



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

Industry at a glance:

Average Score:
7.78%

Total Companies:
197

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	Beacon Pointe	https://www.linkedin.com/company/beacon-pointe/	United States	535	229	42.80%	▲ 0
2	Baystate Financial	https://www.linkedin.com/company/baystate-financial/	United States	507	138	27.22%	▲ 5
3	Barnum Financial Group	https://www.linkedin.com/company/barnum-financial-group/	United States	714	188	26.33%	▲ 2
4	Guaranteed Rate Affinity	https://www.linkedin.com/company/guaranteed-rate-affinity/	United States	902	201	22.28%	▲ 0
5	DailyPay	https://www.linkedin.com/company/dailypay/	United States	894	189	21.14%	▲ 6
6	Bernstein Private Wealth M	https://www.linkedin.com/company/bernstein-private-wealth/	United States	844	172	20.38%	New Entry
7	Loan Factory	https://www.linkedin.com/company/loan-factory/	United States	625	123	19.68%	New Entry
8	SWBC Mortgage	https://www.linkedin.com/company/swbc-mortgage/	United States	543	102	18.78%	▲ 4
9	Kraken Digital Asset Excha	https://www.linkedin.com/company/kraken-digital-asset-exchange/	United States	683	123	18.01%	▲ 5
10	Amerant Bank	https://www.linkedin.com/company/amerant-bank/	United States	599	101	16.86%	▲ 12
11	BMO Wealth Management	https://www.linkedin.com/company/bmo-wealth-management/	United States	535	90	16.82%	New Entry
12	Ruoff Mortgage	https://www.linkedin.com/company/ruoff-mortgage/	United States	699	117	16.74%	▲ 1
13	Five Rings Financial	https://www.linkedin.com/company/five-rings-financial/	United States	536	83	15.49%	▲ 14
14	Rocket Companies	https://www.linkedin.com/company/rocket-companies/	United States	742	113	15.23%	▲ 10
15	NewDay USA	https://www.linkedin.com/company/newday-usa/	United States	533	81	15.20%	New Entry
16	WealthWave	https://www.linkedin.com/company/wealthwave/	United States	836	124	14.83%	▲ 1
17	Geneva Financial	https://www.linkedin.com/company/geneva-financial/	United States	604	88	14.57%	▲ 13
18	Mutual of Omaha Mortgage	https://www.linkedin.com/company/mutual-of-omaha-mortgage/	United States	929	135	14.53%	▲ 1
19	Churchill Mortgage	https://www.linkedin.com/company/churchill-mortgage/	United States	612	87	14.22%	▲ 2
20	Nations Lending	https://www.linkedin.com/company/nations-lending/	United States	920	130	14.13%	▼ -4
21	Equifax Workforce Solution	https://www.linkedin.com/company/equifax-workforce-solutions/	United States	778	108	13.88%	▲ 60

22	Melio	https://www.link	United States	624	84	13.46%	▲ 21
23	E Mortgage Capital	https://www.link	United States	663	89	13.42%	▲ 2
24	Alkami Technology	https://www.link	United States	955	128	13.40%	▲ 34
25	Papaya Global	https://www.link	United States	812	106	13.05%	▼ -10
26	Marqeta	https://www.link	United States	993	128	12.89%	New Entry
27	New York Life Investments	https://www.link	United States	894	115	12.86%	▲ 7
28	AnnieMac Home Mortgage	https://www.link	United States	721	92	12.76%	▲ 1
29	One	https://www.link	United States	523	66	12.62%	New Entry
30	C2FO	https://www.link	United States	654	82	12.54%	▲ 62
31	Billtrust	https://www.link	United States	850	105	12.35%	▼ -5
32	Inspira Financial	https://www.link	United States	708	87	12.29%	▼ -4
33	UFCU	https://www.link	United States	700	84	12.00%	▲ 57
34	Addition Financial Credit U	https://www.link	United States	501	60	11.98%	▲ 53
35	Atlantic Bay Mortgage Groi	https://www.link	United States	849	101	11.90%	▼ -15
36	Waterstone Mortgage	https://www.link	United States	750	89	11.87%	▲ 0
37	MoneyLion	https://www.link	United States	560	66	11.79%	▲ 26
38	USA Mortgage	https://www.link	United States	741	81	10.93%	▲ 6
39	Transact Campus	https://www.link	United States	550	60	10.91%	New Entry
40	Evergreen Home Loans	https://www.link	United States	611	66	10.80%	▼ -2
41	Hamilton Lane	https://www.link	United States	868	93	10.71%	▼ -2
42	Avantax	https://www.link	United States	607	65	10.71%	▲ 17
43	Wintrust Mortgage	https://www.link	United States	776	82	10.57%	▼ -2
44	MSU Federal Credit Union	https://www.link	United States	761	79	10.38%	▲ 86
45	United Federal Credit Unio	https://www.link	United States	714	73	10.22%	▲ 21
46	Evolve Bank & Trust	https://www.link	United States	594	59	9.93%	▲ 60
47	Human Interest	https://www.link	United States	746	74	9.92%	▼ -15
48	MX	https://www.link	United States	860	85	9.88%	▲ 3
49	NFM Lending	https://www.link	United States	859	84	9.78%	▲ 23
50	Best Egg	https://www.link	United States	649	61	9.40%	▲ 18
51	Sun West Mortgage Comp	https://www.link	United States	673	63	9.36%	▼ -14
52	Pagaya	https://www.link	United States	515	48	9.32%	▲ 45
53	Tala	https://www.link	United States	790	73	9.24%	▲ 49
54	The Motley Fool	https://www.link	United States	654	60	9.17%	▲ 23
55	Accertify	https://www.link	United States	616	56	9.09%	New Entry
56	Summit Funding	https://www.link	United States	929	84	9.04%	▲ 33
57	i-exceed	https://www.link	United States	697	63	9.04%	▼ -1
58	FS Investments	https://www.link	United States	561	50	8.91%	▲ 4
59	Northern Trust Wealth Man	https://www.link	United States	786	70	8.91%	▲ 75
60	Hudson Valley Credit Unio	https://www.link	United States	720	64	8.89%	▲ 16
61	Bankers Trust	https://www.link	United States	637	55	8.63%	▲ 3
62	Barclays Bank US	https://www.link	United States	598	51	8.53%	▲ 70
63	Snap Finance	https://www.link	United States	941	79	8.40%	▲ 15
64	Northpointe Bank	https://www.link	United States	587	49	8.35%	▲ 55
65	Lument	https://www.link	United States	508	42	8.27%	New Entry
66	Sierra Pacific Mortgage Co	https://www.link	United States	790	65	8.23%	▲ 3
67	TDECU	https://www.link	United States	972	79	8.13%	▲ 81
68	Bay Equity	https://www.link	United States	715	58	8.11%	▼ -3
69	Bluevine	https://www.link	United States	594	48	8.08%	▼ -9
70	Northern Trust Asset Servi	https://www.link	United States	600	48	8.00%	▲ 50
71	UNFCU	https://www.link	United States	514	41	7.98%	▲ 119
72	Money Concepts	https://www.link	United States	604	48	7.95%	▲ 52
73	Tinker Federal Credit Unio	https://www.link	United States	583	46	7.89%	▲ 27
74	Advisors Excel	https://www.link	United States	763	60	7.86%	▼ -19
75	FAIRWINDS Credit Union	https://www.link	United States	679	53	7.81%	▲ 54
76	GreenState Credit Union	https://www.link	United States	669	52	7.77%	▲ 10
77	Chartway Credit Union	https://www.link	United States	531	41	7.72%	▲ 39
78	Stellantis Financial Service	https://www.link	United States	691	53	7.67%	▲ 98
79	GreatAmerica Financial Se	https://www.link	United States	698	53	7.59%	▲ 1
80	Lennar Mortgage	https://www.link	United States	992	75	7.56%	▼ -32
81	Travis Credit Union	https://www.link	United States	505	38	7.52%	▲ 61
82	SAFE Credit Union	https://www.link	United States	792	58	7.32%	▲ 53
83	GoodLeap	https://www.link	United States	997	73	7.32%	▲ 28
84	Formidium	https://www.link	United States	730	53	7.26%	▼ -49
85	Symphony	https://www.link	United States	735	53	7.21%	▼ -1
86	Apex Fintech Solutions	https://www.link	United States	861	62	7.20%	▲ 5
87	IBM Promontory	https://www.link	United States	528	38	7.20%	▲ 74
88	S&T Bank	https://www.link	United States	895	64	7.15%	▲ 38
89	SHAZAM Network	https://www.link	United States	564	40	7.09%	▲ 106
90	Advisor360°	https://www.link	United States	584	41	7.02%	▲ 33
91	Univest	https://www.link	United States	926	64	6.91%	▲ 23
92	Abrigo	https://www.link	United States	770	53	6.88%	▲ 29
93	Americor	https://www.link	United States	654	45	6.88%	▲ 64

94	LeaderOne Financial	https://www.link	United States	642	44	6.85%	▲ 34
95	John Hancock Investment	https://www.link	United States	511	35	6.85%	▼ -45
96	KBRA	https://www.link	United States	608	41	6.74%	▼ -8
97	Visions Federal Credit Union	https://www.link	United States	640	43	6.72%	▲ 78
98	Canvas Credit Union	https://www.link	United States	641	43	6.71%	▲ 71
99	Desert Financial Credit Union	https://www.link	United States	984	65	6.61%	▼ -3
100	Benchmark Mortgage	https://www.link	United States	651	43	6.61%	▲ 38
101	Lower	https://www.link	United States	781	51	6.53%	New Entry
102	Paymentus	https://www.link	United States	868	55	6.34%	▲ 1
103	InvestCloud	https://www.link	United States	980	62	6.33%	▲ 6
104	SecurityNational Mortgage	https://www.link	United States	908	57	6.28%	▼ -29
105	eMoney Advisor	https://www.link	United States	625	39	6.24%	▲ 68
106	Acima	https://www.link	United States	690	43	6.23%	▲ 88
107	Broadway Bank	https://www.link	United States	691	43	6.22%	▲ 11
108	Plaza Home Mortgage	https://www.link	United States	665	41	6.17%	▲ 14
109	Safe-Guard Products International	https://www.link	United States	601	37	6.16%	▲ 35
110	Global Credit Union	https://www.link	United States	817	49	6.00%	▼ -25
111	MarketAxess	https://www.link	United States	951	57	5.99%	▼ -7
112	Alegeus	https://www.link	United States	685	41	5.99%	▼ -29
113	Imperial PFS	https://www.link	United States	554	33	5.96%	▼ -8
114	NextGear Capital	https://www.link	United States	672	40	5.95%	▲ 3
115	STCU	https://www.link	United States	630	37	5.87%	▼ -20
116	Canandaigua National Bank	https://www.link	United States	605	35	5.79%	▲ 30
117	Chatham Financial	https://www.link	United States	832	48	5.77%	▼ -18
118	Santander US	https://www.link	United States	943	54	5.73%	▲ 15
119	Alliant Credit Union	https://www.link	United States	763	43	5.64%	▲ 34
120	HomeTrust Bank	https://www.link	United States	571	32	5.60%	▼ -27
121	Amherst	https://www.link	United States	833	46	5.52%	▲ 37
122	Langley Federal Credit Union	https://www.link	United States	528	29	5.49%	▲ 29
123	Vista Equity Partners	https://www.link	United States	897	49	5.46%	▲ 41
124	Christian Care Ministry	https://www.link	United States	647	35	5.41%	▲ 1
125	Acorns	https://www.link	United States	503	27	5.37%	▲ 77
126	MidWestOne Bank	https://www.link	United States	791	42	5.31%	▲ 95
127	BHG Financial	https://www.link	United States	984	52	5.28%	New Entry
128	AssetMark	https://www.link	United States	918	48	5.23%	▲ 24
129	Federal Reserve Bank of Philadelphia	https://www.link	United States	837	43	5.14%	▲ 7
130	Sixth Street	https://www.link	United States	748	38	5.08%	▲ 7
131	BetaNXT	https://www.link	United States	681	34	4.99%	▲ 28
132	ESL Federal Credit Union	https://www.link	United States	762	38	4.99%	▲ 122
133	GoldenSource	https://www.link	United States	643	32	4.98%	▲ 32
134	Security Benefit	https://www.link	United States	707	35	4.95%	▲ 71
135	General Atlantic	https://www.link	United States	757	37	4.89%	▲ 48
136	Bank of America Business	https://www.link	United States	789	38	4.82%	▲ 48
137	Concora Credit	https://www.link	United States	537	25	4.66%	▲ 72
138	FlexTrade	https://www.link	United States	646	30	4.64%	▲ 102
139	Credit Human	https://www.link	United States	745	34	4.56%	▲ 57
140	BCU	https://www.link	United States	926	42	4.54%	▲ 57
141	Ultimus Fund Solutions	https://www.link	United States	511	23	4.50%	New Entry
142	TreviPay	https://www.link	United States	846	38	4.49%	▲ 24
143	AgWest Farm Credit	https://www.link	United States	871	39	4.48%	▲ 28
144	Southwest Funding	https://www.link	United States	559	25	4.47%	▲ 16
145	Flagship Credit Acceptance	https://www.link	United States	628	28	4.46%	▲ 55
146	JG Wentworth	https://www.link	United States	553	24	4.34%	New Entry
147	TCW	https://www.link	United States	923	40	4.33%	▼ -32
148	Selene Finance	https://www.link	United States	554	24	4.33%	▲ 79
149	Municipal Credit Union	https://www.link	United States	676	29	4.29%	▲ 87
150	CPI Card Group	https://www.link	United States	726	31	4.27%	▲ 27
151	Intermex Wire Transfer	https://www.link	United States	620	26	4.19%	▲ 42
152	R.J. O'Brien	https://www.link	United States	596	24	4.03%	▲ 55
153	American AgCredit	https://www.link	United States	945	38	4.02%	▲ 29
154	Tower Federal Credit Union	https://www.link	United States	586	23	3.92%	▲ 34
155	Wright-Patt Credit Union	https://www.link	United States	904	35	3.87%	▲ 55
156	Byline Bank	https://www.link	United States	999	38	3.80%	▲ 48
157	Canaccord Genuity	https://www.link	United States	869	33	3.80%	▲ 58
158	Gesa Credit Union	https://www.link	United States	664	25	3.77%	▼ -15
159	AmeriHome Mortgage Company	https://www.link	United States	534	20	3.75%	▲ 78
160	Delta Community Credit Union	https://www.link	United States	991	37	3.73%	▲ 60
161	CLS Group	https://www.link	United States	858	32	3.73%	▼ -14
162	FBC Mortgage	https://www.link	United States	565	21	3.72%	▼ -7
163	Landmark Credit Union	https://www.link	United States	707	26	3.68%	▲ 49
164	CSI Leasing	https://www.link	United States	886	32	3.61%	▲ 47
165	INTRUST Bank	https://www.link	United States	782	27	3.45%	▲ 92

166	Verition Fund Management	https://www.link	United States	619	21	3.39%	▲ 68
167	Royal Credit Union	https://www.link	United States	590	20	3.39%	▲ 32
168	Gateway Mortgage	https://www.link	United States	893	30	3.36%	▲ 82
169	Rabo AgriFinance	https://www.link	United States	719	24	3.34%	▲ 93
170	GATX	https://www.link	United States	874	29	3.32%	▲ 31
171	Mortgage Connect	https://www.link	United States	639	21	3.29%	▲ 68
172	AM Best	https://www.link	United States	861	28	3.25%	▲ 42
173	Artisan Partners	https://www.link	United States	670	21	3.13%	▲ 56
174	ORIX Corporation USA	https://www.link	United States	674	21	3.12%	▲ 56
175	Union Bank & Trust	https://www.link	United States	979	29	2.96%	▲ 38
176	HPS Investment Partners	https://www.link	United States	779	23	2.95%	▲ 22
177	TASC	https://www.link	United States	684	20	2.92%	▲ 65
178	RoundPoint Mortgage Serv	https://www.link	United States	525	15	2.86%	▲ 81
179	PineBridge Investments	https://www.link	United States	821	23	2.80%	▲ 73
180	Finance of America	https://www.link	United States	745	20	2.68%	New Entry
181	GCM Grosvenor	https://www.link	United States	634	17	2.68%	▼ -36
182	GreenStone Farm Credit S	https://www.link	United States	790	21	2.66%	▲ 71
183	Mesirow	https://www.link	United States	837	22	2.63%	▲ 77
184	AQR Capital Management	https://www.link	United States	731	19	2.60%	▲ 41
185	BTIG	https://www.link	United States	789	20	2.53%	▲ 39
186	National Futures Associati	https://www.link	United States	791	19	2.40%	▼ -36
187	Virtu Financial	https://www.link	United States	916	22	2.40%	▲ 74
188	Vanderbilt Mortgage and Fi	https://www.link	United States	589	13	2.21%	▲ 60
189	1st Franklin Financial	https://www.link	United States	962	20	2.08%	▲ 30
190	AFC	https://www.link	United States	741	15	2.02%	▲ 87
191	Kinecta Federal Credit Uni	https://www.link	United States	884	17	1.92%	▲ 42
192	Avant	https://www.link	United States	790	15	1.90%	▲ 72
193	City Bank	https://www.link	United States	859	16	1.86%	▲ 82
194	Sourcepoint	https://www.link	United States	501	9	1.80%	▲ 50
195	LERETA	https://www.link	United States	613	11	1.79%	▲ 40
196	Heights Finance	https://www.link	United States	795	14	1.76%	▲ 72
197	FMS Solutions	https://www.link	United States	945	14	1.48%	New Entry

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