

DSMN8

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

Industry at a glance:

Average Score:	Total Companies:	Global Industry Average:
5.10%	95	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

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	St. James's Place	https://www.linkedin.com/company/st-james-s-place	United Kingdom	3,566	580	16.31%	▲ 0
2	Checkout.com	https://www.linkedin.com/company/checkout-com	United Kingdom	1,788	214	11.97%	▲ 16
3	Hymans Robertson	https://www.linkedin.com/company/hymans-robertson	United Kingdom	1,083	112	10.34%	▲ 2
4	Tide	https://www.linkedin.com/company/tide	United Kingdom	1,751	181	10.34%	▲ 8
5	Preqin	https://www.linkedin.com/company/preqin	United Kingdom	1,349	139	10.30%	▲ 19
6	Ebury	https://www.linkedin.com/company/ebury	United Kingdom	1,527	141	9.23%	▼ -4
7	Dojo	https://www.linkedin.com/company/dojo	United Kingdom	1,450	125	8.62%	▼ -4
8	Evelyn Partners	https://www.linkedin.com/company/evelyn-partners	United Kingdom	3,057	263	8.60%	▼ -2
9	Skipton Building Society	https://www.linkedin.com/company/skipton-building-society	United Kingdom	1,788	153	8.56%	▲ 7
10	Paysafe	https://www.linkedin.com/company/paysafe	United Kingdom	3,461	288	8.32%	▲ 13
11	OSB Group	https://www.linkedin.com/company/osb-group	United Kingdom	1,163	96	8.25%	▲ 4
12	Aviva Investors	https://www.linkedin.com/company/aviva-investors	United Kingdom	1,355	111	8.19%	▼ -8
13	AXA UK	https://www.linkedin.com/company/axa-uk	United Kingdom	1,861	148	7.95%	▼ -6
14	Capco	https://www.linkedin.com/company/capco	United Kingdom	6,401	499	7.80%	▼ -6
15	Moniepoint Group	https://www.linkedin.com/company/moniepoint-group	United Kingdom	1,914	147	7.68%	▼ -4
16	eToro	https://www.linkedin.com/company/etoro	United Kingdom	2,383	180	7.55%	▼ -6
17	FinTrU	https://www.linkedin.com/company/fintru	United Kingdom	1,275	95	7.45%	▼ -4
18	Barnett Waddingham	https://www.linkedin.com/company/barnett-waddingham	United Kingdom	1,302	96	7.37%	▼ -1
19	Janus Henderson Investors	https://www.linkedin.com/company/janus-henderson-investors	United Kingdom	2,937	213	7.25%	▲ 9
20	Standard Life UK	https://www.linkedin.com/company/standard-life-uk	United Kingdom	1,037	74	7.14%	▲ 12
21	LCP	https://www.linkedin.com/company/lcp	United Kingdom	1,120	78	6.96%	▼ -1

22	LSEG	https://www.link€	United Kingdom	19,819		1,349	6.81%	▲ 0
23	SumUp	https://www.link€	United Kingdom	3,372		229	6.79%	▼ -14
24	Wise	https://www.link€	United Kingdom	5,493		366	6.66%	▲ 13
25	NewDay	https://www.link€	United Kingdom	1,105		69	6.24%	▲ 37
26	Revolut	https://www.link€	United Kingdom	12,263		761	6.21%	▼ -7
27	Hargreaves Lansdown	https://www.link€	United Kingdom	2,002		124	6.19%	▼ -13
28	Leeds Building Society	https://www.link€	United Kingdom	1,436		87	6.06%	▼ -3
29	Rathbones Group	https://www.link€	United Kingdom	1,710		101	5.91%	▲ 4
30	Aztec Group	https://www.link€	United Kingdom	1,669		97	5.81%	▼ -3
31	JTC Group	https://www.link€	United Kingdom	1,501		87	5.80%	▲ 13
32	Just Group	https://www.link€	United Kingdom	1,123		65	5.79%	▲ 2
33	RBC Brewin Dolphin	https://www.link€	United Kingdom	2,115		122	5.77%	▼ -7
34	Columbia Threadneedle In	https://www.link€	United Kingdom	1,495		86	5.75%	▼ -5
35	Acuity Knowledge Partners	https://www.link€	United Kingdom	5,907		331	5.60%	▲ 19
36	True Potential	https://www.link€	United Kingdom	1,023		56	5.47%	New Entry
37	Wesleyan	https://www.link€	United Kingdom	1,218		66	5.42%	▲ 6
38	Virgin Money	https://www.link€	United Kingdom	4,612		246	5.33%	▲ 2
39	Ninety One	https://www.link€	United Kingdom	1,358		72	5.30%	▲ 17
40	Vitality	https://www.link€	United Kingdom	2,184		113	5.17%	▼ -19
41	Aon	https://www.link€	United Kingdom	49,204		2,500	5.08%	▲ 20
42	Legal & General Investmer	https://www.link€	United Kingdom	2,426		123	5.07%	▼ -6
43	Schroders	https://www.link€	United Kingdom	5,415		274	5.06%	▼ -5
44	M&G plc	https://www.link€	United Kingdom	2,639		131	4.96%	▼ -2
45	Royal London	https://www.link€	United Kingdom	3,116		153	4.91%	▲ 21
46	Marex	https://www.link€	United Kingdom	1,698		83	4.89%	▲ 3
47	Motability Operations	https://www.link€	United Kingdom	1,089		53	4.87%	▼ -8
48	IG Group	https://www.link€	United Kingdom	2,744		132	4.81%	▲ 3
49	Yorkshire Building Society	https://www.link€	United Kingdom	2,764		132	4.78%	▲ 3
50	AXA Health	https://www.link€	United Kingdom	2,263		107	4.73%	▲ 7
51	XPS Pensions Group	https://www.link€	United Kingdom	1,166		55	4.72%	▼ -10
52	Quilter	https://www.link€	United Kingdom	2,173		98	4.51%	▲ 23
53	AJ Bell	https://www.link€	United Kingdom	1,151		51	4.43%	▼ -18
54	WTW	https://www.link€	United Kingdom	50,967		2,200	4.32%	▲ 4
55	M&G Investments	https://www.link€	United Kingdom	1,769		75	4.24%	▼ -25
56	FinTech Foundry	https://www.link€	United Kingdom	7,686		325	4.23%	▼ -11
57	LSEG Data & Analytics	https://www.link€	United Kingdom	6,638		271	4.08%	▲ 11
58	Fidelity International	https://www.link€	United Kingdom	9,939		405	4.07%	▼ -3
59	Investec	https://www.link€	United Kingdom	9,068		369	4.07%	▼ -13
60	Financial Conduct Authority	https://www.link€	United Kingdom	5,090		206	4.05%	▼ -13
61	Legal & General	https://www.link€	United Kingdom	8,039		314	3.91%	▼ -2
62	Huntswood	https://www.link€	United Kingdom	1,588		62	3.90%	▼ -2
63	Lowell	https://www.link€	United Kingdom	1,855		70	3.77%	▼ -10
64	Phoenix Group	https://www.link€	United Kingdom	6,324		234	3.70%	▲ 1
65	Saga plc.	https://www.link€	United Kingdom	1,771		65	3.67%	▼ -17
66	Finastra	https://www.link€	United Kingdom	12,806		466	3.64%	▲ 1
67	Equiniti	https://www.link€	United Kingdom	4,368		157	3.59%	▲ 17
68	HSBC	https://www.link€	United Kingdom	172,247		6,000	3.48%	▲ 2
69	abrdn	https://www.link€	United Kingdom	6,025		206	3.42%	▲ 3
70	Nationwide Building Societ	https://www.link€	United Kingdom	12,031		406	3.37%	▲ 1
71	Sainsbury's Bank	https://www.link€	United Kingdom	1,581		53	3.35%	▲ 7
72	CMC Markets	https://www.link€	United Kingdom	1,408		47	3.34%	▼ -8
73	Baillie Gifford	https://www.link€	United Kingdom	1,714		56	3.27%	▼ -23
74	Scottish Widows	https://www.link€	United Kingdom	1,906		62	3.25%	▲ 2
75	Admiral Group	https://www.link€	United Kingdom	7,802		247	3.17%	▲ 2
76	Aviva	https://www.link€	United Kingdom	22,699		710	3.13%	▼ -7
77	FNZ Group	https://www.link€	United Kingdom	4,516		140	3.10%	▼ -14
78	Travellex	https://www.link€	United Kingdom	4,450		131	2.94%	▲ 4
79	Lloyds Banking Group	https://www.link€	United Kingdom	59,767		1,697	2.84%	▲ 4
80	Barclays	https://www.link€	United Kingdom	73,016		2,072	2.84%	▲ 0
81	LV=	https://www.link€	United Kingdom	3,554		100	2.81%	▼ -2
82	Domestic & General	https://www.link€	United Kingdom	2,625		69	2.63%	▼ -9
83	SmartStream Technologies	https://www.link€	United Kingdom	1,075		28	2.60%	▼ -9
84	Financial Ombudsman Ser	https://www.link€	United Kingdom	2,339		55	2.35%	▼ -3
85	FXCM	https://www.link€	United Kingdom	1,098		24	2.19%	▲ 1
86	Diligenta	https://www.link€	United Kingdom	2,240		48	2.14%	▼ -1
87	Close Brothers	https://www.link€	United Kingdom	3,747		75	2.00%	▲ 1
88	Student Loans Company	https://www.link€	United Kingdom	3,069		55	1.79%	▲ 3
89	Barclays Wealth Managem	https://www.link€	United Kingdom	2,941		48	1.63%	▲ 1
90	The Co-operative Bank	https://www.link€	United Kingdom	4,047		64	1.58%	▼ -1
91	BGC Group	https://www.link€	United Kingdom	2,425		38	1.57%	New Entry
92	Barclaycard	https://www.link€	United Kingdom	3,632		47	1.29%	▲ 1
93	TP ICAP	https://www.link€	United Kingdom	6,777		83	1.22%	▼ -1

94	ICAP	https://www.link United Kingdom	2,566	16	0.62%	▲ 0
95	Prudential UK	https://www.linke United Kingdom	4,753	15	0.32%	▲ 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.

[Visit our website](#) [our contact us at support@dsmn8.com](#)



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