

DSMN8

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

Industry at a glance:

Average Score:
7.15%

Total Companies:
49

Global Industry Average:
5.46%

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	Experior Financial Group	https://www.linkedin.com/company/experior-financial-group/	Canada	1,321	242	18.32%	▲ 1
2	Investissement Québec	https://www.linkedin.com/company/investissement-quebec/	Canada	1,261	217	17.21%	▼ -1
3	Raymond James	https://www.linkedin.com/company/raymond-james/	Canada	1,224	191	15.60%	▲ 0
4	Scotia Wealth Management	https://www.linkedin.com/company/scotia-wealth-management/	Canada	1,337	167	12.49%	▲ 1
5	RBC Wealth Management	https://www.linkedin.com/company/rbc-wealth-management/	Canada	7,692	932	12.12%	▲ 3
6	IG Wealth Management	https://www.linkedin.com/company/ig-wealth-management/	Canada	6,076	681	11.21%	▲ 3
7	BMO Commercial Bank	https://www.linkedin.com/company/bmo-commercial-bank/	Canada	1,074	116	10.80%	New Entry
8	BMO Private Wealth	https://www.linkedin.com/company/bmo-private-wealth/	Canada	1,465	158	10.78%	▲ 5
9	KPMG Canada	https://www.linkedin.com/company/kpmg-canada/	Canada	9,077	957	10.54%	▲ 11
10	Nuvei	https://www.linkedin.com/company/nuvei/	Canada	2,056	209	10.17%	▲ 5
11	Dominion Lending Centres	https://www.linkedin.com/company/dominion-lending-centres/	Canada	2,063	205	9.94%	▲ 12
12	Wealthsimple	https://www.linkedin.com/company/wealthsimple/	Canada	1,052	94	8.94%	▼ -6
13	BDO Canada	https://www.linkedin.com/company/bdo-canada/	Canada	4,716	420	8.91%	▲ 4
14	Mortgage Alliance	https://www.linkedin.com/company/mortgage-alliance/	Canada	1,286	113	8.79%	▲ 14
15	Export Development Canada	https://www.linkedin.com/company/export-development-canada/	Canada	2,469	207	8.38%	▼ -5
16	CI Assante Wealth Management	https://www.linkedin.com/company/ci-assante-wealth-management/	Canada	1,225	92	7.51%	▲ 22
17	Investment Planning Count	https://www.linkedin.com/company/investment-planning-count/	Canada	1,048	78	7.44%	▲ 4
18	Greatway Financial	https://www.linkedin.com/company/greatway-financial/	Canada	1,245	92	7.39%	▲ 1
19	National Bank Financial	https://www.linkedin.com/company/national-bank-financial/	Canada	2,987	220	7.37%	▲ 7
20	MALLETTE	https://www.linkedin.com/company/mallette/	Canada	1,028	75	7.30%	New Entry
21	EQ Bank	https://www.linkedin.com/company/eq-bank/	Canada	1,405	101	7.19%	▲ 8
22	MyForexFunds	https://www.linkedin.com/company/myforexfunds/	Canada	1,133	81	7.15%	▼ -11
23	HOOPP	https://www.linkedin.com/company/hoop/	Canada	1,033	70	6.78%	▲ 1

24	Fidelity Canada	https://www.linkedin.com/company/fidelity-canada	Canada	1,151	73	6.34%	▼ -2
25	FCC	https://www.linkedin.com/company/fcc	Canada	2,143	133	6.21%	▲ 0
26	iA Financial Group	https://www.linkedin.com/company/ia-financial-group	Canada	8,136	488	6.00%	▲ 9
27	Co-operators	https://www.linkedin.com/company/co-operators	Canada	7,291	436	5.98%	▲ 10
28	Raymond Chabot Grant Thornton	https://www.linkedin.com/company/raymond-chabot-grant-thornton	Canada	2,292	132	5.76%	▼ -1
29	Moneris	https://www.linkedin.com/company/moneris	Canada	2,190	121	5.53%	▲ 5
30	Ontario Teachers' Pension	https://www.linkedin.com/company/ontario-teachers-pension	Canada	1,724	95	5.51%	▲ 10
31	Manulife Securities	https://www.linkedin.com/company/manulife-securities	Canada	1,265	68	5.38%	▲ 13
32	Sun Life	https://www.linkedin.com/company/sun-life	Canada	34,745	1,802	5.19%	▲ 14
33	OMERS	https://www.linkedin.com/company/omers	Canada	1,460	75	5.14%	▼ -1
34	First National Financial LP	https://www.linkedin.com/company/first-national-financial-lp	Canada	1,302	65	4.99%	▲ 8
35	MD Financial Management	https://www.linkedin.com/company/md-financial-management	Canada	1,205	59	4.90%	▼ -2
36	MCAP	https://www.linkedin.com/company/mcap	Canada	1,116	54	4.84%	▲ 11
37	Questrade Financial Group	https://www.linkedin.com/company/questrade-financial-group	Canada	1,904	92	4.83%	▼ -7
38	Coast Capital Savings	https://www.linkedin.com/company/coast-capital-savings	Canada	1,694	79	4.66%	▲ 12
39	Fairstone Bank	https://www.linkedin.com/company/fairstone-bank	Canada	1,224	53	4.33%	▲ 0
40	Foresters Financial	https://www.linkedin.com/company/foresters-financial	Canada	1,428	60	4.20%	▲ 14
41	Element Fleet Management	https://www.linkedin.com/company/element-fleet-management	Canada	2,011	82	4.08%	▲ 4
42	CPP Investments	https://www.linkedin.com/company/cpp-investments	Canada	2,265	88	3.89%	▲ 6
43	Servus Credit Union	https://www.linkedin.com/company/servus-credit-union	Canada	1,823	66	3.62%	▼ -7
44	BMO	https://www.linkedin.com/company/bmo	Canada	53,180	1,825	3.43%	▲ 9
45	Vancity	https://www.linkedin.com/company/vancity	Canada	2,465	81	3.29%	▲ 9
46	TMX Group	https://www.linkedin.com/company/tmx-group	Canada	1,909	57	2.99%	New Entry
47	CIBC Mellon	https://www.linkedin.com/company/cibc-mellon	Canada	1,759	41	2.33%	▲ 8
48	Symcor	https://www.linkedin.com/company/symcor	Canada	1,390	32	2.30%	▲ 1
49	RBC Investor Services	https://www.linkedin.com/company/rbc-investor-services	Canada	3,120	67	2.15%	New Entry

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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