



## The UK's Most Active Financial Services Professionals on Social - April 2025

### Industry at a glance:

Average Score:  
**9.28%**

Total Companies:  
**58**

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/](https://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	British International Invest	<a href="https://www.linkedin.com/company/biinvest/">https://www.linkedin.com/company/biinvest/</a>	United Kingdom	659	145	22.00%	▲ 1
2	Preqin	<a href="https://www.linkedin.com/company/preqin/">https://www.linkedin.com/company/preqin/</a>	United Kingdom	636	117	18.40%	New Entry
3	Interpath	<a href="https://www.linkedin.com/company/interpath/">https://www.linkedin.com/company/interpath/</a>	United Kingdom	948	174	18.35%	▲ 14
4	FRP Advisory	<a href="https://www.linkedin.com/company/frp-advisory/">https://www.linkedin.com/company/frp-advisory/</a>	United Kingdom	696	118	16.95%	▼ -1
5	Together	<a href="https://www.linkedin.com/company/together-uk/">https://www.linkedin.com/company/together-uk/</a>	United Kingdom	810	133	16.42%	▼ -4
6	TerraPay	<a href="https://www.linkedin.com/company/terrapay/">https://www.linkedin.com/company/terrapay/</a>	United Kingdom	684	105	15.35%	▼ -1
7	Atom bank	<a href="https://www.linkedin.com/company/atom-bank/">https://www.linkedin.com/company/atom-bank/</a>	United Kingdom	534	80	14.98%	▼ -3
8	Lombard	<a href="https://www.linkedin.com/company/lombard-uk/">https://www.linkedin.com/company/lombard-uk/</a>	United Kingdom	745	109	14.63%	▲ 3
9	Rapyd	<a href="https://www.linkedin.com/company/rapyd/">https://www.linkedin.com/company/rapyd/</a>	United Kingdom	722	98	13.57%	▲ 10
10	Zopa Bank	<a href="https://www.linkedin.com/company/zopa-bank/">https://www.linkedin.com/company/zopa-bank/</a>	United Kingdom	837	111	13.26%	▲ 14
11	People's Partnership	<a href="https://www.linkedin.com/company/peoples-partnership/">https://www.linkedin.com/company/peoples-partnership/</a>	United Kingdom	707	93	13.15%	▼ -5
12	Principality Building Societ	<a href="https://www.linkedin.com/company/principality-building-societies/">https://www.linkedin.com/company/principality-building-societies/</a>	United Kingdom	828	103	12.44%	▲ 9
13	Aegon UK	<a href="https://www.linkedin.com/company/aegon-uk/">https://www.linkedin.com/company/aegon-uk/</a>	United Kingdom	694	84	12.10%	▼ -5
14	The Openwork Partnership	<a href="https://www.linkedin.com/company/the-openwork-partnership/">https://www.linkedin.com/company/the-openwork-partnership/</a>	United Kingdom	756	91	12.04%	▼ -4
15	Fairstone Group	<a href="https://www.linkedin.com/company/fairstone-group/">https://www.linkedin.com/company/fairstone-group/</a>	United Kingdom	615	74	12.03%	▼ -6
16	Succession Wealth	<a href="https://www.linkedin.com/company/succession-wealth/">https://www.linkedin.com/company/succession-wealth/</a>	United Kingdom	659	75	11.38%	▼ -1
17	Newcastle Building Society	<a href="https://www.linkedin.com/company/newcastle-building-society/">https://www.linkedin.com/company/newcastle-building-society/</a>	United Kingdom	879	98	11.15%	▲ 9
18	Invesco EMEA	<a href="https://www.linkedin.com/company/invesco-emea/">https://www.linkedin.com/company/invesco-emea/</a>	United Kingdom	831	92	11.07%	▼ -5
19	Mattioli Woods	<a href="https://www.linkedin.com/company/mattioli-woods/">https://www.linkedin.com/company/mattioli-woods/</a>	United Kingdom	561	62	11.05%	▲ 8
20	Jupiter Asset Management	<a href="https://www.linkedin.com/company/jupiter-asset-management/">https://www.linkedin.com/company/jupiter-asset-management/</a>	United Kingdom	566	61	10.78%	▲ 8
21	Teya	<a href="https://www.linkedin.com/company/teya/">https://www.linkedin.com/company/teya/</a>	United Kingdom	796	82	10.30%	▲ 10

22	Railpen	<a href="https://www.link">https://www.link</a>	United Kingdom	595	61	10.25%	▲ 1
23	London & Country Mortgag	<a href="https://www.link">https://www.link</a>	United Kingdom	645	66	10.23%	▲ 10
24	Funding Circle UK	<a href="https://www.link">https://www.link</a>	United Kingdom	763	78	10.22%	▲ 11
25	Unum UK	<a href="https://www.link">https://www.link</a>	United Kingdom	561	56	9.98%	▼ -13
26	Volkswagen Financial Serv	<a href="https://www.link">https://www.link</a>	United Kingdom	831	82	9.87%	▲ 4
27	Luno	<a href="https://www.link">https://www.link</a>	United Kingdom	730	72	9.86%	▼ -11
28	Nucleus Financial	<a href="https://www.link">https://www.link</a>	United Kingdom	734	66	8.99%	▼ -3
29	AFH Wealth Management	<a href="https://www.link">https://www.link</a>	United Kingdom	512	45	8.79%	New Entry
30	West Brom Building Societ	<a href="https://www.link">https://www.link</a>	United Kingdom	522	43	8.24%	▼ -1
31	Nottingham Building Societ	<a href="https://www.link">https://www.link</a>	United Kingdom	547	45	8.23%	New Entry
32	Schroders Personal Wealth	<a href="https://www.link">https://www.link</a>	United Kingdom	749	60	8.01%	▲ 2
33	Exinity	<a href="https://www.link">https://www.link</a>	United Kingdom	901	71	7.88%	▲ 7
34	Paragon Banking Group	<a href="https://www.link">https://www.link</a>	United Kingdom	956	73	7.64%	▲ 10
35	Arrow Global Group	<a href="https://www.link">https://www.link</a>	United Kingdom	510	38	7.45%	New Entry
36	interactive investor	<a href="https://www.link">https://www.link</a>	United Kingdom	847	63	7.44%	▲ 7
37	Intermediate Capital Group	<a href="https://www.link">https://www.link</a>	United Kingdom	811	58	7.15%	▼ -1
38	Quilter Cheviot	<a href="https://www.link">https://www.link</a>	United Kingdom	610	43	7.05%	▲ 3
39	PayPoint	<a href="https://www.link">https://www.link</a>	United Kingdom	561	38	6.77%	▼ -2
40	Close Brothers Asset Manag	<a href="https://www.link">https://www.link</a>	United Kingdom	518	35	6.76%	▲ 8
41	Moneycorp	<a href="https://www.link">https://www.link</a>	United Kingdom	800	53	6.63%	▼ -19
42	Pepper Advantage	<a href="https://www.link">https://www.link</a>	United Kingdom	936	62	6.62%	▲ 5
43	Stonehage Fleming	<a href="https://www.link">https://www.link</a>	United Kingdom	947	62	6.55%	▼ -5
44	IronFX	<a href="https://www.link">https://www.link</a>	United Kingdom	670	41	6.12%	▲ 9
45	Reassured	<a href="https://www.link">https://www.link</a>	United Kingdom	581	33	5.68%	▲ 5
46	Albourne	<a href="https://www.link">https://www.link</a>	United Kingdom	600	33	5.50%	▲ 16
47	Bionic	<a href="https://www.link">https://www.link</a>	United Kingdom	598	32	5.35%	▼ -2
48	Santander Consumer (UK)	<a href="https://www.link">https://www.link</a>	United Kingdom	525	28	5.33%	▼ -9
49	Capita Pension Solutions	<a href="https://www.link">https://www.link</a>	United Kingdom	713	37	5.19%	▼ -17
50	Link Financial Group	<a href="https://www.link">https://www.link</a>	United Kingdom	635	32	5.04%	New Entry
51	London Stock Exchange	<a href="https://www.link">https://www.link</a>	United Kingdom	934	43	4.60%	▲ 6
52	IG	<a href="https://www.link">https://www.link</a>	United Kingdom	853	36	4.22%	▲ 9
53	Target Group	<a href="https://www.link">https://www.link</a>	United Kingdom	866	33	3.81%	▼ -1
54	Kensington Mortgages	<a href="https://www.link">https://www.link</a>	United Kingdom	950	34	3.58%	▲ 2
55	Newton Investment Manag	<a href="https://www.link">https://www.link</a>	United Kingdom	630	22	3.49%	▼ -4
56	Moody's Analytics Knowled	<a href="https://www.link">https://www.link</a>	United Kingdom	634	22	3.47%	New Entry
57	Lex Autolease	<a href="https://www.link">https://www.link</a>	United Kingdom	752	20	2.66%	▲ 2
58	LCH	<a href="https://www.link">https://www.link</a>	United Kingdom	937	21	2.24%	▲ 2

Ready to win at social?

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