



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

Industry at a glance:

Average Score: **8.12%** Total Companies: **62** 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	Together	https://www.linkedin.com/company/together	United Kingdom	763	146	19.13%	▲ 6
2	British International Invest	https://www.linkedin.com/company/british-international-invest	United Kingdom	642	109	16.98%	▲ 2
3	FRP Advisory	https://www.linkedin.com/company/frp-advisory	United Kingdom	663	106	15.99%	▲ 16
4	Atom bank	https://www.linkedin.com/company/atom-bank	United Kingdom	529	76	14.37%	▲ 16
5	TerraPay	https://www.linkedin.com/company/terrapay	United Kingdom	646	91	14.09%	▼ -2
6	People's Partnership	https://www.linkedin.com/company/people-s-partnership	United Kingdom	673	89	13.22%	▲ 4
7	HSBC Innovation Banking	https://www.linkedin.com/company/hsbc-innovation-banking	United Kingdom	950	125	13.16%	▼ -1
8	Aegon UK	https://www.linkedin.com/company/aegon-uk	United Kingdom	637	82	12.87%	New Entry
9	Fairstone Group	https://www.linkedin.com/company/fairstone-group	United Kingdom	563	69	12.26%	▲ 16
10	The Openwork Partnership	https://www.linkedin.com/company/the-openwork-partnership	United Kingdom	745	90	12.08%	▲ 17
11	Lombard	https://www.linkedin.com/company/lombard	United Kingdom	726	85	11.71%	▲ 2
12	Unum UK	https://www.linkedin.com/company/unum-uk	United Kingdom	544	60	11.03%	▲ 25
13	Invesco EMEA	https://www.linkedin.com/company/invesco-emea	United Kingdom	823	90	10.94%	▼ -1
14	Mortgage Advice Bureau	https://www.linkedin.com/company/mortgage-advice-bureau	United Kingdom	986	106	10.75%	▲ 21
15	Succession Wealth	https://www.linkedin.com/company/succession-wealth	United Kingdom	643	69	10.73%	▲ 1
16	Luno	https://www.linkedin.com/company/luno	United Kingdom	721	77	10.68%	▲ 10
17	Interpath	https://www.linkedin.com/company/interpath	United Kingdom	907	96	10.58%	▼ -9
18	FE fundinfo	https://www.linkedin.com/company/fe-fundinfo	United Kingdom	998	103	10.32%	▲ 6
19	Rapyd	https://www.linkedin.com/company/rapyd	United Kingdom	747	74	9.91%	▲ 11
20	Delta Capita	https://www.linkedin.com/company/delta-capita	United Kingdom	972	94	9.67%	▲ 25
21	Principality Building Societ	https://www.linkedin.com/company/principality-building-societ	United Kingdom	852	81	9.51%	▲ 12

22	Moneycorp	https://www.link	United Kingdom	686	65	9.48%	▲ 7
23	Railpen	https://www.link	United Kingdom	551	52	9.44%	▲ 8
24	Zopa Bank	https://www.link	United Kingdom	782	73	9.34%	▲ 27
25	Nucleus Financial	https://www.link	United Kingdom	677	62	9.16%	▲ 3
26	Newcastle Building Society	https://www.link	United Kingdom	846	76	8.98%	▼ -12
27	Mattlioli Woods	https://www.link	United Kingdom	549	49	8.93%	▼ -9
28	Jupiter Asset Management	https://www.link	United Kingdom	568	50	8.80%	▼ -5
29	West Brom Building Societ	https://www.link	United Kingdom	502	42	8.37%	New Entry
30	Volkswagen Financial Serv	https://www.link	United Kingdom	806	60	7.44%	▼ -9
31	Teya	https://www.link	United Kingdom	738	54	7.32%	▲ 12
32	Capita Pension Solutions	https://www.link	United Kingdom	687	49	7.13%	▲ 25
33	London & Country Mortgag	https://www.link	United Kingdom	637	45	7.06%	▼ -16
34	Schroders Personal Wealth	https://www.link	United Kingdom	774	53	6.85%	▲ 10
35	Funding Circle UK	https://www.link	United Kingdom	780	53	6.79%	New Entry
36	Intermediate Capital Group	https://www.link	United Kingdom	795	54	6.79%	▲ 13
37	PayPoint	https://www.link	United Kingdom	540	36	6.67%	▲ 4
38	Stonehage Fleming	https://www.link	United Kingdom	935	61	6.52%	▲ 17
39	Santander Consumer (UK)	https://www.link	United Kingdom	525	32	6.10%	▲ 24
40	Exinity	https://www.link	United Kingdom	900	54	6.00%	▲ 18
41	Quilter Cheviot	https://www.link	United Kingdom	579	34	5.87%	▼ -5
42	SG Kleinwort Hambros	https://www.link	United Kingdom	690	39	5.65%	▲ 8
43	interactive investor	https://www.link	United Kingdom	823	46	5.59%	▲ 4
44	Paragon Banking Group	https://www.link	United Kingdom	936	52	5.56%	▲ 16
45	Bionic	https://www.link	United Kingdom	590	31	5.25%	New Entry
46	OSTTRA	https://www.link	United Kingdom	992	52	5.24%	▲ 6
47	Pepper Advantage	https://www.link	United Kingdom	902	46	5.10%	▲ 6
48	Close Brothers Asset Manag	https://www.link	United Kingdom	826	42	5.08%	▲ 22
49	Lombard International Gro	https://www.link	United Kingdom	624	31	4.97%	New Entry
50	Reassured	https://www.link	United Kingdom	580	27	4.66%	▲ 16
51	Newton Investment Manag	https://www.link	United Kingdom	651	30	4.61%	▲ 24
52	Target Group	https://www.link	United Kingdom	879	40	4.55%	▲ 19
53	IronFX	https://www.link	United Kingdom	643	29	4.51%	▲ 15
54	Small World Financial Serv	https://www.link	United Kingdom	547	24	4.39%	▼ -43
55	Dignity Funerals	https://www.link	United Kingdom	822	35	4.26%	▲ 1
56	Kensington Mortgages	https://www.link	United Kingdom	932	39	4.18%	▲ 16
57	London Stock Exchange	https://www.link	United Kingdom	901	35	3.88%	▲ 8
58	Vocalink	https://www.link	United Kingdom	978	30	3.07%	▲ 19
59	Lex Autolease	https://www.link	United Kingdom	751	21	2.80%	▲ 20
60	LCH	https://www.link	United Kingdom	935	25	2.67%	▲ 20
61	IG	https://www.link	United Kingdom	849	19	2.24%	▲ 13
62	Albourne	https://www.link	United Kingdom	597	12	2.01%	▲ 11

Ready to win at social?

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[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

