



Oceania's Most Active Insurance Professionals on Social - September 2021

Industry at a glance:

Average Score:
5.09%

Total Companies:
22

Global Industry Average:
6.43%

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)	Rank Change
1	HBF Health	https://www.link	Australia	960	86	8.96%	▲ 11
2	HCF Australia	https://www.link	Australia	916	71	7.75%	▲ 27
3	Auto & General	https://www.link	Australia	1,048	68	6.49%	▲ 13
4	icare NSW	https://www.link	Australia	1,151	71	6.17%	▲ 3
5	MLC Life Insurance	https://www.link	Australia	1,152	71	6.16%	▲ 9
6	AIA Australia	https://www.link	Australia	1,086	66	6.08%	▼ -1
7	nib Group	https://www.link	Australia	828	48	5.80%	▲ 3
8	Youi Insurance	https://www.link	Australia	972	56	5.76%	▲ 13
9	Southern Cross Health Soc	https://www.link	New Zealand	794	43	5.42%	▲ 2
10	EML	https://www.link	Australia	1,535	83	5.41%	▲ 24
11	Tower Insurance	https://www.link	New Zealand	754	40	5.31%	▲ 16
12	Crombie Lockwood	https://www.link	New Zealand	662	33	4.98%	▲ 6
13	TAL Australia	https://www.link	Australia	1,744	84	4.82%	▲ 6
14	Medibank	https://www.link	Australia	3,186	152	4.77%	▲ 1
15	QBE Insurance	https://www.link	Australia	11,671	542	4.64%	▲ 10
16	Allianz Australia	https://www.link	Australia	2,145	98	4.57%	▲ 1
17	CommInsure	https://www.link	Australia	547	22	4.02%	▲ 16
18	WorkCover Queensland	https://www.link	Australia	668	25	3.74%	▲ 14
19	FMG	https://www.link	New Zealand	791	28	3.54%	▼ -6
20	Vero	https://www.link	Australia	513	17	3.31%	▲ 21
21	CGU Insurance	https://www.link	Australia	1,193	34	2.85%	▲ 22
22	Sovereign	https://www.link	New Zealand	523	8	1.53%	▲ 18

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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