

DSMN8

Oceania's Most Active Broadcast Media Professionals on Social - June 2021

Industry at a glance:

Average Score:
6.73%

Total Companies:
14

Global Industry Average:
7.12%

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)
1	Sky News Australia	https://www.linkedin.com/company/skynewsaustralia	Australia	258	35	13.57%
2	SBS Australia	https://www.linkedin.com/company/sbsaustralia	Australia	1,426	167	11.71%
3	NZME	https://www.linkedin.com/company/nzme	New Zealand	881	83	9.42%
4	SCA	https://www.linkedin.com/company/sca	Australia	1,924	153	7.95%
5	Nine	https://www.linkedin.com/company/nine	Australia	3,278	225	6.86%
6	ABC	https://www.linkedin.com/company/abc	Australia	4,583	284	6.20%
7	Network 10	https://www.linkedin.com/company/network10	Australia	1,137	68	5.98%
8	Fox Sports Australia	https://www.linkedin.com/company/foxsportsaustralia	Australia	705	42	5.96%
9	MediaWorks	https://www.linkedin.com/company/mediaworks	New Zealand	997	56	5.62%
10	Foxtel	https://www.linkedin.com/company/foxtel	Australia	2,510	126	5.02%
11	Seven West Media	https://www.linkedin.com/company/sevenwestmedia	Australia	2,779	139	5.00%
12	TVNZ	https://www.linkedin.com/company/tvnz	New Zealand	970	44	4.54%
13	Seven Network	https://www.linkedin.com/company/sevennetwork	Australia	1,786	80	4.48%
14	WIN Television	https://www.linkedin.com/company/win-television	Australia	216	4	1.85%

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](http://www.dsmn8.com) or [contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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