



The USA's Most Active Banking Professionals on Social - September 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	Live Oak Bank	https://www.link	United States	961	132	13.74%	▲ 1
2	Camden National Bank	https://www.link	United States	579	63	10.88%	▲ 15
3	Liberty Bank	https://www.link	United States	795	82	10.31%	▲ 0
4	Truiliant Federal Credit Union	https://www.link	United States	739	68	9.20%	▲ 4
5	Teachers Federal Credit Union	https://www.link	United States	683	62	9.08%	▲ 9
6	Centier Bank	https://www.link	United States	988	88	8.91%	▲ 10
7	Veritex Community Bank	https://www.link	United States	750	66	8.80%	▼ -1
8	Origin Bank	https://www.link	United States	705	58	8.23%	▲ 2
9	City National Bank of Florida	https://www.link	United States	953	77	8.08%	▲ 20
10	Bank of England Mortgage	https://www.link	United States	728	53	7.28%	▲ 20
11	Midland States Bank	https://www.link	United States	757	55	7.27%	▲ 16
12	UW Credit Union	https://www.link	United States	800	57	7.13%	▼ -1
13	CommunityAmerica Credit Union	https://www.link	United States	718	48	6.69%	▲ 8
14	ServisFirst Bank	https://www.link	United States	601	39	6.49%	▲ 10
15	Mercantile Bank	https://www.link	United States	735	45	6.12%	▲ 21
16	b1BANK	https://www.link	United States	525	32	6.10%	New Entry
17	The Bancorp	https://www.link	United States	841	51	6.06%	▲ 16
18	Members 1st Federal Credit Union	https://www.link	United States	977	59	6.04%	▼ -3
19	Columbia Bank New Jersey	https://www.link	United States	604	36	5.96%	▼ -10
20	Elevations Credit Union	https://www.link	United States	609	36	5.91%	▼ -8
21	Five Star Bank	https://www.link	United States	542	32	5.90%	▲ 52

22	Capital Farm Credit	https://www.link	United States	511	29	5.68%	New Entry
23	Bethpage Federal Credit U	https://www.link	United States	745	42	5.64%	▲ 0
24	Varo Bank	https://www.link	United States	520	29	5.58%	▼ -6
25	Customers Bank	https://www.link	United States	937	52	5.55%	▼ -20
26	HSA Bank	https://www.link	United States	604	33	5.46%	▼ -7
27	OnPoint Community Credit	https://www.link	United States	668	36	5.39%	▲ 16
28	Stock Yards Bank & Trust	https://www.link	United States	817	43	5.26%	▲ 17
29	Salem Five Bank	https://www.link	United States	666	35	5.26%	▲ 25
30	MIDFLORIDA Credit Union	https://www.link	United States	653	34	5.21%	▲ 29
31	Tompkins Community Bank	https://www.link	United States	615	32	5.20%	▲ 0
32	Service Credit Union	https://www.link	United States	592	30	5.07%	▲ 44
33	Horizon Bank	https://www.link	United States	674	34	5.04%	▲ 2
34	Tri Counties Bank	https://www.link	United States	954	48	5.03%	▲ 23
35	National Bank of Arizona	https://www.link	United States	676	34	5.03%	▲ 27
36	Virginia Credit Union	https://www.link	United States	718	35	4.87%	▼ -4
37	Sunflower Bank	https://www.link	United States	809	39	4.82%	▼ -11
38	Heartland Bank and Trust (https://www.link	United States	769	37	4.81%	▼ -13
39	Redwood Credit Union	https://www.link	United States	591	27	4.57%	▲ 8
40	Ent Credit Union	https://www.link	United States	991	45	4.54%	▲ 6
41	Summit Credit Union	https://www.link	United States	724	32	4.42%	▲ 0
42	EagleBank	https://www.link	United States	569	23	4.04%	▼ -8
43	Old Second National Bank	https://www.link	United States	848	34	4.01%	▲ 45
44	Patelco Credit Union	https://www.link	United States	936	37	3.95%	▲ 33
45	Redstone Federal Credit U	https://www.link	United States	815	31	3.80%	▲ 29
46	PSECU	https://www.link	United States	923	35	3.79%	▼ -18
47	Independent Bank	https://www.link	United States	930	35	3.76%	▲ 33
48	WSECU	https://www.link	United States	640	24	3.75%	▲ 37
49	Gateway	https://www.link	United States	697	25	3.59%	▲ 15
50	Mission Fed Credit Union	https://www.link	United States	505	18	3.56%	New Entry
51	Idaho Central Credit Union	https://www.link	United States	989	35	3.54%	▲ 16
52	Dime Community Bank	https://www.link	United States	738	26	3.52%	▼ -39
53	Ocean Bank	https://www.link	United States	774	27	3.49%	▲ 17
54	Wescom Credit Union	https://www.link	United States	710	23	3.24%	▲ 4
55	Nicolet National Bank	https://www.link	United States	699	22	3.15%	▲ 20
56	Wings Credit Union	https://www.link	United States	510	16	3.14%	▼ -7
57	Nevada State Bank	https://www.link	United States	574	18	3.14%	▲ 35
58	Fulton Financial	https://www.link	United States	979	30	3.06%	▲ 23
59	Santander Private Banking	https://www.link	United States	741	22	2.97%	▼ -15
60	Southside Bank	https://www.link	United States	648	19	2.93%	▲ 5
61	Central Pacific Bank	https://www.link	United States	642	18	2.80%	▲ 36
62	San Diego County Credit U	https://www.link	United States	607	17	2.80%	▲ 25
63	DFCU Financial	https://www.link	United States	555	15	2.70%	▲ 20
64	Fremont Bank	https://www.link	United States	881	20	2.27%	▲ 32
65	Logix Federal Credit Union	https://www.link	United States	678	15	2.21%	▼ -9
66	Farmers & Merchants Banl	https://www.link	United States	669	13	1.94%	▲ 28
67	Affinity Plus Federal Credit	https://www.link	United States	591	10	1.69%	▲ 4
68	Veridian Credit Union	https://www.link	United States	535	9	1.68%	▲ 38
69	Bank of Hope	https://www.link	United States	768	11	1.43%	▲ 22
70	Pinnacle Bank	https://www.link	United States	1,000	11	1.10%	▲ 38

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