



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

Industry at a glance:

Average Score:
8.34%

Total Companies:
205

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

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/beaconpointe/	United States	557	173	31.06%	▲ 0
2	Barnum Financial Group	https://www.linkedin.com/company/barnumfinancial/	United States	702	204	29.06%	▲ 1
3	Baystate Financial	https://www.linkedin.com/company/baystatefinancial/	United States	510	148	29.02%	▼ -1
4	DailyPay	https://www.linkedin.com/company/dailypay/	United States	927	252	27.18%	▲ 1
5	Guaranteed Rate Affinity	https://www.linkedin.com/company/guaranteed-rate-affinity/	United States	882	217	24.60%	▼ -1
6	Bernstein Private Wealth M	https://www.linkedin.com/company/bernstein-private-wealth/	United States	878	202	23.01%	▲ 0
7	Amerant Bank	https://www.linkedin.com/company/amerant-bank/	United States	622	136	21.86%	▲ 3
8	Synergy One Lending	https://www.linkedin.com/company/synergy-one-lending/	United States	541	117	21.63%	New Entry
9	BMO Wealth Management	https://www.linkedin.com/company/bmo-wealth-management/	United States	544	108	19.85%	▲ 2
10	WealthWave	https://www.linkedin.com/company/wealthwave/	United States	858	169	19.70%	▲ 6
11	Billtrust	https://www.linkedin.com/company/billtrust/	United States	887	165	18.60%	▲ 20
12	Loan Factory	https://www.linkedin.com/company/loan-factory/	United States	786	143	18.19%	▼ -5
13	Alkami Technology	https://www.linkedin.com/company/alkami-technology/	United States	975	167	17.13%	▲ 11
14	Octus	https://www.linkedin.com/company/octus/	United States	549	91	16.58%	New Entry
15	Bay Equity	https://www.linkedin.com/company/bay-equity/	United States	756	125	16.53%	▲ 53
16	SWBC Mortgage	https://www.linkedin.com/company/swbc-mortgage/	United States	524	86	16.41%	▼ -8
17	Mutual of Omaha Mortgage	https://www.linkedin.com/company/mutual-of-omaha-mortgage/	United States	953	155	16.26%	▲ 1
18	Nations Lending	https://www.linkedin.com/company/nations-lending/	United States	905	146	16.13%	▲ 2
19	Hamilton Lane	https://www.linkedin.com/company/hamilton-lane/	United States	907	146	16.10%	▲ 22
20	Transact Campus	https://www.linkedin.com/company/transact-campus/	United States	553	89	16.09%	▲ 19
21	New York Life Investments	https://www.linkedin.com/company/new-york-life-investments/	United States	932	149	15.99%	▲ 6

22	Melio	https://www.link	United States	645	103	15.97%	▲ 0
23	Kraken Digital Asset Excha	https://www.link	United States	876	139	15.87%	▼ -14
24	Human Interest	https://www.link	United States	768	119	15.49%	▲ 23
25	Equifax Workforce Solution	https://www.link	United States	792	122	15.40%	▼ -4
26	AnnieMac Home Mortgage	https://www.link	United States	743	114	15.34%	▲ 2
27	Five Rings Financial	https://www.link	United States	539	82	15.21%	▼ -14
28	Papaya Global	https://www.link	United States	768	115	14.97%	▼ -3
29	Ruoff Mortgage	https://www.link	United States	665	99	14.89%	▼ -17
30	Atlantic Bay Mortgage Groi	https://www.link	United States	823	121	14.70%	▲ 5
31	Churchill Mortgage	https://www.link	United States	582	84	14.43%	▼ -12
32	E Mortgage Capital	https://www.link	United States	690	98	14.20%	▼ -9
33	One	https://www.link	United States	581	81	13.94%	▼ -4
34	UFUCU	https://www.link	United States	694	93	13.40%	▼ -1
35	Evergreen Home Loans	https://www.link	United States	603	80	13.27%	▲ 5
36	Geneva Financial	https://www.link	United States	590	77	13.05%	▼ -19
37	Inspira Financial	https://www.link	United States	806	105	13.03%	▼ -5
38	Waterstone Mortgage	https://www.link	United States	745	90	12.08%	▼ -2
39	C2FO	https://www.link	United States	613	74	12.07%	▼ -9
40	Bluevine	https://www.link	United States	547	66	12.07%	▲ 29
41	Best Egg	https://www.link	United States	612	73	11.93%	▲ 9
42	USA Mortgage	https://www.link	United States	750	88	11.73%	▼ -4
43	GreenState Credit Union	https://www.link	United States	705	80	11.35%	▲ 33
44	Tala	https://www.link	United States	813	91	11.19%	▲ 9
45	Advisor360°	https://www.link	United States	574	64	11.15%	▲ 45
46	Northpointe Bank	https://www.link	United States	583	65	11.15%	▲ 18
47	Wintrust Mortgage	https://www.link	United States	773	84	10.87%	▼ -4
48	MX	https://www.link	United States	866	91	10.51%	▲ 0
49	Advisors Excel	https://www.link	United States	796	83	10.43%	▲ 25
50	Acoms	https://www.link	United States	579	59	10.19%	▲ 75
51	MSU Federal Credit Union	https://www.link	United States	787	78	9.91%	▼ -7
52	The Motley Fool	https://www.link	United States	631	62	9.83%	▲ 2
53	NFM Lending	https://www.link	United States	864	84	9.72%	▼ -4
54	MoneyLion	https://www.link	United States	587	57	9.71%	▼ -17
55	United Federal Credit Unio	https://www.link	United States	745	72	9.66%	▼ -10
56	Avantax	https://www.link	United States	595	57	9.58%	▼ -14
57	Snap Finance	https://www.link	United States	952	91	9.56%	▲ 6
58	SAFE Credit Union	https://www.link	United States	780	74	9.49%	▲ 24
59	Abrigo	https://www.link	United States	858	81	9.44%	▲ 33
60	TDECU	https://www.link	United States	982	92	9.37%	▲ 7
61	Sierra Pacific Mortgage Co	https://www.link	United States	795	74	9.31%	▲ 5
62	Rocket Companies	https://www.link	United States	593	55	9.27%	▼ -48
63	KBRA	https://www.link	United States	629	58	9.22%	▲ 33
64	Hudson Valley Credit Union	https://www.link	United States	765	70	9.15%	▼ -4
65	eMoney Advisor	https://www.link	United States	637	58	9.11%	▲ 40
66	Hilco Global	https://www.link	United States	519	47	9.06%	New Entry
67	Accertify	https://www.link	United States	712	64	8.99%	▼ -12
68	Visions Federal Credit Unio	https://www.link	United States	648	58	8.95%	▲ 29
69	LeaderOne Financial	https://www.link	United States	653	58	8.88%	▲ 25
70	Bankers Trust	https://www.link	United States	644	57	8.85%	▼ -9
71	Safe-Guard Products Intern	https://www.link	United States	621	54	8.70%	▲ 38
72	Tinker Federal Credit Union	https://www.link	United States	611	53	8.67%	▲ 1
73	Broadway Bank	https://www.link	United States	717	62	8.65%	▲ 34
74	S&T Bank	https://www.link	United States	907	78	8.60%	▲ 14
75	Vericast	https://www.link	United States	977	84	8.60%	New Entry
76	STCU	https://www.link	United States	655	56	8.55%	▲ 39
77	Lower	https://www.link	United States	820	70	8.54%	▲ 24
78	Money Concepts	https://www.link	United States	613	52	8.48%	▼ -6
79	Chartway Credit Union	https://www.link	United States	547	46	8.41%	▼ -2
80	Acima	https://www.link	United States	752	62	8.24%	▲ 26
81	Imperial PFS	https://www.link	United States	558	46	8.24%	▲ 32
82	Alegeus	https://www.link	United States	732	60	8.20%	▲ 30
83	Summit Funding	https://www.link	United States	956	78	8.16%	▼ -27
84	SLC Management	https://www.link	United States	504	41	8.13%	New Entry
85	Addition Financial Credit U	https://www.link	United States	529	43	8.13%	▼ -51
86	Apex Fintech Solutions	https://www.link	United States	924	75	8.12%	▲ 0
87	UNFCU	https://www.link	United States	530	43	8.11%	▼ -16
88	Northern Trust Wealth Man	https://www.link	United States	791	64	8.09%	▼ -29
89	Travis Credit Union	https://www.link	United States	532	43	8.08%	▼ -8
90	MarketAxess	https://www.link	United States	956	77	8.05%	▲ 21
91	GCM Grosvenor	https://www.link	United States	646	52	8.05%	▲ 90
92	Gesa Credit Union	https://www.link	United States	696	56	8.05%	▲ 66
93	Paymentus	https://www.link	United States	888	71	8.00%	▲ 9

94	Sun West Mortgage Comp	https://www.link	United States	655	52	7.94%	▼ -43
95	Univest	https://www.link	United States	959	74	7.72%	▼ -4
96	FS Investments	https://www.link	United States	585	45	7.69%	▼ -38
97	InvestCloud	https://www.link	United States	992	74	7.46%	▲ 6
98	Federal Reserve Bank of P	https://www.link	United States	856	63	7.36%	▲ 31
99	HomeTrust Bank	https://www.link	United States	576	42	7.29%	▲ 21
100	Lument	https://www.link	United States	514	37	7.20%	▼ -35
101	Global Credit Union	https://www.link	United States	862	62	7.19%	▲ 9
102	General Atlantic	https://www.link	United States	767	55	7.17%	▲ 33
103	GreatAmerica Financial Se	https://www.link	United States	729	52	7.13%	▼ -24
104	SHAZAM Network	https://www.link	United States	561	40	7.13%	▼ -15
105	Stellantis Financial Service	https://www.link	United States	735	52	7.07%	▼ -27
106	NewDay USA	https://www.link	United States	526	37	7.03%	▼ -91
107	Barclays Bank US	https://www.link	United States	685	48	7.01%	▼ -45
108	Royal Credit Union	https://www.link	United States	629	44	7.00%	▲ 59
109	Amerikor	https://www.link	United States	688	48	6.98%	▼ -16
110	Symphony	https://www.link	United States	761	53	6.96%	▼ -25
111	Benchmark Mortgage	https://www.link	United States	633	44	6.95%	▼ -11
112	Alliant Credit Union	https://www.link	United States	772	53	6.87%	▲ 7
113	i-exceed	https://www.link	United States	714	49	6.86%	▼ -56
114	Santander US	https://www.link	United States	979	67	6.84%	▲ 4
115	Northern Trust Asset Servi	https://www.link	United States	602	41	6.81%	▼ -45
116	FAIRWINDS Credit Union	https://www.link	United States	684	46	6.73%	▼ -41
117	CLS Group	https://www.link	United States	908	61	6.72%	▲ 44
118	BetaNXT	https://www.link	United States	706	47	6.66%	▲ 13
119	AgWest Farm Credit	https://www.link	United States	918	61	6.64%	▲ 24
120	NextGear Capital	https://www.link	United States	665	44	6.62%	▼ -6
121	Christian Care Ministry	https://www.link	United States	653	43	6.58%	▲ 3
122	Volante Technologies	https://www.link	United States	814	53	6.51%	New Entry
123	AssetMark	https://www.link	United States	940	60	6.38%	▲ 5
124	JG Wentworth	https://www.link	United States	647	41	6.34%	▲ 22
125	Canandaigua National Ban	https://www.link	United States	604	38	6.29%	▼ -9
126	Plaza Home Mortgage	https://www.link	United States	665	41	6.17%	▼ -18
127	MidWestOne Bank	https://www.link	United States	817	50	6.12%	▼ -1
128	Finance of America	https://www.link	United States	753	46	6.11%	▲ 52
129	Amherst	https://www.link	United States	865	52	6.01%	▼ -8
130	Security Benefit	https://www.link	United States	720	43	5.97%	▲ 4
131	TCW	https://www.link	United States	822	49	5.96%	▲ 16
132	Vista Equity Partners	https://www.link	United States	880	51	5.80%	▼ -9
133	Sixth Street	https://www.link	United States	803	46	5.73%	▼ -3
134	Evolve Bank & Trust	https://www.link	United States	561	32	5.70%	▼ -88
135	Langley Federal Credit Uni	https://www.link	United States	537	29	5.40%	▼ -13
136	Canvas Credit Union	https://www.link	United States	652	35	5.37%	▼ -38
137	FBC Mortgage	https://www.link	United States	562	30	5.34%	▲ 25
138	Intermex	https://www.link	United States	641	34	5.30%	▲ 13
139	SecurityNational Mortgage	https://www.link	United States	893	47	5.26%	▼ -35
140	American Credit Acceptanc	https://www.link	United States	939	49	5.22%	New Entry
141	Wright-Patt Credit Union	https://www.link	United States	930	48	5.16%	▲ 14
142	Tower Federal Credit Unio	https://www.link	United States	586	30	5.12%	▲ 12
143	Artisan Partners	https://www.link	United States	683	34	4.98%	▲ 30
144	Credit Human	https://www.link	United States	765	38	4.97%	▼ -5
145	AmeriHome Mortgage Con	https://www.link	United States	545	27	4.95%	▲ 14
146	TreviPay	https://www.link	United States	798	39	4.89%	▼ -4
147	GoldenSource	https://www.link	United States	637	31	4.87%	▼ -14
148	Selene Finance	https://www.link	United States	564	27	4.79%	▲ 0
149	Ultimus Fund Solutions	https://www.link	United States	526	25	4.75%	▼ -8
150	FlexTrade	https://www.link	United States	653	30	4.59%	▼ -12
151	GATX	https://www.link	United States	883	40	4.53%	▲ 19
152	Bank of America Business	https://www.link	United States	829	37	4.46%	▼ -16
153	Mesirow	https://www.link	United States	853	38	4.45%	▲ 30
154	Chatham Financial	https://www.link	United States	809	36	4.45%	▼ -37
155	Cherry Creek Mortgage	https://www.link	United States	556	24	4.32%	New Entry
156	CPI Card Group	https://www.link	United States	747	32	4.28%	▼ -6
157	R.J. O'Brien	https://www.link	United States	607	26	4.28%	▼ -5
158	TASC	https://www.link	United States	692	29	4.19%	▲ 19
159	Municipal Credit Union	https://www.link	United States	696	29	4.17%	▼ -10
160	Canaccord Genuity - GLOBE	https://www.link	United States	937	39	4.16%	▼ -3
161	National Futures Associati	https://www.link	United States	794	33	4.16%	▲ 25
162	GreenStone Farm Credit S	https://www.link	United States	796	33	4.15%	▲ 20
163	Georgia's Own Credit Unio	https://www.link	United States	558	23	4.12%	New Entry
164	AM Best	https://www.link	United States	870	34	3.91%	▲ 8
165	CSI Leasing	https://www.link	United States	926	36	3.89%	▼ -1

166	Concora Credit	https://www.link	United States	559	21	3.76%	▼ -29
167	Land Home Financial Servi	https://www.link	United States	509	19	3.73%	New Entry
168	PineBridge Investments	https://www.link	United States	848	31	3.66%	▲ 11
169	ESL Federal Credit Union	https://www.link	United States	770	28	3.64%	▼ -37
170	Southwest Funding	https://www.link	United States	557	20	3.59%	▼ -26
171	INTRUST Bank	https://www.link	United States	791	28	3.54%	▼ -6
172	Landmark Credit Union	https://www.link	United States	723	25	3.46%	▼ -9
173	Rabo AgriFinance	https://www.link	United States	680	23	3.38%	▼ -4
174	Flagship Credit Acceptance	https://www.link	United States	630	21	3.33%	▼ -29
175	American AgCredit	https://www.link	United States	945	31	3.28%	▼ -22
176	BTIG	https://www.link	United States	804	26	3.23%	▲ 9
177	Performant	https://www.link	United States	764	23	3.01%	New Entry
178	Farm Credit East	https://www.link	United States	505	15	2.97%	New Entry
179	Mortgage Connect	https://www.link	United States	648	19	2.93%	▼ -8
180	1st Franklin Financial	https://www.link	United States	1,000	29	2.90%	▲ 9
181	AQR Capital Management	https://www.link	United States	760	22	2.89%	▲ 3
182	FOREX.com	https://www.link	United States	793	22	2.77%	New Entry
183	Gateway Mortgage	https://www.link	United States	894	24	2.68%	▼ -15
184	Vanderbilt Mortgage and F	https://www.link	United States	598	16	2.68%	▲ 4
185	Heights Finance	https://www.link	United States	789	21	2.66%	▲ 11
186	Verition Fund Management	https://www.link	United States	667	17	2.55%	▼ -20
187	Virtu Financial	https://www.link	United States	926	23	2.48%	▲ 0
188	HPS Investment Partners	https://www.link	United States	818	20	2.44%	▼ -12
189	Harley-Davidson Financial	https://www.link	United States	658	16	2.43%	New Entry
190	Kinecta Federal Credit Uni	https://www.link	United States	867	21	2.42%	▲ 1
191	AFC Automotive Finance	https://www.link	United States	757	18	2.38%	▼ -1
192	Consumer Portfolio Service	https://www.link	United States	520	12	2.31%	New Entry
193	Computershare U.S.	https://www.link	United States	764	17	2.23%	New Entry
194	21st Mortgage	https://www.link	United States	789	16	2.03%	New Entry
195	RoundPoint Mortgage Serv	https://www.link	United States	527	10	1.90%	▼ -17
196	FMS Solutions	https://www.link	United States	977	18	1.84%	▲ 1
197	CURO Financial Technolog	https://www.link	United States	568	10	1.76%	New Entry
198	Freedom Financial Networl	https://www.link	United States	725	11	1.52%	New Entry
199	ORIX Corporation USA	https://www.link	United States	664	10	1.51%	▼ -25
200	Eagle Home Mortgage	https://www.link	United States	774	10	1.29%	New Entry
201	Avant	https://www.link	United States	859	11	1.28%	▼ -9
202	Aksia	https://www.link	United States	502	6	1.20%	New Entry
203	Cadex	https://www.link	United States	604	6	0.99%	New Entry
204	ECMC	https://www.link	United States	821	7	0.85%	New Entry
205	City Bank	https://www.link	United States	853	6	0.70%	▼ -12

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