

DSMN8

Oceania's Most Active Consumer Goods Professionals on Social - July 2021

Industry at a glance:

Average Score:
4.00%

Total Companies:
22

Global Industry Average:
5.31%

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	Moose Toys	https://www.linkedin.com/company/moose-toys	Australia	343	61	17.78%
2	GWA Group Limited	https://www.linkedin.com/company/gwa-group-limited	Australia	386	29	7.51%
3	Fisher & Paykel Appliances	https://www.linkedin.com/company/fitel	New Zealand	1,604	95	5.92%
4	Comvita Limited	https://www.linkedin.com/company/comvita	New Zealand	210	12	5.71%
5	Carlton & United Breweries	https://www.linkedin.com/company/carlton-and-united-breweries	Australia	1,352	65	4.81%
6	George Weston Foods	https://www.linkedin.com/company/george-weston-foods	Australia	1,398	61	4.36%
7	PharmaCare Laboratories	https://www.linkedin.com/company/pharmacare-laboratories	Australia	254	11	4.33%
8	DuluxGroup	https://www.linkedin.com/company/duluxgroup	Australia	2,092	90	4.30%
9	McPherson's	https://www.linkedin.com/company/mcphersons	Australia	318	12	3.77%
10	Nestlé Purina Petcare	https://www.linkedin.com/company/nestle-purina-petcare	Australia	215	8	3.72%
11	Rinnai Australia	https://www.linkedin.com/company/rinnai-australia	Australia	248	9	3.63%
12	Arnott's Group	https://www.linkedin.com/company/arnotts-group	Australia	1,142	40	3.50%
13	Primo Foods	https://www.linkedin.com/company/primo-foods	Australia	232	8	3.45%
14	Asaleo Care	https://www.linkedin.com/company/asaleo-care	Australia	394	13	3.30%
15	Access	https://www.linkedin.com/company/access	Australia	212	6	2.83%
16	Strikeforce	https://www.linkedin.com/company/strikeforce	Australia	394	9	2.28%
17	HRV	https://www.linkedin.com/company/hrv	New Zealand	324	5	1.54%
18	Cerebos	https://www.linkedin.com/company/cerebos	Australia	284	4	1.41%
19	Gloria Jean's Coffees	https://www.linkedin.com/company/gloria-jeans-coffees	Australia	1,093	15	1.37%
20	DSD	https://www.linkedin.com/company/dsd	Australia	904	10	1.11%
21	Resene	https://www.linkedin.com/company/resene	New Zealand	278	3	1.08%
22	Manassen Foods Australia Pty	https://www.linkedin.com/company/manassen-foods-australia-pty	Australia	390	1	0.26%

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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