



Oceania's Most Active Banking Professionals on Social - October 2021

Industry at a glance:

Average Score:
5.95%

Total Companies:
21

Global Industry Average:
6.41%

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 | Great Southern Bank | https://www.link | Australia | 589 | 57 | 9.68% | New Entry |
| 2 | Bank of New Zealand | https://www.link | New Zealand | 4,947 | 436 | 8.81% | ▲ 10 |
| 3 | Bendigo Bank | https://www.link | Australia | 768 | 65 | 8.46% | ▲ 2 |
| 4 | Westpac New Zealand | https://www.link | New Zealand | 3,469 | 273 | 7.87% | ▲ 17 |
| 5 | Newcastle Permanent | https://www.link | Australia | 832 | 65 | 7.81% | ▲ 15 |
| 6 | Kiwibank | https://www.link | New Zealand | 1,785 | 135 | 7.56% | ▲ 1 |
| 7 | Heritage Bank | https://www.link | Australia | 684 | 50 | 7.31% | ▼ -3 |
| 8 | ME Bank | https://www.link | Australia | 1,233 | 90 | 7.30% | ▲ 2 |
| 9 | Greater Bank | https://www.link | Australia | 650 | 40 | 6.15% | ▼ -1 |
| 10 | Reserve Bank of Australia | https://www.link | Australia | 1,266 | 74 | 5.85% | ▲ 19 |
| 11 | Westpac Institutional Bank | https://www.link | Australia | 1,439 | 83 | 5.77% | ▼ -5 |
| 12 | ASB Bank | https://www.link | New Zealand | 4,747 | 271 | 5.71% | ▲ 5 |
| 13 | Bendigo and Adelaide Ban | https://www.link | Australia | 5,605 | 316 | 5.64% | ▲ 6 |
| 14 | ING Australia | https://www.link | Australia | 1,239 | 69 | 5.57% | ▼ -1 |
| 15 | Westpac | https://www.link | Australia | 16,339 | 840 | 5.14% | ▲ 0 |
| 16 | BankSA | https://www.link | Australia | 531 | 23 | 4.33% | ▲ 14 |
| 17 | NAB | https://www.link | Australia | 29,677 | 1,130 | 3.81% | ▲ 9 |
| 18 | ANZ | https://www.link | Australia | 47,651 | 1,733 | 3.64% | ▲ 10 |
| 19 | Bank of Melbourne | https://www.link | Australia | 825 | 28 | 3.39% | ▼ -3 |
| 20 | Rabobank Australia | https://www.link | Australia | 510 | 15 | 2.94% | ▼ -2 |
| 21 | St. George Bank | https://www.link | Australia | 3,622 | 82 | 2.26% | ▲ 11 |

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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