



Oceania's Most Active Real Estate Professionals on Social - July 2021

Industry at a glance:



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	Knight Frank Australia	https://www.linkedin.com/company/knightfrank-australia	Australia	682	118	17.30%
2	Domain	https://www.linkedin.com/company/domain	Australia	901	117	12.99%
3	Belle Property	https://www.linkedin.com/company/belle-property	Australia	1,016	106	10.43%
4	Servcorp	https://www.linkedin.com/company/servcorp	Australia	807	76	9.42%
5	McGrath Estate Agents	https://www.linkedin.com/company/mcgrath-estate-agents	Australia	1,585	134	8.45%
6	Charter Hall	https://www.linkedin.com/company/charter-hall	Australia	585	48	8.21%
7	Property Brokers	https://www.linkedin.com/company/property-brokers	New Zealand	646	45	6.97%
8	Barfoot & Thompson	https://www.linkedin.com/company/barfoot-thompson	New Zealand	2,441	161	6.60%
9	Raine & Horne Group	https://www.linkedin.com/company/raine-horne-group	Australia	1,152	74	6.42%
10	Opteon	https://www.linkedin.com/company/opteon	Australia	637	36	5.65%
11	Scentre Group	https://www.linkedin.com/company/scentre-group	Australia	1,739	95	5.46%
12	Goodman	https://www.linkedin.com/company/goodman	Australia	1,238	67	5.41%
13	Meriton Group	https://www.linkedin.com/company/meriton-group	Australia	631	32	5.07%
14	Stockland	https://www.linkedin.com/company/stockland	Australia	1,580	80	5.06%
15	Ray White	https://www.linkedin.com/company/ray-white	Australia	8,308	414	4.98%
16	Frasers Property Australia	https://www.linkedin.com/company/frasers-property-australia	Australia	639	31	4.85%
17	Jellis Craig	https://www.linkedin.com/company/jellis-craig	Australia	504	23	4.56%
18	First National Real Estate	https://www.linkedin.com/company/first-national-real-estate	Australia	772	33	4.27%
19	Harcourts Real Estate	https://www.linkedin.com/company/harcourts-real-estate	Australia	3,657	152	4.16%
20	Lendlease	https://www.linkedin.com/company/lendlease	Australia	13,111	540	4.12%
21	Barry Plant Real Estate	https://www.linkedin.com/company/barry-plant-real-estate	Australia	730	27	3.70%
22	Mirvac	https://www.linkedin.com/company/mirvac	Australia	1,545	54	3.50%
23	LJ Hooker	https://www.linkedin.com/company/lj-hooker	Australia	4,380	135	3.08%

24	PRD.	https://www.linkedin.com/company/prd/	Australia	795	24	3.02%
25	Herron Todd White	https://www.linkedin.com/company/herron-todd-white/	Australia	668	20	2.99%
26	Elders Real Estate	https://www.linkedin.com/company/elders-real-estate/	Australia	708	13	1.84%

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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[linkedin.com/company/DSMN8](https://www.linkedin.com/company/DSMN8)

