



The USA's Most Active Banking Professionals on Social - April 2024

Industry at a glance:



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 Change
1	Edge Home Finance	https://www.link	United States	895	249	27.82%	▲ 0
2	Live Oak Bank	https://www.link	United States	939	148	15.76%	▲ 1
3	Liberty Bank - CT	https://www.link	United States	680	95	13.97%	▼ -1
4	American Bankers Associa	https://www.link	United States	542	72	13.28%	▲ 0
5	Customers Bank	https://www.link	United States	869	96	11.05%	▲ 14
6	Veritex Community Bank	https://www.link	United States	706	73	10.34%	▲ 2
7	The Cape Cod Five Cents	https://www.link	United States	529	51	9.64%	▲ 27
8	Truiliant Federal Credit Uni	https://www.link	United States	709	66	9.31%	▼ -1
9	Columbia Bank New Jerse	https://www.link	United States	604	55	9.11%	▼ -4
10	Origin Bank	https://www.link	United States	710	60	8.45%	▲ 22
11	UW Credit Union	https://www.link	United States	797	67	8.41%	▲ 20
12	Elevations Credit Union	https://www.link	United States	613	51	8.32%	▲ 8
13	Dime Community Bank	https://www.link	United States	709	56	7.90%	▲ 55
14	Teachers Federal Credit Ur	https://www.link	United States	672	53	7.89%	▼ -8
15	Members 1st Federal Cred	https://www.link	United States	939	73	7.77%	▼ -3
16	Centier Bank	https://www.link	United States	944	73	7.73%	▼ -3
17	Camden National Bank	https://www.link	United States	572	44	7.69%	▼ -1
18	Varo Bank	https://www.link	United States	536	41	7.65%	▲ 0
19	HSA Bank, a division of We	https://www.link	United States	594	45	7.58%	▲ 14
20	Coastal Credit Union	https://www.link	United States	529	40	7.56%	▼ -11
21	CommunityAmerica Credit	https://www.link	United States	690	52	7.54%	▲ 26

22	AmeriCU Credit Union	https://www.link	United States	631	45	7.13%	▲ 22
23	Bethpage Federal Credit U	https://www.link	United States	716	51	7.12%	▼ -8
24	ServisFirst Bank	https://www.link	United States	571	40	7.01%	▼ -7
25	Heartland Bank and Trust	https://www.link	United States	748	51	6.82%	▼ -14
26	Sunflower Bank	https://www.link	United States	779	53	6.80%	▲ 0
27	Midland States Bank	https://www.link	United States	735	49	6.67%	▲ 82
28	PSECU	https://www.link	United States	915	61	6.67%	▲ 0
29	City National Bank of Flori	https://www.link	United States	918	60	6.54%	▼ -19
30	Bank of England Mortgage	https://www.link	United States	812	52	6.40%	▲ 23
31	Tompkins Community Bank	https://www.link	United States	603	38	6.30%	▲ 12
32	Virginia Credit Union	https://www.link	United States	701	44	6.28%	▲ 14
33	The Bancorp	https://www.link	United States	829	52	6.27%	▲ 74
34	EagleBank	https://www.link	United States	558	35	6.27%	▲ 31
35	Horizon Bank	https://www.link	United States	649	40	6.16%	▼ -6
36	Mercantile Bank	https://www.link	United States	707	42	5.94%	▲ 19
37	Lakeland Bank	https://www.link	United States	758	45	5.94%	▲ 27
38	Amalgamated Bank	https://www.link	United States	574	34	5.92%	▼ -1
39	AgFirst Farm Credit Bank	https://www.link	United States	835	49	5.87%	▲ 15
40	Apple Federal Credit Union	https://www.link	United States	572	33	5.77%	▲ 11
41	Summit Credit Union	https://www.link	United States	718	41	5.71%	▼ -1
42	Enterprise Bank	https://www.link	United States	561	32	5.70%	▲ 10
43	OnPoint Community Credit	https://www.link	United States	633	36	5.69%	▼ -13
44	Santander Private Banking	https://www.link	United States	689	38	5.52%	▲ 42
45	Stock Yards Bank & Trust	https://www.link	United States	816	45	5.51%	▼ -24
46	Ent Credit Union	https://www.link	United States	965	51	5.28%	▼ -7
47	Redwood Credit Union	https://www.link	United States	573	30	5.24%	▲ 9
48	Middlesex Savings Bank	https://www.link	United States	542	28	5.17%	▲ 29
49	Wings Credit Union	https://www.link	United States	524	27	5.15%	▲ 31
50	Vantage West Credit Union	https://www.link	United States	583	30	5.15%	▼ -5
51	Alpine Bank	https://www.link	United States	549	28	5.10%	▲ 19
52	Federal Home Loan Bank	https://www.link	United States	628	32	5.10%	▼ -4
53	Heritage Bank NW	https://www.link	United States	652	33	5.06%	▼ -15
54	Salem Five Bank	https://www.link	United States	648	31	4.78%	▼ -12
55	Capital City Bank Group	https://www.link	United States	738	34	4.61%	▲ 27
56	Logix Federal Credit Union	https://www.link	United States	675	30	4.44%	▲ 15
57	Tri Counties Bank	https://www.link	United States	945	42	4.44%	▲ 0
58	Wescom Credit Union	https://www.link	United States	689	30	4.35%	▲ 37
59	MIDFLORIDA Credit Union	https://www.link	United States	621	27	4.35%	▲ 26
60	Gate City Bank	https://www.link	United States	530	23	4.34%	▼ -19
61	STAR Financial Bank	https://www.link	United States	561	24	4.28%	▲ 1
62	National Bank of Arizona	https://www.link	United States	683	29	4.25%	▲ 12
63	ConnectOne Bank	https://www.link	United States	519	22	4.24%	▼ -3
64	Gateway	https://www.link	United States	723	30	4.15%	▲ 8
65	Southside Bank	https://www.link	United States	654	27	4.13%	▲ 4
66	The First Bank	https://www.link	United States	561	23	4.10%	▼ -39
67	Idaho Central Credit Union	https://www.link	United States	962	39	4.05%	▲ 20
68	American National Bank of	https://www.link	United States	726	29	3.99%	▼ -2
69	Colony Bank	https://www.link	United States	717	28	3.91%	▲ 22
70	Ocean Bank	https://www.link	United States	753	29	3.85%	▼ -3
71	Affinity Plus Federal Credit	https://www.link	United States	586	22	3.75%	▲ 8
72	National Cooperative Bank	https://www.link	United States	536	20	3.73%	▲ 29
73	Five Star Bank	https://www.link	United States	537	20	3.72%	▼ -10
74	Redstone Federal Credit U	https://www.link	United States	785	29	3.69%	▼ -15
75	Nicolet National Bank	https://www.link	United States	668	24	3.59%	▼ -25
76	Service Credit Union	https://www.link	United States	670	24	3.58%	▼ -1
77	Patelco Credit Union	https://www.link	United States	929	33	3.55%	▼ -52
78	City National Bank	https://www.link	United States	553	19	3.44%	New Entry
79	BHI	https://www.link	United States	613	21	3.43%	▲ 23
80	Independent Bank	https://www.link	United States	910	31	3.41%	▲ 3
81	Fulton Financial	https://www.link	United States	998	33	3.31%	New Entry
82	Trustco Bank	https://www.link	United States	635	20	3.15%	▼ -46
83	DFCU Financial	https://www.link	United States	545	17	3.12%	▲ 5
84	QNB Bank	https://www.link	United States	648	20	3.09%	▲ 14
85	WSECU	https://www.link	United States	622	19	3.05%	▼ -24
86	American National Bank	https://www.link	United States	563	17	3.02%	▼ -28
87	San Diego County Credit U	https://www.link	United States	605	18	2.98%	▲ 19
88	Old Second National Bank	https://www.link	United States	775	23	2.97%	▲ 12
89	Unity Bank	https://www.link	United States	553	16	2.89%	▼ -13
90	First Financial Bank	https://www.link	United States	561	16	2.85%	▼ -6
91	Bank of Hope	https://www.link	United States	746	21	2.82%	▲ 1
92	Nevada State Bank	https://www.link	United States	573	16	2.79%	▲ 12
93	Union Savings Bank	https://www.link	United States	758	21	2.77%	▲ 0

94	Farmers & Merchants Bank	https://www.link	United States	653	18	2.76%	▼ -21
95	Guaranty Bank & Trust	https://www.link	United States	515	14	2.72%	▼ -46
96	Fremont Bank	https://www.link	United States	869	23	2.65%	▲ 0
97	Central Pacific Bank	https://www.link	United States	621	16	2.58%	▼ -8
98	Peoples Bank	https://www.link	United States	674	17	2.52%	▼ -8
99	BankPlus	https://www.link	United States	793	20	2.52%	▼ -2
100	PlainsCapital Bank	https://www.link	United States	945	22	2.33%	▲ 3
101	Great Southern Bank	https://www.link	United States	819	19	2.32%	▼ -7
102	CTBC Bank Corp. (USA)	https://www.link	United States	656	12	1.83%	▲ 6
103	CEFCU	https://www.link	United States	568	10	1.76%	▲ 10
104	First Security Bank	https://www.link	United States	744	13	1.75%	▲ 7
105	Sumitomo Mitsui Trust Ban	https://www.link	United States	509	8	1.57%	▲ 5
106	Veridian Credit Union	https://www.link	United States	521	8	1.54%	New Entry
107	Exchange Bank	https://www.link	United States	539	8	1.48%	▼ -2
108	Pinnacle Bank	https://www.link	United States	966	11	1.14%	▲ 6
109	First Community Bank	https://www.link	United States	972	9	0.93%	▲ 6
110	Police and Fire Federal Cr	https://www.link	United States	612	2	0.33%	▲ 2

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