## **SMN8**

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

## Industry at a glance:

**Average Score:** 

6.49%

**Total Companies:** 

283

**Global Industry Average:** 

6.70%

## 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	Beacon Pointe	https://www.linke	United States	511	197	38.55%	New Entry			
2	Edward Jones US	https://www.linke	United States	597	149	24.96%	New Entry			
3	Lincoln Financial Distributo	https://www.linke	United States	584	142	24.32%	▲ 2			
4	Guaranteed Rate Affinity	https://www.linke	United States	898	217	24.16%	▲ 0			
5	Barnum Financial Group	https://www.linke	United States	687	166	24.16%	▼ -4			
6	NAV Fund Administration G	https://www.linke	United States	951	212	22.29%	▲ 184			
7	Baystate Financial	https://www.linke	United States	500	110	22.00%	New Entry			
8	Moneta	https://www.linke	United States	514	96	18.68%	New Entry			
9	Bell Bank Mortgage	https://www.linke	United States	515	93	18.06%	▲ 4			
10	IDB Invest	https://www.linke	United States	718	129	17.97%	▼ -7			
11	DailyPay	https://www.linke	United States	833	143	17.17%	▼ -9			
12	SWBC Mortgage	https://www.linke	United States	543	92	16.94%	▼ -2			
13	Ruoff Mortgage	https://www.linke	United States	732	122	16.67%	▲ 19			
14	Kraken Digital Asset Excha	https://www.linke	United States	605	99	16.36%	New Entry			
15	Papaya Global	https://www.linke	United States	821	134	16.32%	<b>▲ 1</b>			
16	Nations Lending	https://www.linke	United States	933	137	14.68%	<b>▲ 1</b>			
17	WealthWave	https://www.linke	United States	845	124	14.67%	▼ -9			
18	C2 Financial	https://www.linke	United States	636	91	14.31%	▼ -6			
19	Mutual of Omaha Mortgage	https://www.linke	United States	911	129	14.16%	▲ 12			
20	Atlantic Bay Mortgage Grou	https://www.linke	United States	878	123	14.01%	▲ 6			
21	Churchill Mortgage	https://www.linke	United States	629	87	13.83%	▲ 3			

		https://www.linke		603	83	13.76%	▲ 20
23 LIMF	RA	https://www.linke	United States	546	74	13.55%	▲ 0
24 Rock	ket Companies	https://www.linke	United States	646	87	13.47%	New Ent
25 E Mc	ortgage Capital	https://www.linke	United States	645	86	13.33%	▼ -11
26 Billtri		https://www.linke		858	114	13.29%	▼ -15
		https://www.linke		527	69	13.09%	<b>↓</b> 0
		https://www.linke		604	79	13.08%	New Ent
29 Anni	ieMac Home Mortgage	https://www.linke	United States	706	92	13.03%	▲ 9
30 Gene	eva Financial	https://www.linke	United States	633	79	12.48%	▼ -15
31 Anal	lytix Solutions	https://www.linke	United States	643	80	12.44%	<b>▲ 12</b>
		https://www.linke		756	92	12.17%	▲ 24
		https://www.linke		601	72	11.98%	▼ -12
33 Reor							
	York Life Investments	-		860	103	11.98%	▼ -1
35 Form	midium	https://www.linke	United States	736	88	11.96%	▲ 97
36 Wate	erstone Mortgage	https://www.linke	United States	790	94	11.90%	▼ -7
37 Sun	West Mortgage Compa	https://www.linke	United States	687	80	11.64%	▼ -15
	rgreen Home Loans NN			611	71	11.62%	▲ 13
	-	https://www.linke		844	98	11.61%	▼ -5
		-					
		https://www.linke		597	69	11.56%	▲ 33
41 Wint	trust Mortgage	https://www.linke	United States	781	85	10.88%	▼ -6
42 Merc	chants Fleet	https://www.linke	United States	685	74	10.80%	▼ -17
43 Melio	io	https://www.linke	United States	614	65	10.59%	▲ 4
		https://www.linke		751	79	10.52%	<u> </u>
	0 0	-					
		https://www.linke		610	64	10.49%	▲ 19
46 Flex		https://www.linke		521	54	10.36%	New Ent
47 Repu	ublic	https://www.linke	United States	652	67	10.28%	▼ -28
48 Lenn	nar Mortgage	https://www.linke	United States	923	89	9.64%	▲ 15
		https://www.linke		529	51	9.64%	▼ -21
	n Hancock Investment	_		528	50	9.47%	▲ 69
51 MX		https://www.linke		840	79	9.40%	▼ -12
	leo Financial Technolog	https://www.linke	United States	804	75	9.33%	▼ -6
53 Junip	iper Square	https://www.linke	United States	538	50	9.29%	New Ent
54 Accid	ion	https://www.linke	United States	664	61	9.19%	▲ 23
		https://www.linke		744	68	9.14%	▲ 11
56 i-exc		https://www.linke		638	58	9.09%	New Ent
		https://www.linke		507	46	9.07%	New Ent
58 Alkai	ami Technology	https://www.linke	United States	940	85	9.04%	▼ -22
59 Avar	ntax	https://www.linke	United States	643	58	9.02%	▼ -10
60 Blue	evine	https://www.linke	United States	600	54	9.00%	▼ -20
61 Nium		https://www.linke		993	89	8.96%	▼ -17
		https://www.linke		554	48	8.66%	▼ -3
63 Mone	•	https://www.linke		545	47	8.62%	New Ent
64 Bank	kers Trust	https://www.linke	United States	640	54	8.44%	▲ 7
65 Bay	Equity	https://www.linke	United States	728	61	8.38%	▼ -8
-	ed Federal Credit Unio			694	58	8.36%	▼ -5
67 Curir				539	45		New Ent
		https://www.linke				8.35%	
68 Best		https://www.linke		625	52	8.32%	▼ -15
69 Sierr	ra Pacific Mortgage Co	https://www.linke	United States	797	66	8.28%	▲ 21
70 Blue	e Owl Capital	https://www.linke	United States	941	77	8.18%	▲ 105
71 Gree	enlight	https://www.linke	United States	630	51	8.10%	▲ 34
		https://www.linke		830	67	8.07%	▲ 8
73 Tauli		https://www.linke		515	41	7.96%	▼ -25
74 NMI		https://www.linke	United States	568	45	7.92%	New Ent
75 Secu	urityNational Mortgage	https://www.linke	United States	879	68	7.74%	▲ 34
76 Huds	Ison Valley Credit Unior	https://www.linke	United States	691	52	7.53%	▼ -18
		https://www.linke		652	49	7.52%	▲ 33
	,	-		926	69	7.45%	<b>▲</b> 53
		https://www.linke					
79 Merc	•	https://www.linke		874	65	7.44%	▼ -49
80 Grea	atAmerica Financial Se	https://www.linke	United States	703	52	7.40%	▲ 11
81 Equi	ifax Workforce Solution	https://www.linke	United States	758	56	7.39%	▼ -13
82 Linco	coln Investment	https://www.linke	United States	904	66	7.30%	▼ -15
		-		676			
83 Aleg		https://www.linke			48	7.10%	▲ 74
84 Sym		https://www.linke		775	55	7.10%	▲ 56
85 Glob	oal Credit Union	https://www.linke	United States	780	55	7.05%	▲ 39
86 Gree	enState Credit Union	https://www.linke	United States	655	46	7.02%	▼ -45
	ition Financial Credit U			501	35	6.99%	New Ent
88 KBR		https://www.linke		588	41	6.97%	▼ -28
89 Sum	nmit Funding	https://www.linke	United States	920	64	6.96%	▲ 39
90 UFC	CU	https://www.linke	United States	663	46	6.94%	▲ 28
91 Apex	x Fintech Solutions	https://www.linke	United States	798	55	6.89%	▲ 82
			United States		49	6.81%	▼ -42
92 C2F	·( )			720			

		https://www.linke		692	46	6.65%	▲ 19
		https://www.linke		618	41	6.63%	▼ -10
96	Desert Financial Credit Uni	https://www.linke	United States	921	61	6.62%	▼ -2
97	Pagaya	https://www.linke	United States	590	39	6.61%	▼ -4
98	Global Lending Services	https://www.linke	United States	667	44	6.60%	▲ 3
		https://www.linke		880	58	6.59%	▲ 52
	Tinker Federal Credit Unior			548	36	6.57%	▼ -3
		https://www.linke		685	45	6.57%	▲ 5
				780			
		https://www.linke			51	6.54%	▼ -23
		https://www.linke		832	54	6.49%	▲ 11
104	MarketAxess	https://www.linke	United States	958	62	6.47%	▼ -11
105	Imperial PFS	https://www.linke	United States	557	36	6.46%	New En
106	Evolve Bank & Trust	https://www.linke	United States	592	38	6.42%	▼ -51
107	epay	https://www.linke	United States	875	56	6.40%	▼ -7
108	Flushing Bank	https://www.linke	United States	501	32	6.39%	New En
109	InvestCloud	https://www.linke	United States	991	63	6.36%	New En
110		https://www.linke		677	43	6.35%	▼ -22
		https://www.linke		965	61	6.32%	▲ 9
		https://www.linke		570	36	6.32%	▼ -43
		-					
		https://www.linke		975	61	6.26%	<b>▲</b> 45
		https://www.linke		944	59	6.25%	▼ -15
		https://www.linke	United States	762	47	6.17%	▼ -3
116	Chartway Credit Union	https://www.linke	United States	531	32	6.03%	▲ 34
117	NextGear Capital	https://www.linke	United States	667	40	6.00%	▲ 51
118	Broadway Bank	https://www.linke	United States	669	40	5.98%	▲ 61
	,	https://www.linke		619	37	5.98%	▼ -24
	Northern Trust Asset Service			590	35	5.93%	▲ 24
		https://www.linke		745	44	5.91%	▼ -17
							▼ -17
		https://www.linke		677	39	5.76%	
		https://www.linke		573	33	5.76%	▼ -61
124	Money Concepts	https://www.linke	United States	612	35	5.72%	▼ -38
125	Christian Care Ministry	https://www.linke	United States	647	37	5.72%	▼ -41
126	S&T Bank	https://www.linke	United States	877	50	5.70%	New En
127	OANDA	https://www.linke	United States	720	41	5.69%	▼ -45
128	LeaderOne Financial	https://www.linke	United States	616	35	5.68%	▲ 13
		https://www.linke		671	38	5.66%	▼ -31
	MSU Federal Credit Union			742	42	5.66%	▼ -58
		https://www.linke		637	36	5.65%	▼ -50
		https://www.linke		585	33	5.64%	▲ 23 ▼ 24
		https://www.linke		905	51	5.64%	▼ -31
	Northern Trust Wealth Man	-		786	44	5.60%	▲ 27
		https://www.linke		786	44	5.60%	▼ -46
136	Federal Reserve Bank of P	https://www.linke	United States	840	47	5.60%	▲ 23
137	Sixth Street	https://www.linke	United States	735	41	5.58%	▲ 1
138	Benchmark Mortgage	https://www.linke	United States	665	37	5.56%	▼ -35
139	Hightower Advisors	https://www.linke	United States	581	32	5.51%	▼ -52
	•	https://www.linke		548	30	5.47%	▼ -39
		https://www.linke		749	41	5.47%	▲ 12
		https://www.linke		505	27	5.35%	New En
		https://www.linke		546	29	5.31%	▲ 40 ▼ 30
	Safe-Guard Products Interr			586	31	5.29%	▼ -29
		https://www.linke		628	33	5.25%	▲ 84
	Canandaigua National Ban	https://www.linke	United States	593	31	5.23%	▲ 1
147	CLS Group	https://www.linke	United States	823	43	5.22%	▲ 35
148	TDECU	https://www.linke	United States	977	51	5.22%	▼ -19
149	Antares Capital	https://www.linke	United States	520	27	5.19%	New En
	National Futures Association			779	40	5.13%	▲ 95
	Langley Federal Credit Uni			510	26	5.10%	▼ -5
		https://www.linke		904	46	5.09%	▲ 18
		https://www.linke		767	39	5.08%	▼ -19
		-					
	GuideStone Financial Resc			557	28	5.03%	▲ 9
		https://www.linke		557	28	5.03%	▼ -19
		https://www.linke		578	29	5.02%	New En
157	Americor	https://www.linke	United States	631	31	4.91%	▼ -14
158	Amherst	https://www.linke	United States	807	39	4.83%	▼ -51
		https://www.linke		683	33	4.83%	New En
		https://www.linke		587	28	4.77%	▲ 38
		https://www.linke		525	25	4.76%	New En
	•						
	Americo Financial Life and			512	24	4.69%	New En
	Boku	https://www.linke		582	27	4.64%	▼ -11
164	Vista Equity Partners	https://www.linke	United States	891	41	4.60%	▲ 17
	GoldenSource	latter as the constitution	United States	631	29	4.60%	▲ 23

		https://www.linke		808	37	4.58%	▼ -41
167	Rewards Network	https://www.linke	United States	681	31	4.55%	▼ -71
168	Coalition Greenwich	https://www.linke	United States	551	25	4.54%	▼ -12
169	Canvas Credit Union	https://www.linke	United States	643	29	4.51%	▼ -30
170	American Credit Acceptance			914	41	4.49%	▼ -78
		https://www.linke		826	37	4.48%	▼ -1*
	•						
		https://www.linke		693	31	4.47%	▼ -24
173	eMoney Advisor	https://www.linke	United States	630	28	4.44%	▼ -65
174	Computershare Loan Servi	https://www.linke	United States	474	21	4.43%	▼ -5
175	Visions Federal Credit Unic	https://www.linke	United States	634	28	4.42%	▼ -30
	Stellantis Financial Service			635	28	4.41%	▼ -2
		https://www.linke		714	31	4.34%	▲ 50
	·						
		https://www.linke		599	26	4.34%	▼ -95
179	Broadview Federal Credit L	https://www.linke	United States	555	24	4.32%	New En
180	German American	https://www.linke	United States	652	28	4.29%	▼ -14
181	Alerus	https://www.linke	United States	772	33	4.27%	▼ -54
182	American AgCredit	https://www.linke	United States	933	39	4.18%	▼ -6
		https://www.linke		742	31	4.18%	▲ 4
	Bank of America Business			720	30	4.17%	▲ 15
185	Land Home Financial Servi	https://www.linke	United States	505	21	4.16%	New En
186	InfoSync	https://www.linke	United States	614	25	4.07%	New En
	Georgia's Own Credit Unio			520	21	4.04%	New En
	Tower Federal Credit Unior			576	23	3.99%	▼ -36
		https://www.linke		727	29	3.99%	▼ -68
190	UNFCU	https://www.linke	United States	504	20	3.97%	New En
191	Trimont	https://www.linke	United States	506	20	3.95%	▼ -7
192	The Clearing House	https://www.linke	United States	559	22	3.94%	▼ -55
	-	https://www.linke		587	23	3.92%	▼ -28
		https://www.linke		643	25	3.89%	▼ -27
195	SHAZAM Network	https://www.linke	United States	516	20	3.88%	New En
196	Credit Human	https://www.linke	United States	725	28	3.86%	▼ -4
197	BCU	https://www.linke	United States	893	34	3.81%	▼ -26
198	HPS Investment Partners	https://www.linke	United States	722	27	3.74%	▼ -10
	Royal Credit Union	https://www.linke		591	22	3.72%	▼ -10
	•						
	Flagship Credit Acceptance			646	24	3.72%	▼ -14
201	GATX	https://www.linke	United States	836	31	3.71%	▲ 18
202	Acorns	https://www.linke	United States	499	18	3.61%	New En
203	RTS Financial	https://www.linke	United States	782	28	3.58%	▼ -39
		https://www.linke		978	35	3.58%	▲ 13
		https://www.linke		677	24	3.55%	▼ -25
206	GreenSky	https://www.linke	United States	943	33	3.50%	▼ -13
207	R.J. O'Brien	https://www.linke	United States	603	21	3.48%	▲ 6
208	VanDyk Mortgage	https://www.linke	United States	560	19	3.39%	▼ -7
209		https://www.linke		531	18	3.39%	▼ -16
		https://www.linke		896	30	3.35%	▼ -14
		https://www.linke		864	28	3.24%	▼ -14
212	Landmark Credit Union	https://www.linke	United States	681	22	3.23%	▲ 3
213	Union Bank & Trust	https://www.linke	United States	966	31	3.21%	▲ 9
		https://www.linke		848	27	3.18%	▼ -8
		https://www.linke		915	29	3.17%	▼ -4
	•						
		https://www.linke		738	23	3.12%	▲ 20
217	Dave	https://www.linke	United States	514	16	3.11%	▼ -15
218	PFM	https://www.linke	United States	617	19	3.08%	New En
219	1st Franklin Financial Corp	https://www.linke	United States	926	28	3.02%	▼ -7
	Delta Community Credit Ur			994	30	3.02%	▼ -13
	•						
		https://www.linke		775	23	2.97%	▼ -36
		https://www.linke		685	20	2.92%	▲ 20
223	Origence	https://www.linke	United States	447	13	2.91%	New En
224	BTIG	https://www.linke	United States	774	22	2.84%	▲ 23
	AQR Capital Management			741	21	2.83%	▲ 27
		https://www.linke		994	28	2.82%	▼ -18
		https://www.linke	United States	537	15	2.79%	▼ -33
228	Performant	https://www.linke	United States	698	19	2.72%	▲ 4
229	Artisan Partners	https://www.linke	United States	662	18	2.72%	▼ -25
		https://www.linke		664	18	2.71%	▼ -4
	·						
	Resurgent Capital Services			521	14	2.69%	▲ 24
	Computershare U.S.	https://www.linke	United States	782	21	2.69%	▲ 9
	Kinecta Federal Credit Unio	https://www.linke	United States	899	24	2.67%	▲ 1
232				571	15	2.63%	New En
232 233		https://www.linka			10	2.00/0	14044 [1]
232 233 234	Verition Fund Management				16	2 640/	
232 233 234 235	Verition Fund Management LERETA	https://www.linke	United States	612	16	2.61%	▲ 14 ▼ -34
232 233 234 235	Verition Fund Management LERETA		United States		16 17	2.61% 2.59%	

238	TA Associates	https://www.linke	United States	791	20	2.53%	▲ 10
239	Mortgage Connect	https://www.linke	United States	596	15	2.52%	▼ -8
240	FlexTrade	https://www.linke	United States	645	16	2.48%	▼ -40
241	Schonfeld	https://www.linke	United States	971	24	2.47%	▲ 3
242	TASC	https://www.linke	United States	690	17	2.46%	▼ -2
243	Digital Risk	https://www.linke	United States	853	21	2.46%	▲ 8
244	Sourcepoint	https://www.linke	United States	514	12	2.33%	▲ 2
245	Client Services	https://www.linke	United States	645	15	2.33%	▲ 8
246	Netspend	https://www.linke	United States	518	12	2.32%	▼ -28
247	Platinum Equity	https://www.linke	United States	614	14	2.28%	New Entry
248	Vanderbilt Mortgage and Fi	https://www.linke	United States	575	13	2.26%	▲ 10
249	EVO Payments	https://www.linke	United States	588	13	2.21%	▼ -6
250	Gateway Mortgage	https://www.linke	United States	952	21	2.21%	▼ -45
251	Meduit	https://www.linke	United States	695	15	2.16%	▼ -23
252	PineBridge Investments	https://www.linke	United States	843	18	2.14%	▼ -90
253	GreenStone Farm Credit S	https://www.linke	United States	773	16	2.07%	▼ -43
254	ESL Federal Credit Union	https://www.linke	United States	755	15	1.99%	▼ -82
255	Chicago Trading Company	https://www.linke	United States	806	16	1.99%	▼ -60
256	Harley-Davidson Financial	https://www.linke	United States	661	13	1.97%	New Entry
257	INTRUST Bank	https://www.linke	United States	773	15	1.94%	▼ -19
258	Pico	https://www.linke	United States	724	14	1.93%	▼ -34
259	RoundPoint Mortgage Serv	https://www.linke	United States	542	10	1.85%	▼ -29
260	Mesirow	https://www.linke	United States	838	15	1.79%	▼ -23
261	Virtu Financial	https://www.linke	United States	963	17	1.77%	▼ -40
262	Rabo AgriFinance	https://www.linke	United States	732	12	1.64%	▼ -53
		https://www.linke		747	12	1.61%	▼ -30
		https://www.linke	United States	815	13	1.60%	▲ 1
265	ECMC	https://www.linke	United States	695	11	1.58%	▼ -1
266		https://www.linke		589	9	1.53%	▼ -16
267	ExodusPoint Capital Mana			656	10	1.52%	▼ -28
		https://www.linke		794	12	1.51%	New Entr
		https://www.linke		532	8	1.50%	▼ -12
		https://www.linke		901	13	1.44%	▼ -16
		https://www.linke		514	7	1.36%	▼ -12
		https://www.linke		689	9	1.31%	▼ -37
		https://www.linke		536	7	1.31%	▼ -12
		https://www.linke		828	8	0.97%	▼ -71
		https://www.linke		850	8	0.94%	▼ -19
	· .	https://www.linke		850	8	0.94%	▼ -10
		https://www.linke		781	7	0.90%	▼ -17
		https://www.linke		545	3	0.55%	▼ -16
	American Advisors Group	-		571	3	0.53%	New Entr
		https://www.linke		960	5	0.52%	New Entr
	Northwest Farm Credit Ser	-		509	2	0.39%	New Entr
	DolEx Dollar Express	https://www.linke		545	2	0.37%	▼ -19
	Community Bank	https://www.linke		587	2	0.34%	New Entr

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