

# DSMN8

Oceania's Most Active Accounting Professionals on Social - March 2021

## Industry at a glance:

Average Score: **12.09%**      Total Companies: **21**      Global Industry Average **12.23%**

## 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](http://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	McGrathNicol	<a href="https://www.linke">https://www.linke</a>	Australia	344	175	50.87%	▲ 0
2	RSM Australia	<a href="https://www.linke">https://www.linke</a>	Australia	1,200	229	19.08%	▲ 1
3	Moore Australia	<a href="https://www.linke">https://www.linke</a>	Australia	296	50	16.89%	▲ 2
4	CPA Australia	<a href="https://www.linke">https://www.linke</a>	Australia	1,344	187	13.91%	▲ 2
5	BDO in Australia	<a href="https://www.linke">https://www.linke</a>	Australia	1,490	196	13.15%	▲ 2
6	Grant Thornton Australia	<a href="https://www.linke">https://www.linke</a>	Australia	1,323	172	13.00%	▲ 3
7	ShineWing Australia	<a href="https://www.linke">https://www.linke</a>	Australia	260	32	12.31%	▼ -3
8	Chartered Accountants	<a href="https://www.linke">https://www.linke</a>	Australia	2,052	243	11.84%	▼ -6
9	William Buck	<a href="https://www.linke">https://www.linke</a>	Australia	766	90	11.75%	▼ -1
10	PKF Sydney & Newcastle	<a href="https://www.linke">https://www.linke</a>	Australia	232	27	11.64%	▲ 3
11	Vincents	<a href="https://www.linke">https://www.linke</a>	Australia	228	24	10.53%	▲ 0
12	TOA Global	<a href="https://www.linke">https://www.linke</a>	Australia	1,172	120	10.24%	▲ 2
13	BDO New Zealand	<a href="https://www.linke">https://www.linke</a>	New Zeala	465	42	9.03%	▲ 7
14	HLB Mann Judd	<a href="https://www.linke">https://www.linke</a>	Australia	569	49	8.61%	▲ 1
15	Nexia Australia	<a href="https://www.linke">https://www.linke</a>	Australia	324	25	7.72%	▼ -5
16	Baker Tilly Staples Rodway	<a href="https://www.linke">https://www.linke</a>	New Zeala	237	17	7.17%	▲ 3
17	Pitcher Partners	<a href="https://www.linke">https://www.linke</a>	Australia	1,313	91	6.93%	▲ 0
18	Grant Thornton New Zealand	<a href="https://www.linke">https://www.linke</a>	New Zeala	221	14	6.33%	▲ 3
19	H&R Block	<a href="https://www.linke">https://www.linke</a>	Australia	229	10	4.37%	▼ -3
20	Crowe Horwath Australia	<a href="https://www.linke">https://www.linke</a>	Australia	511	22	4.31%	▼ -2
21	KordaMentha	<a href="https://www.linke">https://www.linke</a>	Australia	335	14	4.18%	▼ -9

## 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](#)



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

