

DSMN8

Oceania's Most Active Retail Professionals on Social - August 2021

Industry at a glance:

Average Score:
3.30%

Total Companies:
64

Global Industry Average:
3.18%

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	WooliesX	https://www.linkedin.com/company/wooliesx	Australia	1,219	145	11.89%
2	THE ICONIC	https://www.linkedin.com/company/the-ionic	Australia	795	66	8.30%
3	Specsavers AU & NZ	https://www.linkedin.com/company/specsavers-au-nz	Australia	1,020	74	7.25%
4	Michael Hill	https://www.linkedin.com/company/michael-hill	Australia	1,133	70	6.18%
5	Lovisa	https://www.linkedin.com/company/lovisa	Australia	991	58	5.85%
6	Lorna Jane	https://www.linkedin.com/company/lornajane	Australia	540	31	5.74%
7	Peregrine Corporation	https://www.linkedin.com/company/peregrine-corporation	Australia	606	32	5.28%
8	Vita Group	https://www.linkedin.com/company/vita-group	Australia	534	28	5.24%
9	Foodstuffs North Island Limited	https://www.linkedin.com/company/foodstuffs-north-island-limited	New Zealand	1,212	63	5.20%
10	Mitre 10	https://www.linkedin.com/company/mitre-10	New Zealand	1,198	60	5.01%
11	Coles	https://www.linkedin.com/company/coles	Australia	11,739	587	5.00%
12	Farmlands Co-operative Societ	https://www.linkedin.com/company/farmlands-co-operative-societ	New Zealand	641	32	4.99%
13	MECCA Brands	https://www.linkedin.com/company/mecca-brands	Australia	1,796	86	4.79%
14	Accent Group	https://www.linkedin.com/company/accent-group	Australia	1,467	68	4.64%
15	TerryWhite Chemmart	https://www.linkedin.com/company/terrywhite-chemmart	Australia	1,063	48	4.52%
16	API	https://www.linkedin.com/company/api	Australia	649	29	4.47%
17	Super Retail Group	https://www.linkedin.com/company/super-retail-group	Australia	1,934	81	4.19%
18	Winning Group	https://www.linkedin.com/company/winning-group	Australia	617	24	3.89%
19	7-Eleven Australia	https://www.linkedin.com/company/7-eleven-australia	Australia	1,092	42	3.85%
20	Eagers Automotive	https://www.linkedin.com/company/eagers-automotive	Australia	679	26	3.83%
21	Cotton On Group	https://www.linkedin.com/company/cotton-on-group	Australia	6,421	226	3.52%
22	Officeworks	https://www.linkedin.com/company/officeworks	Australia	3,407	119	3.49%
23	Tradelink	https://www.linkedin.com/company/tradelink	Australia	698	24	3.44%

24	Hanes Brands Australasia	https://www.linkedin.com/company/hanes-brands-australasia	Australia	1,728	59	3.41%
25	Wesfarmers	https://www.linkedin.com/company/wesfarmers	Australia	33,525	1,113	3.32%
26	The Reject Shop	https://www.linkedin.com/company/the-reject-shop	Australia	1,146	37	3.23%
27	PETstock	https://www.linkedin.com/company/petstock	Australia	597	19	3.18%
28	The Warehouse Group	https://www.linkedin.com/company/the-warehouse-group	New Zealand	4,129	130	3.15%
29	Rebel Sport	https://www.linkedin.com/company/rebel-sport	Australia	1,444	43	2.98%
30	Greenlit Brands	https://www.linkedin.com/company/greenlit-brands	Australia	1,046	31	2.96%
31	David Jones	https://www.linkedin.com/company/david-jones	Australia	3,519	102	2.90%
32	Coles Express	https://www.linkedin.com/company/coles-express	Australia	1,006	29	2.88%
33	Seed Heritage	https://www.linkedin.com/company/seed-heritage	Australia	614	17	2.77%
34	Country Road Group	https://www.linkedin.com/company/country-road-group	Australia	2,035	56	2.75%
35	Farmers Trading Company	https://www.linkedin.com/company/farmers-trading-company	New Zealand	956	26	2.72%
36	Woolworths Group	https://www.linkedin.com/company/woolworths-group	Australia	42,683	1,144	2.68%
37	SRG	https://www.linkedin.com/company/srg	Australia	1,665	44	2.64%
38	Kathmandu	https://www.linkedin.com/company/kathmandu	New Zealand	1,049	27	2.57%
39	Noel Leeming	https://www.linkedin.com/company/noel-leeming	New Zealand	818	21	2.57%
40	Zimmermann	https://www.linkedin.com/company/zimmermann	Australia	605	15	2.48%
41	DPE	https://www.linkedin.com/company/dpe	Australia	2,577	58	2.25%
42	Bunnings	https://www.linkedin.com/company/bunnings	Australia	10,934	245	2.24%
43	Forever New Clothing	https://www.linkedin.com/company/forever-new-clothing	Australia	1,076	24	2.23%
44	The Good Guys	https://www.linkedin.com/company/the-good-guys	Australia	1,408	31	2.20%
45	Kmart Australia	https://www.linkedin.com/company/kmart-australia	Australia	6,722	139	2.07%
46	Woolworths Supermarkets	https://www.linkedin.com/company/woolworths-supermarkets	Australia	15,745	320	2.03%
47	Liquorland	https://www.linkedin.com/company/liquorland	Australia	888	18	2.03%
48	Cash Converters	https://www.linkedin.com/company/cash-converters	Australia	1,728	35	2.03%
49	City Beach	https://www.linkedin.com/company/city-beach	Australia	702	14	1.99%
50	OPSM	https://www.linkedin.com/company/opsm	Australia	733	14	1.91%
51	Priceline	https://www.linkedin.com/company/priceline	Australia	1,466	28	1.91%
52	Endeavour	https://www.linkedin.com/company/endeavour	Australia	4,772	81	1.70%
53	MYER	https://www.linkedin.com/company/myer	Australia	4,576	77	1.68%
54	ALDI Stores Australia	https://www.linkedin.com/company/aldi-stores-australia	Australia	5,201	84	1.62%
55	BWS	https://www.linkedin.com/company/bws	Australia	1,877	30	1.60%
56	Amart Furniture	https://www.linkedin.com/company/amart-furniture	Australia	564	9	1.60%
57	Target Australia	https://www.linkedin.com/company/target-australia	Australia	2,143	33	1.54%
58	BIG W	https://www.linkedin.com/company/big-w	Australia	4,625	69	1.49%
59	Harvey Norman	https://www.linkedin.com/company/harvey-norman	Australia	5,082	75	1.48%
60	Best&Less	https://www.linkedin.com/company/best-less	Australia	720	10	1.39%
61	Just Group	https://www.linkedin.com/company/just-group	Australia	1,070	14	1.31%
62	EB Games Australia	https://www.linkedin.com/company/eb-games-australia	Australia	783	10	1.28%
63	Bakers Delight	https://www.linkedin.com/company/bakers-delight	Australia	1,707	16	0.94%
64	The Warehouse	https://www.linkedin.com/company/the-warehouse	New Zealand	1,767	12	0.68%

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



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