



Oceania's Most Active Oil & Energy Professionals on Social - April 2021

Industry at a glance:

Average Score:
3.02%

Total Companies:
30

Global Industry Average:
5.14%

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	Synergy	https://www.linke	Australia	581	62	10.67%	▲ 0
2	Vertech Group	https://www.linke	Australia	209	15	7.18%	▲ 0
3	Jord International	https://www.linke	Australia	293	17	5.80%	▲ 2
4	Beach Energy	https://www.linke	Australia	555	30	5.41%	▼ -1
5	Contract Resources	https://www.linke	Australia	496	24	4.84%	▲ 4
6	KAEFER Integrated Services	https://www.linke	Australia	725	34	4.69%	▼ -2
7	Worley	https://www.linke	Australia	31,262	1,369	4.38%	▲ 0
8	Supagas	https://www.linke	Australia	234	9	3.85%	▲ 18
9	Origin Energy	https://www.linke	Australia	5,281	197	3.73%	▲ 3
10	Viva Energy Australia	https://www.linke	Australia	917	31	3.38%	▲ 0
11	United Petroleum	https://www.linke	Australia	521	17	3.26%	▲ 7
12	Arrow Energy	https://www.linke	Australia	680	22	3.24%	▼ -4
13	Woodside Energy	https://www.linke	Australia	4,103	118	2.88%	▲ 2
14	MPC Kinetic	https://www.linke	Australia	343	9	2.62%	▲ 11
15	INPEX	https://www.linke	Australia	1,758	43	2.45%	▲ 4
16	Z Energy	https://www.linke	New Zeala	1,326	30	2.26%	▲ 1
17	Santos	https://www.linke	Australia	3,525	79	2.24%	▲ 6
18	Refining NZ	https://www.linke	New Zeala	253	5	1.98%	▲ 10
19	MPC Group	https://www.linke	Australia	312	6	1.92%	▼ -8
20	Neptune Marine Services	https://www.linke	Australia	212	4	1.89%	▲ 1
21	Todd Energy	https://www.linke	New Zeala	275	5	1.82%	▲ 8
22	QGC	https://www.linke	Australia	908	16	1.76%	▲ 0
23	Kleenheat	https://www.linke	Australia	312	5	1.60%	▼ -10
24	Cape Australia	https://www.linke	Australia	215	3	1.40%	▲ 0

25	GO MARINE GROUP	https://www.linke	Australia	289	4	1.38%	▼ -5
26	Easternwell	https://www.linke	Australia	443	6	1.35%	▲ 1
27	Caltex Australia	https://www.linke	Australia	3,208	33	1.03%	▼ -11
28	Mobil Oil	https://www.linke	Australia	1,024	8	0.78%	▲ 2
29	Shell Todd Oil Services	https://www.linke	New Zeala	216	1	0.46%	▲ 3
30	Programmed Marine	https://www.linke	Australia	255	1	0.39%	▲ 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](https://www.dsmn8.com) [our contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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