



Canada's Most Active Financial Services Professionals on Social - April 2025

Industry at a glance:

Average Score:
8.98%

Total Companies:
20

Global Industry Average:
8.70%

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](https://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	728	149	20.47%	▲ 0
2	IG Gestion de patrimoine	https://www.linkedin.com/company/ig-gestion-de-patrimoine/	Canada	914	154	16.85%	▲ 0
3	Neo Financial	https://www.linkedin.com/company/neo-financial/	Canada	719	87	12.10%	▲ 0
4	BMO Global Asset Manage	https://www.linkedin.com/company/bmo-global-asset-manage/	Canada	525	62	11.81%	New Entry
5	Richardson Wealth	https://www.linkedin.com/company/richardson-wealth/	Canada	935	110	11.76%	▲ 1
6	Libro Credit Union	https://www.linkedin.com/company/libro-credit-union/	Canada	679	76	11.19%	▼ -2
7	IGM Financial	https://www.linkedin.com/company/igm-financial/	Canada	594	66	11.11%	▲ 2
8	Prospera Credit Union	https://www.linkedin.com/company/prospera-credit-union/	Canada	719	72	10.01%	▲ 2
9	Desjardins Financial Secur	https://www.linkedin.com/company/desjardins-financial-secur/	Canada	679	66	9.72%	▼ -2
10	H&R Block Canada	https://www.linkedin.com/company/hr-block-canada/	Canada	939	81	8.63%	▲ 6
11	President's Choice Financi	https://www.linkedin.com/company/president-s-choice-financi/	Canada	728	61	8.38%	▼ -3
12	Alerna Savings	https://www.linkedin.com/company/alerna-savings/	Canada	605	50	8.26%	▲ 5
13	AGF Investments	https://www.linkedin.com/company/agf-investments/	Canada	523	34	6.50%	▲ 0
14	Conexus Credit Union	https://www.linkedin.com/company/conexus-credit-union/	Canada	731	43	5.88%	▲ 0
15	Morningstar DBRS	https://www.linkedin.com/company/morningstar-dbrs/	Canada	787	46	5.84%	▲ 3
16	Fiera Capital	https://www.linkedin.com/company/fiera-capital/	Canada	920	52	5.65%	▼ -1
17	Canaccord Genuity Group	https://www.linkedin.com/company/canaccord-genuity-group/	Canada	946	45	4.76%	▲ 2
18	Affinity Credit Union	https://www.linkedin.com/company/affinity-credit-union/	Canada	599	24	4.01%	▲ 4
19	Home Trust Company	https://www.linkedin.com/company/home-trust-company/	Canada	930	35	3.76%	▲ 1
20	International Financial Dat	https://www.linkedin.com/company/international-financial-dat/	Canada	726	21	2.89%	▲ 1

Ready to win at social?

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



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

