



Oceania's Most Active Banking Professionals on Social - February 2021

Industry at a glance:

Average Score:
4.32%

Total Companies:
32

Global Industry Average
6.60%

Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact is often greater than that of its company pages?

Your employees are seen as a trusted source of information by the audiences most important to your organization - your customers, prospects, partners and future employees. **Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, conversions, and prove ROI.**

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!

But, how active are your employees currently 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.

While you're looking, consider that DSMN8 customers typically see **30-40%** of employees regularly sharing company-approved content, with little effort required.

We've got everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects used by senior leadership, marketing, communications, sales, and HR teams.

Isn't it time you added amplified social sharing to your activity? Learn more at www.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	Teachers Mutual Bank	https://www.linke	Australia	451	34	7.54%	▲ 4
2	P&N Bank	https://www.linke	Australia	246	18	7.32%	▲ 8
3	Reserve Bank of New Zealand	https://www.linke	New Zeala	401	29	7.23%	▲ 9
4	Heritage Bank	https://www.linke	Australia	640	46	7.19%	▲ 9
5	Bendigo Bank	https://www.linke	Australia	609	34	5.58%	▼ -4
6	Westpac Institutional Bank	https://www.linke	Australia	1,403	73	5.20%	▲ 16
7	Kiwibank	https://www.linke	New Zeala	1,658	84	5.07%	▲ 10
8	Greater Bank	https://www.linke	Australia	621	31	4.99%	▲ 0
9	Heartland Bank	https://www.linke	New Zeala	362	18	4.97%	▼ -6
10	ME Bank	https://www.linke	Australia	1,241	61	4.92%	▲ 1
11	Beyond Bank Australia	https://www.linke	Australia	468	22	4.70%	▼ -2
12	Bank of New Zealand	https://www.linke	New Zeala	4,733	216	4.56%	▼ -10
13	ING Australia	https://www.linke	Australia	1,319	59	4.47%	▲ 16
14	Credit Union Australia	https://www.linke	Australia	952	42	4.41%	▼ -7
15	Westpac	https://www.linke	Australia	15,728	673	4.28%	▲ 5
16	Bank of Melbourne	https://www.linke	Australia	878	37	4.21%	▼ -2
17	ASB Bank	https://www.linke	New Zeala	4,602	188	4.09%	▲ 8
18	Rabobank Australia	https://www.linke	Australia	467	19	4.07%	▲ 10
19	Bendigo and Adelaide Bank	https://www.linke	Australia	5,284	213	4.03%	▲ 7
20	Newcastle Permanent Building	https://www.linke	Australia	801	32	4.00%	▼ -5
21	Westpac New Zealand	https://www.linke	New Zeala	3,046	121	3.97%	▲ 0
22	IMB Bank	https://www.linke	Australia	346	13	3.76%	▲ 8
23	The Co-operative Bank	https://www.linke	New Zeala	294	11	3.74%	▲ 9
24	UBank	https://www.linke	Australia	417	15	3.60%	▼ -8

25	TSB New Zealand	https://www.linke	New Zeala	405		14	3.46%	▼ -19
26	NAB	https://www.linke	Australia	29,934		957	3.20%	▼ -3
27	Bank Australia	https://www.linke	Australia	285		9	3.16%	▼ -23
28	ANZ	https://www.linke	Australia	46,594		1,237	2.65%	▼ -1
29	Reserve Bank of Australia	https://www.linke	Australia	1,311		33	2.52%	▼ -5
30	BankSA	https://www.linke	Australia	526		11	2.09%	▼ -12
31	MFB	https://www.linke	Australia	543		10	1.84%	▲ 2
32	St.George Bank	https://www.linke	Australia	3,680		57	1.55%	▼ -1

Ready to win at social?

Set up takes just 6 minutes and you can try free for 30-days, no credit card needed and you cancel at any time.

[Visit our website](#) [our contact us at support@dsmn8.com](#)



DSMN8

linkedin.com/company/DSMN8

