------------------------|---|---------------|---------|-------|-------|-------|
| 96 | Federal Deposit Insurance | https://www.link | United States | 6,429 | 128 | 1.99% | ▼ -14 |
| 97 | First Hawaiian Bank | https://www.link | United States | 1,421 | 28 | 1.97% | ▼ -9 |
| 98 | Woodforest National Bank | https://www.link | United States | 3,758 | 70 | 1.86% | ▼ -12 |
| 99 | Bank of the West | https://www.link | United States | 7,665 | 141 | 1.84% | ▼ -20 |
| 100 | Bank of Hawaii | https://www.link | United States | 2,052 | 37 | 1.80% | ▼ -1 |
| 101 | Pacific Western Bank | https://www.link | United States | 2,491 | 44 | 1.77% | ▼ -47 |
| 102 | Bank of America | https://www.link | United States | 205,602 | 3,500 | 1.70% | ▼ -8 |
| 103 | Trustmark Bank | https://www.link | United States | 1,977 | 33 | 1.67% | ▼ -33 |
| 104 | FirstBank | https://www.link | United States | 3,891 | 58 | 1.49% | ▼ -6 |
| 105 | American Savings Bank | https://www.link | United States | 1,082 | 16 | 1.48% | ▼ -14 |
| 106 | East West Bank | https://www.link | United States | 3,666 | 52 | 1.42% | ▼ -9 |
| 107 | Office of the Comptroller of | https://www.link | United States | 3,455 | 48 | 1.39% | ▼ -15 |
| 108 | Cathay Bank | https://www.link | United States | 1,224 | 17 | 1.39% | ▼ -18 |
| 109 | BancFirst | https://www.link | United States | 1,350 | 17 | 1.26% | ▼ -16 |
| 110 | Central Bank & Trust Co. | https://www.link | United States | 1,136 | 13 | 1.14% | ▼ -14 |
| 111 | Chemical Bank | https://www.link | United States | 1,479 | 4 | 0.27% | ▼ -6 |

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