



Canada's Most Active Financial Services Professionals on Social - December 2024

Industry at a glance:

Average Score:
7.98%

Total Companies:
22

Global Industry Average:
7.95%

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	Wellington-Altus	https://www.linkedin.com/company/wellington-altus/	Canada	712	137	19.24%	▲ 0
2	IG Gestion de patrimoine	https://www.linkedin.com/company/ig-gestion-de-patrimoine/	Canada	898	142	15.81%	▲ 1
3	Neo Financial	https://www.linkedin.com/company/neo-financial/	Canada	744	114	15.32%	▲ 8
4	Libro Credit Union	https://www.linkedin.com/company/libro-credit-union/	Canada	686	85	12.39%	▲ 1
5	Investia Financial Services	https://www.linkedin.com/company/investia-financial-services/	Canada	998	99	9.92%	▲ 4
6	Richardson Wealth	https://www.linkedin.com/company/richardson-wealth/	Canada	913	90	9.86%	▲ 1
7	Desjardins Financial Secur	https://www.linkedin.com/company/desjardins-financial-secur/	Canada	682	66	9.68%	▲ 3
8	President's Choice Financi	https://www.linkedin.com/company/president-s-choice-financi/	Canada	703	63	8.96%	▲ 19
9	IGM Financial	https://www.linkedin.com/company/igm-financial/	Canada	563	44	7.82%	▼ -3
10	Prospera Credit Union	https://www.linkedin.com/company/prospera-credit-union/	Canada	705	49	6.95%	▲ 7
11	Q4	https://www.linkedin.com/company/q4/	Canada	500	34	6.80%	▲ 11
12	connectFirst Credit Union	https://www.linkedin.com/company/connectfirst-credit-union/	Canada	630	42	6.67%	▲ 4
13	AGF Investments	https://www.linkedin.com/company/agf-investments/	Canada	526	31	5.89%	▲ 12
14	Conexus Credit Union	https://www.linkedin.com/company/conexus-credit-union/	Canada	720	41	5.69%	▲ 9
15	Fiera Capital	https://www.linkedin.com/company/fiera-capital/	Canada	906	51	5.63%	▼ -1
16	H&R Block Canada	https://www.linkedin.com/company/hr-block-canada/	Canada	775	40	5.16%	▲ 12
17	Alterra Savings	https://www.linkedin.com/company/alterra-savings/	Canada	585	30	5.13%	▲ 3
18	Morningstar DBRS	https://www.linkedin.com/company/morningstar-dbrs/	Canada	753	37	4.91%	▲ 3
19	Canaccord Genuity Group	https://www.linkedin.com/company/canaccord-genuity-group/	Canada	937	36	3.84%	▲ 10
20	Home Trust Company	https://www.linkedin.com/company/home-trust-company/	Canada	923	32	3.47%	▲ 4
21	International Financial Dat	https://www.linkedin.com/company/international-financial-dat/	Canada	718	23	3.20%	▲ 9

Ready to win at social?

[Visit our website](#) or [contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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