

DSMN8

Oceania's Most Active Aviation & Aerospace Professionals on Social - July 2021

Industry at a glance:

Average Score:
5.59%

Total Companies:
11

Global Industry Average:
5.29%

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	BAC	https://www.linkedin.com/company/bac	Australia	348	42	12.07%
2	Perth Airport	https://www.linkedin.com/company/perth-airport	Australia	266	24	9.02%
3	Airbus in Australia Pacific	https://www.linkedin.com/company/airbus-in-australia-pacific	Australia	672	43	6.40%
4	CASA	https://www.linkedin.com/company/casa	Australia	595	36	6.05%
5	TAE Aerospace	https://www.linkedin.com/company/tae-aerospace	Australia	268	16	5.97%
6	Alliance Airlines	https://www.linkedin.com/company/alliance-airlines	Australia	336	15	4.46%
7	Network Aviation	https://www.linkedin.com/company/network-aviation	Australia	207	9	4.35%
8	CAA	https://www.linkedin.com/company/caa	New Zealand	281	11	3.91%
9	HNZ Group	https://www.linkedin.com/company/hnz-group	New Zealand	421	16	3.80%
10	Cobham Aviation Services	https://www.linkedin.com/company/cobham-aviation-services	Australia	554	21	3.79%
11	Hawker Pacific	https://www.linkedin.com/company/hawker-pacific	Australia	297	5	1.68%

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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