

DSMN8

Canada's Most Active Financial Services Professionals on Social - March 2024

Industry at a glance:

Average Score:
6.45%

Total Companies:
50

Global Industry Average:
5.05%

Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact are often greater than that of your corporate channels? Your employees are a more trusted source of information for 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, and conversions.

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 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.

To learn more about the potential impact of employee advocacy, and how to manage a successful program, enroll for our free course, The Employee Advocacy Certification (dsmn8.com/employee-advocacy-course), and you'll receive a complimentary copy of Bradley Keenan's acclaimed book, Employee Advocacy: 101 Cheat Codes.

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://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
1	Exterior Financial Group	https://www.linkedin.com/company/exterior-financial-group	Canada	1,502	309	20.57%	▲ 0
2	Raymond James	https://www.linkedin.com/company/raymond-james	Canada	1,258	172	13.67%	▲ 1
3	Scotia Wealth Management	https://www.linkedin.com/company/scotia-wealth-management	Canada	1,502	185	12.32%	▲ 1
4	RBC Wealth Management	https://www.linkedin.com/company/rbc-wealth-management	Canada	7,802	953	12.21%	▲ 1
5	BMO Private Wealth	https://www.linkedin.com/company/bmo-private-wealth	Canada	1,478	173	11.71%	▲ 3
6	Dominion Lending Centres	https://www.linkedin.com/company/dominion-lending-centres	Canada	2,093	233	11.13%	▲ 5
7	IG Wealth Management	https://www.linkedin.com/company/ig-wealth-management	Canada	6,110	670	10.97%	▼ -1
8	Nuvei	https://www.linkedin.com/company/nuvei	Canada	2,155	221	10.26%	▲ 2
9	Investissement Québec	https://www.linkedin.com/company/investissement-quebec	Canada	1,298	128	9.86%	▼ -7
10	BMO Commercial Bank	https://www.linkedin.com/company/bmo-commercial-bank	Canada	1,213	113	9.32%	▼ -3
11	Wealthsimple	https://www.linkedin.com/company/wealthsimple	Canada	1,145	105	9.17%	▲ 1
12	Mortgage Alliance	https://www.linkedin.com/company/mortgage-alliance	Canada	1,311	120	9.15%	▲ 2
13	BDO Canada	https://www.linkedin.com/company/bdo-canada	Canada	4,861	425	8.74%	▲ 0
14	KPMG Canada	https://www.linkedin.com/company/kpmg-canada	Canada	9,397	777	8.27%	▼ -5
15	Export Development Canada	https://www.linkedin.com/company/export-development-canada	Canada	2,441	183	7.50%	▲ 0
16	Greatway Financial	https://www.linkedin.com/company/greatway-financial	Canada	1,304	88	6.75%	▲ 2
17	CI Assante Wealth Management	https://www.linkedin.com/company/ci-assante-wealth-management	Canada	1,238	81	6.54%	▼ -1
18	Fidelity Canada	https://www.linkedin.com/company/fidelity-canada	Canada	1,269	79	6.23%	▲ 6
19	Investment Planning Consultants	https://www.linkedin.com/company/investment-planning-consultants	Canada	1,039	64	6.16%	▼ -2
20	National Bank Financial	https://www.linkedin.com/company/national-bank-financial	Canada	3,001	184	6.13%	▼ -1
21	EQ Bank	https://www.linkedin.com/company/eq-bank	Canada	1,487	91	6.12%	▲ 0

22	MALLETTE Société de con	https://www.linke	Canada	1,084	65	6.00%	▼ -2
23	Co-operators	https://www.linke	Canada	7,447	445	5.98%	▲ 4
24	OMERS	https://www.linke	Canada	1,480	88	5.95%	▲ 9
25	FCC / FAC	https://www.linke	Canada	2,178	129	5.92%	▲ 0
26	iA Financial Group	https://www.linke	Canada	8,431	463	5.49%	▲ 0
27	Element Fleet Managemen	https://www.linke	Canada	2,048	106	5.18%	▲ 14
28	Raymond Chabot Grant Th	https://www.linke	Canada	2,322	120	5.17%	▲ 0
29	Manulife Investment Mana	https://www.linke	Canada	2,515	129	5.13%	New Entry
30	Sun Life	https://www.linke	Canada	35,353	1,730	4.89%	▲ 2
31	Questrade Financial Group	https://www.linke	Canada	1,995	95	4.76%	▲ 6
32	Moneris	https://www.linke	Canada	2,187	102	4.66%	▼ -3
33	HOOPP	https://www.linke	Canada	1,051	48	4.57%	▼ -10
34	MCAP	https://www.linke	Canada	1,107	50	4.52%	▲ 2
35	MD Financial Management	https://www.linke	Canada	1,187	48	4.04%	▲ 0
36	Ontario Teachers' Pension	https://www.linke	Canada	1,804	71	3.94%	▼ -6
37	Fairstone Bank	https://www.linke	Canada	1,268	49	3.86%	▲ 2
38	Manulife Wealth	https://www.linke	Canada	1,295	50	3.86%	▼ -7
39	Foresters Financial	https://www.linke	Canada	1,454	53	3.65%	▲ 1
40	First National Financial	https://www.linke	Canada	1,324	48	3.63%	▼ -6
41	Servus Credit Union	https://www.linke	Canada	1,833	65	3.55%	▲ 2
42	BMO	https://www.linke	Canada	55,327	1,778	3.21%	▲ 2
43	BCI	https://www.linke	Canada	1,560	49	3.14%	New Entry
44	Coast Capital Savings	https://www.linke	Canada	1,714	53	3.09%	▼ -6
45	Symcor	https://www.linke	Canada	1,426	44	3.09%	▲ 3
46	Vancity	https://www.linke	Canada	2,496	74	2.96%	▼ -1
47	CIBC Mellon	https://www.linke	Canada	1,780	50	2.81%	▲ 0
48	TMX Group	https://www.linke	Canada	1,922	53	2.76%	▼ -2
49	CPP Investments	https://www.linke	Canada	2,283	59	2.58%	▼ -7
50	RBC Investor Services	https://www.linke	Canada	2,999	43	1.43%	▼ -1

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) or [contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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