

DSMN8

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

Industry at a glance:

Average Score:
7.01%

Total Companies:
91

Global Industry Average:
6.58%

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 Change
1	St. James's Place	https://www.linkedin.com/company/st-james-s-place	United Kingdom	3,548	613	17.28%	▲ 0
2	Ebury	https://www.linkedin.com/company/ebury	United Kingdom	1,522	214	14.06%	▲ 4
3	Capco	https://www.linkedin.com/company/capco	United Kingdom	6,560	886	13.51%	▲ 11
4	Hymans Robertson	https://www.linkedin.com/company/hymans-robertson	United Kingdom	1,094	141	12.89%	▼ -1
5	Checkout.com	https://www.linkedin.com/company/checkout-com	United Kingdom	1,830	234	12.79%	▼ -3
6	Dojo	https://www.linkedin.com/company/dojo	United Kingdom	1,489	190	12.76%	▲ 1
7	Preqin	https://www.linkedin.com/company/preqin	United Kingdom	1,392	175	12.57%	▼ -2
8	Evelyn Partners	https://www.linkedin.com/company/evelyn-partners	United Kingdom	3,146	389	12.36%	▲ 0
9	Barnett Waddingham	https://www.linkedin.com/company/barnett-waddingham	United Kingdom	1,324	162	12.24%	▲ 9
10	Skipton Building Society	https://www.linkedin.com/company/skipton-building-society	United Kingdom	1,878	227	12.09%	▼ -1
11	SumUp	https://www.linkedin.com/company/sumup	United Kingdom	3,330	391	11.74%	▲ 12
12	Moniepoint Group	https://www.linkedin.com/company/moniepoint-group	United Kingdom	2,330	265	11.37%	▲ 3
13	Wise	https://www.linkedin.com/company/wise	United Kingdom	5,854	635	10.85%	▲ 11
14	OSB Group	https://www.linkedin.com/company/osb-group	United Kingdom	1,200	124	10.33%	▼ -3
15	eToro	https://www.linkedin.com/company/etoro	United Kingdom	2,424	250	10.31%	▲ 1
16	Columbia Threadneedle In	https://www.linkedin.com/company/columbia-threadneedle-in	United Kingdom	1,478	152	10.28%	▲ 18
17	LCP	https://www.linkedin.com/company/lcp	United Kingdom	1,152	118	10.24%	▲ 4
18	Rathbones Group	https://www.linkedin.com/company/rathbones-group	United Kingdom	1,736	175	10.08%	▲ 11
19	Motability Operations	https://www.linkedin.com/company/motability-operations	United Kingdom	1,132	114	10.07%	▲ 28
20	AXA UK	https://www.linkedin.com/company/axa-uk	United Kingdom	1,945	192	9.87%	▼ -7
21	Aviva Investors	https://www.linkedin.com/company/aviva-investors	United Kingdom	1,349	133	9.86%	▼ -9

22	Tide	https://www.link€	United Kingdom	1,937		183	9.45%	▼ -18
23	Revolut	https://www.link€	United Kingdom	13,785		1,262	9.15%	▲ 3
24	LSEG (London Stock Exch	https://www.link€	United Kingdom	20,417		1,840	9.01%	▼ -2
25	Wesleyan	https://www.link€	United Kingdom	1,237		111	8.97%	▲ 12
26	Paysafe	https://www.link€	United Kingdom	3,559		312	8.77%	▼ -16
27	Hargreaves Lansdown	https://www.link€	United Kingdom	2,016		168	8.33%	▲ 0
28	Standard Life UK	https://www.link€	United Kingdom	1,041		86	8.26%	▼ -8
29	FinTrU	https://www.link€	United Kingdom	1,288		106	8.23%	▼ -12
30	Just Group	https://www.link€	United Kingdom	1,165		95	8.15%	▲ 2
31	RBC Brewin Dolphin	https://www.link€	United Kingdom	2,127		172	8.09%	▲ 2
32	Acuity Knowledge Partners	https://www.link€	United Kingdom	6,129		487	7.95%	▲ 3
33	Legal & General Investmer	https://www.link€	United Kingdom	2,482		193	7.78%	▲ 9
34	XPS Pensions Group	https://www.link€	United Kingdom	1,209		93	7.69%	▲ 17
35	Leeds Building Society	https://www.link€	United Kingdom	1,428		109	7.63%	▼ -7
36	Aon	https://www.link€	United Kingdom	52,953		4,000	7.55%	▲ 5
37	Vitality	https://www.link€	United Kingdom	2,210		162	7.33%	▲ 3
38	M&G	https://www.link€	United Kingdom	2,691		196	7.28%	▲ 6
39	Schroders	https://www.link€	United Kingdom	5,384		389	7.23%	▲ 4
40	Yorkshire Building Society	https://www.link€	United Kingdom	2,842		200	7.04%	▲ 9
41	M&G Investments	https://www.link€	United Kingdom	1,779		123	6.91%	▲ 14
42	Royal London	https://www.link€	United Kingdom	3,205		220	6.86%	▲ 3
43	JTC Group	https://www.link€	United Kingdom	1,560		107	6.86%	▼ -12
44	True Potential	https://www.link€	United Kingdom	1,052		69	6.56%	▼ -8
45	Baillie Gifford	https://www.link€	United Kingdom	1,663		109	6.55%	▲ 28
46	IG Group	https://www.link€	United Kingdom	2,772		179	6.46%	▲ 2
47	Virgin Money	https://www.link€	United Kingdom	4,670		298	6.38%	▼ -9
48	Marex	https://www.link€	United Kingdom	1,855		114	6.15%	▼ -2
49	AJ Bell	https://www.link€	United Kingdom	1,189		73	6.14%	▲ 4
50	Legal & General	https://www.link€	United Kingdom	8,200		488	5.95%	▲ 11
51	Alpha Group	https://www.link€	United Kingdom	1,032		60	5.81%	New Entry
52	Lowell	https://www.link€	United Kingdom	1,844		107	5.80%	▲ 11
53	Investec	https://www.link€	United Kingdom	9,165		519	5.66%	▲ 6
54	Ninety One	https://www.link€	United Kingdom	1,385		77	5.56%	▼ -15
55	Fidelity International	https://www.link€	United Kingdom	10,004		552	5.52%	▲ 3
56	Scottish Widows	https://www.link€	United Kingdom	1,941		107	5.51%	▲ 18
57	abrdn	https://www.link€	United Kingdom	5,847		321	5.49%	▲ 12
58	NewDay	https://www.link€	United Kingdom	1,097		60	5.47%	▼ -33
59	Saga	https://www.link€	United Kingdom	1,776		96	5.41%	▲ 6
60	Aztec Group	https://www.link€	United Kingdom	1,716		92	5.36%	▼ -30
61	SmartStream Technologies	https://www.link€	United Kingdom	1,082		57	5.27%	▲ 22
62	Quilter	https://www.link€	United Kingdom	2,208		114	5.16%	▼ -10
63	Phoenix Group	https://www.link€	United Kingdom	6,489		334	5.15%	▲ 1
64	WTW	https://www.link€	United Kingdom	50,156		2,500	4.98%	▼ -10
65	HSBC	https://www.link€	United Kingdom	171,329		8,500	4.96%	▲ 3
66	Nationwide Building Societ	https://www.link€	United Kingdom	12,120		589	4.86%	▲ 4
67	FNZ Group	https://www.link€	United Kingdom	4,594		220	4.79%	▲ 10
68	LSEG Data & Analytics	https://www.link€	United Kingdom	6,321		302	4.78%	▼ -11
69	Sainsbury's Bank	https://www.link€	United Kingdom	1,567		74	4.72%	▲ 2
70	CMC Markets	https://www.link€	United Kingdom	1,359		64	4.71%	▲ 2
71	AXA Health	https://www.link€	United Kingdom	2,311		107	4.63%	▼ -21
72	Finastra	https://www.link€	United Kingdom	12,899		593	4.60%	▼ -6
73	Equiniti	https://www.link€	United Kingdom	4,598		204	4.44%	▼ -6
74	Aviva	https://www.link€	United Kingdom	23,066		992	4.30%	▲ 2
75	Huntswood	https://www.link€	United Kingdom	1,638		70	4.27%	▼ -13
76	Barclays	https://www.link€	United Kingdom	71,441		3,000	4.20%	▲ 4
77	Admiral Group	https://www.link€	United Kingdom	8,367		347	4.15%	▼ -2
78	Travellex	https://www.link€	United Kingdom	4,549		188	4.13%	▲ 0
79	Lloyds Banking Group	https://www.link€	United Kingdom	60,352		2,450	4.06%	▲ 0
80	LV=	https://www.link€	United Kingdom	3,497		141	4.03%	▲ 1
81	Diligenta	https://www.link€	United Kingdom	2,347		88	3.75%	▲ 5
82	Domestic & General	https://www.link€	United Kingdom	2,705		96	3.55%	▲ 0
83	The Co-operative Bank	https://www.link€	United Kingdom	4,120		130	3.16%	▲ 7
84	Financial Ombudsman Ser	https://www.link€	United Kingdom	2,342		63	2.69%	▲ 0
85	Close Brothers	https://www.link€	United Kingdom	3,738		81	2.17%	▲ 2
86	Barclays Wealth Managem	https://www.link€	United Kingdom	2,871		58	2.02%	▲ 3
87	TP ICAP	https://www.link€	United Kingdom	6,809		136	2.00%	▲ 6
88	FXCM	https://www.link€	United Kingdom	1,086		20	1.84%	▼ -3
89	Barclaycard	https://www.link€	United Kingdom	3,544		65	1.83%	▲ 3
90	ICAP	https://www.link€	United Kingdom	2,578		18	0.70%	▲ 4
91	Prudential UK	https://www.link€	United Kingdom	4,684		24	0.51%	▲ 4

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