

DSMN8

Oceania's Most Active Entertainment Professionals on Social - June 2021

Industry at a glance:

Average Score:
5.37%

Total Companies:
18

Global Industry Average:
5.51%

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	TEG	https://www.linkedin.com/company/teg	Australia	71	11	15.49%
2	NOVA Entertainment	https://www.linkedin.com/company/nova-entertainment	Australia	593	70	11.80%
3	Melbourne & Olympic Parks	https://www.linkedin.com/company/melbourne-olympic-parks	Australia	207	18	8.70%
4	Australian Radio Network	https://www.linkedin.com/company/australian-radio-network	Australia	565	45	7.96%
5	Endemol Shine Australia	https://www.linkedin.com/company/endemol-shine-australia	Australia	470	29	6.17%
6	Event Hospitality	https://www.linkedin.com/company/event-hospitality	Australia	323	19	5.88%
7	Village Roadshow	https://www.linkedin.com/company/village-roadshow	Australia	494	26	5.26%
8	Ticketek Australia	https://www.linkedin.com/company/ticketek-australia	Australia	230	10	4.35%
9	Optus Stadium	https://www.linkedin.com/company/optus-stadium	Australia	346	15	4.34%
10	Tabcorp	https://www.linkedin.com/company/tabcorp	Australia	2,811	119	4.23%
11	VRTP	https://www.linkedin.com/company/vrtp	Australia	437	18	4.12%
12	Funlab	https://www.linkedin.com/company/funlab	Australia	283	10	3.53%
13	Sky New Zealand	https://www.linkedin.com/company/sky-new-zealand	New Zealand	1,328	45	3.39%
14	Crown Resorts	https://www.linkedin.com/company/crown-resorts	Australia	4,133	131	3.17%
15	HOYTS Group	https://www.linkedin.com/company/hoyts-group	Australia	895	24	2.68%
16	New Zealand Racing Board	https://www.linkedin.com/company/new-zealand-racing-board	New Zealand	206	5	2.43%
17	Event Cinemas	https://www.linkedin.com/company/event-cinemas	Australia	645	14	2.17%
18	Ardent Leisure Group	https://www.linkedin.com/company/ardent-leisure-group	Australia	102	1	0.98%

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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