



The World's Most Active Banking Professionals on Social - September 2024

Industry at a glance:

Average Score:
5.18%

Total Companies:
186

Average No. Employees:
739

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 | ClearBank | https://www.linkedin.com/company/clearbank | United Kingdom | 674 | 121 | 17.95% | ▲ 5 |
| 2 | Säästöpankkiryhmä | https://www.linkedin.com/company/saastopankkiryhma | Finland | 583 | 85 | 14.58% | ▲ 2 |
| 3 | Sparekassen Kronjylland | https://www.linkedin.com/company/sparekassen-kronjylland | Denmark | 922 | 129 | 13.99% | ▼ -1 |
| 4 | Live Oak Bank | https://www.linkedin.com/company/liveoakbank | United States | 961 | 132 | 13.74% | ▼ -1 |
| 5 | Sparekassen Sjælland-Fyn | https://www.linkedin.com/company/sparekassen-sjælland-fyn | Denmark | 591 | 79 | 13.37% | ▲ 12 |
| 6 | Camden National Bank | https://www.linkedin.com/company/camden-national-bank | United States | 579 | 63 | 10.88% | ▲ 53 |
| 7 | Liberty Bank | https://www.linkedin.com/company/liberty-bank | United States | 795 | 82 | 10.31% | ▲ 0 |
| 8 | Resurs | https://www.linkedin.com/company/resurs | Sweden | 741 | 76 | 10.26% | ▲ 59 |
| 9 | vestjyskBANK | https://www.linkedin.com/company/vestjyskbank | Denmark | 660 | 66 | 10.00% | ▲ 48 |
| 10 | Truiliant Federal Credit Union | https://www.linkedin.com/company/truiliant-federal-credit-union | United States | 739 | 68 | 9.20% | ▲ 19 |
| 11 | Valiant Bank | https://www.linkedin.com/company/valiant-bank | Switzerland | 982 | 90 | 9.16% | ▲ 38 |
| 12 | Teachers Federal Credit Union | https://www.linkedin.com/company/teachers-federal-credit-union | United States | 683 | 62 | 9.08% | ▲ 41 |
| 13 | Berliner Volksbank | https://www.linkedin.com/company/berliner-volksbank | Germany | 708 | 64 | 9.04% | ▲ 10 |
| 14 | Centier Bank | https://www.linkedin.com/company/centier-bank | United States | 988 | 88 | 8.91% | ▲ 42 |
| 15 | S-Pankki | https://www.linkedin.com/company/s-pankki | Finland | 764 | 68 | 8.90% | ▲ 13 |
| 16 | Veritex Community Bank | https://www.linkedin.com/company/veritex-community-bank | United States | 750 | 66 | 8.80% | ▲ 3 |
| 17 | Berner Kantonalbank | https://www.linkedin.com/company/berner-kantonalbank | Switzerland | 967 | 82 | 8.48% | ▲ 58 |
| 18 | CASDEN Banque Populaire | https://www.linkedin.com/company/casden-banque-populaire | France | 546 | 46 | 8.42% | ▼ -9 |
| 19 | LLB Banking | https://www.linkedin.com/company/llb-banking | Liechtenstein | 1,000 | 83 | 8.30% | New Entry |
| 20 | Thurgauer Kantonalbank | https://www.linkedin.com/company/thurgauer-kantonalbank | Switzerland | 567 | 47 | 8.29% | ▼ -4 |
| 21 | bunq | https://www.linkedin.com/company/bunq | Netherlands | 570 | 47 | 8.25% | New Entry |

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|----|--|---|----------------|-------|----|-------|-----------|
| 22 | Origin Bank | https://www.link | United States | 705 | 58 | 8.23% | ▲ 17 |
| 23 | Caisse d'Epargne d'Auvergne | https://www.link | France | 953 | 78 | 8.18% | ▲ 22 |
| 24 | Graubündner Kantonalbank | https://www.link | Switzerland | 666 | 54 | 8.11% | ▲ 79 |
| 25 | Crédit Agricole du Finistère | https://www.link | France | 914 | 74 | 8.10% | ▼ -11 |
| 26 | City National Bank of Florida | https://www.link | United States | 953 | 77 | 8.08% | ▲ 64 |
| 27 | Caisse d'Epargne Loire Dr | https://www.link | France | 725 | 57 | 7.86% | ▲ 9 |
| 28 | BLKB | https://www.link | Switzerland | 867 | 66 | 7.61% | ▲ 63 |
| 29 | Danske Bank UK | https://www.link | United Kingdom | 513 | 39 | 7.60% | New Entry |
| 30 | Renta 4 | https://www.link | Spain | 602 | 45 | 7.48% | ▼ -15 |
| 31 | KfW IPEX-Bank | https://www.link | Germany | 702 | 52 | 7.41% | ▲ 16 |
| 32 | Aargauische Kantonalbank | https://www.link | Switzerland | 739 | 54 | 7.31% | ▼ -2 |
| 33 | Bank of England Mortgage | https://www.link | United States | 728 | 53 | 7.28% | ▲ 59 |
| 34 | Midland States Bank | https://www.link | United States | 757 | 55 | 7.27% | ▲ 54 |
| 35 | UW Credit Union | https://www.link | United States | 800 | 57 | 7.13% | ▲ 7 |
| 36 | Ålandsbanken | https://www.link | Finland | 587 | 41 | 6.98% | ▲ 37 |
| 37 | Nordnet Bank | https://www.link | Sweden | 971 | 67 | 6.90% | ▲ 37 |
| 38 | St. Galler Kantonalbank | https://www.link | Switzerland | 866 | 59 | 6.81% | ▲ 46 |
| 39 | CommunityAmerica Credit | https://www.link | United States | 718 | 48 | 6.69% | ▲ 31 |
| 40 | Secure Trust Bank | https://www.link | United Kingdom | 502 | 33 | 6.57% | New Entry |
| 41 | Mirabaud Group | https://www.link | Switzerland | 704 | 46 | 6.53% | ▲ 31 |
| 42 | ServisFirst Bank | https://www.link | United States | 601 | 39 | 6.49% | ▲ 37 |
| 43 | SEB Lietuvoje | https://www.link | Lithuania | 713 | 45 | 6.31% | ▲ 104 |
| 44 | DZ PRIVATBANK | https://www.link | Luxembourg | 764 | 48 | 6.28% | ▲ 19 |
| 45 | Mercantile Bank | https://www.link | United States | 735 | 45 | 6.12% | ▲ 61 |
| 46 | b1BANK | https://www.link | United States | 525 | 32 | 6.10% | New Entry |
| 47 | The Bancorp | https://www.link | United States | 841 | 51 | 6.06% | ▲ 50 |
| 48 | Members 1st Federal Credit | https://www.link | United States | 977 | 59 | 6.04% | ▲ 6 |
| 49 | BTV VIER LÄNDER BANK | https://www.link | Austria | 533 | 32 | 6.00% | ▼ -3 |
| 50 | Columbia Bank New Jersey | https://www.link | United States | 604 | 36 | 5.96% | ▼ -19 |
| 51 | mFinanse | https://www.link | Poland | 589 | 35 | 5.94% | ▲ 62 |
| 52 | Caisse d'Epargne Languedoc | https://www.link | France | 791 | 47 | 5.94% | ▼ -17 |
| 53 | Elevations Credit Union | https://www.link | United States | 609 | 36 | 5.91% | ▼ -9 |
| 54 | Five Star Bank | https://www.link | United States | 542 | 32 | 5.90% | ▲ 134 |
| 55 | ING Italia | https://www.link | Italy | 917 | 54 | 5.89% | ▼ -35 |
| 56 | Tirana Bank | https://www.link | Albania | 647 | 38 | 5.87% | ▼ -18 |
| 57 | Crédit Agricole Loire Haute | https://www.link | France | 835 | 49 | 5.87% | ▼ -9 |
| 58 | Šiaulių Bankas | https://www.link | Lithuania | 512 | 30 | 5.86% | New Entry |
| 59 | Crédit Agricole Sud Méditerranée | https://www.link | France | 549 | 32 | 5.83% | ▲ 40 |
| 60 | Luzerner Kantonalbank | https://www.link | Switzerland | 911 | 52 | 5.71% | ▼ -2 |
| 61 | Crédit Agricole Charente Poitou | https://www.link | France | 929 | 53 | 5.71% | ▼ -50 |
| 62 | Capital Farm Credit | https://www.link | United States | 511 | 29 | 5.68% | New Entry |
| 63 | Raiffeisenlandesbank Niederrhein | https://www.link | Austria | 744 | 42 | 5.65% | ▼ -31 |
| 64 | Bethpage Federal Credit Union | https://www.link | United States | 745 | 42 | 5.64% | ▲ 14 |
| 65 | Nest Bank | https://www.link | Poland | 715 | 40 | 5.59% | ▲ 29 |
| 66 | BKS BANK | https://www.link | Austria | 573 | 32 | 5.58% | ▲ 86 |
| 67 | Varo Bank | https://www.link | United States | 520 | 29 | 5.58% | ▼ -6 |
| 68 | Customers Bank | https://www.link | United States | 937 | 52 | 5.55% | ▼ -55 |
| 69 | Crédit Agricole des Côtes de la Manche | https://www.link | France | 818 | 45 | 5.50% | ▼ -36 |
| 70 | Crédit Agricole du Morbihan | https://www.link | France | 857 | 47 | 5.48% | ▼ -46 |
| 71 | HSA Bank | https://www.link | United States | 604 | 33 | 5.46% | ▼ -7 |
| 72 | Nickel | https://www.link | France | 1,000 | 54 | 5.40% | ▼ -45 |
| 73 | Spurkeess | https://www.link | Luxembourg | 704 | 38 | 5.40% | ▲ 20 |
| 74 | OnPoint Community Credit Union | https://www.link | United States | 668 | 36 | 5.39% | ▲ 42 |
| 75 | Stock Yards Bank & Trust | https://www.link | United States | 817 | 43 | 5.26% | ▲ 45 |
| 76 | Crédit Agricole Alsace Vosges | https://www.link | France | 951 | 50 | 5.26% | ▼ -54 |
| 77 | Salem Five Bank | https://www.link | United States | 666 | 35 | 5.26% | ▲ 67 |
| 78 | EuroBic Grupo ABANCA | https://www.link | Portugal | 534 | 28 | 5.24% | New Entry |
| 79 | Sparkasse KölnBonn | https://www.link | Germany | 863 | 45 | 5.21% | ▲ 26 |
| 80 | MIDFLORIDA Credit Union | https://www.link | United States | 653 | 34 | 5.21% | ▲ 76 |
| 81 | Tompkins Community Bank | https://www.link | United States | 615 | 32 | 5.20% | ▲ 14 |
| 82 | Steiermärkische Bank und Sparkasse | https://www.link | Austria | 600 | 31 | 5.17% | ▲ 60 |
| 83 | Crédit Mutuel Nord Europe | https://www.link | France | 910 | 47 | 5.16% | ▼ -46 |
| 84 | TeamBank | https://www.link | Germany | 582 | 30 | 5.15% | ▲ 38 |
| 85 | Bank - Banque Van Breda | https://www.link | Belgium | 641 | 33 | 5.15% | ▼ -67 |
| 86 | CREDINS BANK | https://www.link | Albania | 608 | 31 | 5.10% | ▲ 60 |
| 87 | Service Credit Union | https://www.link | United States | 592 | 30 | 5.07% | ▲ 107 |
| 88 | Eika | https://www.link | Norway | 653 | 33 | 5.05% | ▲ 22 |
| 89 | Horizon Bank | https://www.link | United States | 674 | 34 | 5.04% | ▲ 12 |
| 90 | Berliner Sparkasse | https://www.link | Germany | 972 | 49 | 5.04% | ▲ 50 |
| 91 | Tri Counties Bank | https://www.link | United States | 954 | 48 | 5.03% | ▲ 63 |
| 92 | National Bank of Arizona | https://www.link | United States | 676 | 34 | 5.03% | ▲ 70 |
| 93 | Mobilize Financial Services | https://www.link | France | 562 | 28 | 4.98% | ▼ -42 |

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|-----|------------------------------|---|----------------|-----|----|-------|-----------|
| 94 | Manulife Bank of Canada | https://www.link | Canada | 831 | 41 | 4.93% | ▼ -25 |
| 95 | Virginia Credit Union | https://www.link | United States | 718 | 35 | 4.87% | ▲ 1 |
| 96 | Sunflower Bank | https://www.link | United States | 809 | 39 | 4.82% | ▼ -13 |
| 97 | Heartland Bank and Trust | https://www.link | United States | 769 | 37 | 4.81% | ▼ -15 |
| 98 | Banca Patrimoni Sella & C. | https://www.link | Italy | 782 | 37 | 4.73% | ▼ -48 |
| 99 | Banque de Luxembourg | https://www.link | Luxembourg | 911 | 43 | 4.72% | ▼ -28 |
| 100 | Cornèr Banca | https://www.link | Switzerland | 794 | 37 | 4.66% | ▲ 21 |
| 101 | Crédit Agricole Franche-Co | https://www.link | France | 845 | 39 | 4.62% | ▲ 36 |
| 102 | BPCE Lease | https://www.link | France | 566 | 26 | 4.59% | ▼ -17 |
| 103 | Redwood Credit Union | https://www.link | United States | 591 | 27 | 4.57% | ▲ 24 |
| 104 | Ent Credit Union | https://www.link | United States | 991 | 45 | 4.54% | ▲ 21 |
| 105 | Swiss National Bank | https://www.link | Switzerland | 845 | 38 | 4.50% | ▲ 29 |
| 106 | VP Bank | https://www.link | Liechtenstein | 934 | 42 | 4.50% | ▲ 59 |
| 107 | Arion banki | https://www.link | Iceland | 627 | 28 | 4.47% | ▲ 62 |
| 108 | Orange Bank | https://www.link | France | 904 | 40 | 4.42% | ▲ 88 |
| 109 | Summit Credit Union | https://www.link | United States | 724 | 32 | 4.42% | ▲ 5 |
| 110 | Íslandsbanki | https://www.link | Iceland | 613 | 27 | 4.40% | ▲ 72 |
| 111 | Hamburg Commercial Ban | https://www.link | Germany | 614 | 27 | 4.40% | ▼ -24 |
| 112 | Basler Kantonalbank | https://www.link | Switzerland | 819 | 36 | 4.40% | ▲ 33 |
| 113 | Crédit Agricole Charente-M | https://www.link | France | 973 | 41 | 4.21% | ▲ 19 |
| 114 | Crédit Agricole du Centre C | https://www.link | France | 634 | 26 | 4.10% | ▼ -14 |
| 115 | EagleBank | https://www.link | United States | 569 | 23 | 4.04% | ▼ -17 |
| 116 | Old Second National Bank | https://www.link | United States | 848 | 34 | 4.01% | ▲ 102 |
| 117 | Deutsche WertpapierServic | https://www.link | Germany | 755 | 30 | 3.97% | ▲ 6 |
| 118 | ING Luxembourg | https://www.link | Luxembourg | 856 | 34 | 3.97% | ▼ -1 |
| 119 | Patelco Credit Union | https://www.link | United States | 936 | 37 | 3.95% | ▲ 76 |
| 120 | Air Bank | https://www.link | Czechia | 842 | 33 | 3.92% | ▲ 105 |
| 121 | SpareBank 1 Nord-Norge | https://www.link | Norway | 538 | 21 | 3.90% | ▲ 5 |
| 122 | BCGE | https://www.link | Switzerland | 847 | 33 | 3.90% | ▲ 58 |
| 123 | Consors Finanz BNP Parib | https://www.link | Germany | 645 | 25 | 3.88% | ▲ 5 |
| 124 | Raiffeisenlandesbank Ober | https://www.link | Austria | 832 | 32 | 3.85% | ▼ -20 |
| 125 | Redstone Federal Credit U | https://www.link | United States | 815 | 31 | 3.80% | ▲ 65 |
| 126 | PSECU | https://www.link | United States | 923 | 35 | 3.79% | ▼ -37 |
| 127 | CIC Sud Ouest | https://www.link | France | 768 | 29 | 3.78% | ▼ -84 |
| 128 | Independent Bank | https://www.link | United States | 930 | 35 | 3.76% | ▲ 74 |
| 129 | WSECU | https://www.link | United States | 640 | 24 | 3.75% | ▲ 86 |
| 130 | First Bank | https://www.link | Romania | 507 | 19 | 3.75% | New Entry |
| 131 | Vanquis Bank | https://www.link | United Kingdom | 851 | 31 | 3.64% | ▲ 79 |
| 132 | Intesa Sanpaolo Bank Alba | https://www.link | Albania | 524 | 19 | 3.63% | ▲ 47 |
| 133 | Gateway | https://www.link | United States | 697 | 25 | 3.59% | ▲ 33 |
| 134 | NIBC Bank | https://www.link | Netherlands | 811 | 29 | 3.58% | ▲ 14 |
| 135 | Citadele banka | https://www.link | Latvia | 757 | 27 | 3.57% | ▲ 8 |
| 136 | Mission Fed Credit Union | https://www.link | United States | 505 | 18 | 3.56% | New Entry |
| 137 | Sparebanken Vest | https://www.link | Norway | 733 | 26 | 3.55% | ▼ -112 |
| 138 | Idaho Central Credit Union | https://www.link | United States | 989 | 35 | 3.54% | ▲ 34 |
| 139 | Aareal Bank AG | https://www.link | Germany | 763 | 27 | 3.54% | ▲ 22 |
| 140 | Dime Community Bank | https://www.link | United States | 738 | 26 | 3.52% | ▼ -88 |
| 141 | Central 1 | https://www.link | Canada | 829 | 29 | 3.50% | ▼ -34 |
| 142 | Ocean Bank | https://www.link | United States | 774 | 27 | 3.49% | ▲ 41 |
| 143 | Carrefour Banque & Assur | https://www.link | France | 856 | 29 | 3.39% | ▲ 66 |
| 144 | Louvre Banque Privée | https://www.link | France | 629 | 21 | 3.34% | ▼ -84 |
| 145 | NEUFLIZE OBC | https://www.link | France | 750 | 25 | 3.33% | ▼ -27 |
| 146 | Bank Ochrony Środowiska | https://www.link | Poland | 722 | 24 | 3.32% | ▲ 13 |
| 147 | Wescom Credit Union | https://www.link | United States | 710 | 23 | 3.24% | ▲ 8 |
| 148 | WiZink | https://www.link | Spain | 563 | 18 | 3.20% | ▲ 23 |
| 149 | Eurocaja Rural | https://www.link | Spain | 694 | 22 | 3.17% | ▼ -47 |
| 150 | Nicolet National Bank | https://www.link | United States | 699 | 22 | 3.15% | ▲ 43 |
| 151 | Wings Credit Union | https://www.link | United States | 510 | 16 | 3.14% | ▼ -21 |
| 152 | Nevada State Bank | https://www.link | United States | 574 | 18 | 3.14% | ▲ 71 |
| 153 | Fulton Financial | https://www.link | United States | 979 | 30 | 3.06% | ▲ 55 |
| 154 | IBL Istituto Bancario del La | https://www.link | Italy | 706 | 21 | 2.97% | ▲ 35 |
| 155 | Santander Private Banking | https://www.link | United States | 741 | 22 | 2.97% | ▼ -36 |
| 156 | Southside Bank | https://www.link | United States | 648 | 19 | 2.93% | ▲ 11 |
| 157 | NLB Banka Skopje | https://www.link | Macedonia | 665 | 19 | 2.86% | ▲ 19 |
| 158 | Banca di Asti 1 | https://www.link | Italy | 605 | 17 | 2.81% | ▲ 12 |
| 159 | Central Pacific Bank | https://www.link | United States | 642 | 18 | 2.80% | ▲ 71 |
| 160 | San Diego County Credit U | https://www.link | United States | 607 | 17 | 2.80% | ▲ 57 |
| 161 | Crédit Agricole Val de Fran | https://www.link | France | 753 | 21 | 2.79% | ▼ -28 |
| 162 | Sparkasse | https://www.link | Italy | 903 | 25 | 2.77% | ▲ 22 |
| 163 | SpareBank 1 | https://www.link | Norway | 951 | 26 | 2.73% | ▲ 81 |
| 164 | DFCU Financial | https://www.link | United States | 555 | 15 | 2.70% | ▲ 49 |
| 165 | Banca Popolare Pugliese | https://www.link | Italy | 545 | 14 | 2.57% | ▼ -100 |

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|-----|------------------------------|---|----------------|-------|----|-------|------------------|
| 166 | UniCredit Bank Hungary | https://www.link | Hungary | 842 | 21 | 2.49% | ▲ 73 |
| 167 | Van Lanschot Kempen Priv | https://www.link | Netherlands | 610 | 14 | 2.30% | ▼ -16 |
| 168 | Stopanska banka AD - Sko | https://www.link | Macedonia | 659 | 15 | 2.28% | ▲ 37 |
| 169 | Fremont Bank | https://www.link | United States | 881 | 20 | 2.27% | ▲ 59 |
| 170 | Sense Bank | https://www.link | Ukraine | 986 | 22 | 2.23% | ▲ 37 |
| 171 | Logix Federal Credit Union | https://www.link | United States | 678 | 15 | 2.21% | ▼ -18 |
| 172 | Crédit Agricole Nord Midi-F | https://www.link | France | 945 | 20 | 2.12% | ▲ 1 |
| 173 | Farmers & Merchants Bank | https://www.link | United States | 669 | 13 | 1.94% | ▲ 53 |
| 174 | first direct | https://www.link | United Kingdom | 989 | 19 | 1.92% | ▲ 11 |
| 175 | First Investment Bank | https://www.link | Bulgaria | 670 | 12 | 1.79% | ▲ 67 |
| 176 | Hrvatska poštanska banka | https://www.link | Croatia | 853 | 15 | 1.76% | ▲ 64 |
| 177 | Caja Rural de Navarra | https://www.link | Spain | 758 | 13 | 1.72% | ▲ 35 |
| 178 | Affinity Plus Federal Credit | https://www.link | United States | 591 | 10 | 1.69% | ▲ 8 |
| 179 | Veridian Credit Union | https://www.link | United States | 535 | 9 | 1.68% | ▲ 71 |
| 180 | OTP banka Hrvatska | https://www.link | Croatia | 975 | 15 | 1.54% | New Entry |
| 181 | Bank of Hope | https://www.link | United States | 768 | 11 | 1.43% | ▲ 40 |
| 182 | Komercijalna Banka | https://www.link | Macedonia | 519 | 7 | 1.35% | ▲ 22 |
| 183 | Addiko Bank Hrvatska | https://www.link | Croatia | 776 | 10 | 1.29% | ▲ 58 |
| 184 | Volksbank | https://www.link | Italy | 761 | 9 | 1.18% | ▲ 15 |
| 185 | Pinnacle Bank | https://www.link | United States | 1,000 | 11 | 1.10% | ▲ 69 |
| 186 | CREDIT EUROPE BANK (| https://www.link | Romania | 667 | 6 | 0.90% | ▲ 70 |

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