



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

Industry at a glance:

Average Score:
4.41%

Total Companies:
43

Global Industry Average:
4.45%

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	Mercury	https://www.link	New Zealand	536	43	8.02%	▲ 0
2	Transgrid	https://www.link	Australia	889	71	7.99%	▲ 20
3	AEMO	https://www.link	Australia	980	68	6.94%	▼ -1
4	Energy Australia	https://www.link	Australia	1,927	128	6.64%	▲ 23
5	Stanwell	https://www.link	Australia	669	44	6.58%	▲ 50
6	Genesis	https://www.link	New Zealand	1,026	65	6.34%	▲ 6
7	WaterNSW	https://www.link	Australia	615	38	6.18%	▲ 4
8	TasNetworks	https://www.link	Australia	572	35	6.12%	▲ 2
9	Watercare Services	https://www.link	New Zealand	977	59	6.04%	▲ 5
10	Melbourne Water	https://www.link	Australia	1,177	69	5.86%	▼ -2
11	Yarra Valley Water	https://www.link	Australia	652	37	5.67%	▼ -5
12	Transpower	https://www.link	New Zealand	939	52	5.54%	▲ 8
13	Jemena	https://www.link	Australia	1,296	71	5.48%	▲ 5
14	Urban Utilities	https://www.link	Australia	930	48	5.16%	▲ 7
15	Greater Western Water	https://www.link	Australia	787	40	5.08%	New Entry
16	AusNet Services	https://www.link	Australia	1,573	77	4.90%	▲ 9
17	Sydney Water	https://www.link	Australia	2,759	135	4.89%	▲ 9
18	AGL	https://www.link	Australia	3,727	182	4.88%	▼ -5
19	South East Water	https://www.link	Australia	762	37	4.86%	▲ 10
20	Northpower	https://www.link	New Zealand	659	31	4.70%	▲ 27
21	Vector	https://www.link	New Zealand	1,129	51	4.52%	▲ 21
22	Unitywater	https://www.link	Australia	524	23	4.39%	▼ -6
23	Contact Energy	https://www.link	New Zealand	770	33	4.29%	▲ 20
24	SA Power	https://www.link	Australia	1,425	61	4.28%	▲ 10

25	APA	https://www.link	Australia	1,824	74	4.06%	▲ 11
26	Red Energy	https://www.link	Australia	625	25	4.00%	▲ 26
27	Western Power	https://www.link	Australia	2,219	85	3.83%	▲ 13
28	Ausgrid	https://www.link	Australia	2,077	79	3.80%	▲ 26
29	Zinfra	https://www.link	Australia	892	33	3.70%	▲ 17
30	Powerlink Queensland	https://www.link	Australia	804	28	3.48%	▲ 0
31	Water Corporation	https://www.link	Australia	2,933	99	3.38%	▲ 10
32	Snowy Hydro	https://www.link	Australia	569	19	3.34%	▼ -4
33	Energy Queensland	https://www.link	Australia	1,544	51	3.30%	▼ -14
34	Seqwater	https://www.link	Australia	680	22	3.24%	▲ 1
35	EDL	https://www.link	Australia	693	22	3.17%	▼ -3
36	CitiPower and Powercor	https://www.link	Australia	1,310	40	3.05%	▲ 12
37	Power and Water Corporat	https://www.link	Australia	627	19	3.03%	▲ 16
38	SA Water	https://www.link	Australia	1,376	38	2.76%	▲ 13
39	Essential Energy	https://www.link	Australia	1,417	30	2.12%	▲ 11
40	Electrix	https://www.link	New Zealand	786	15	1.91%	▲ 17
41	Ergon Energy	https://www.link	Australia	1,630	14	0.86%	▲ 18
42	Energex	https://www.link	Australia	1,197	10	0.84%	▲ 16
43	Delta Utility Services	https://www.link	New Zealand	1,967	12	0.61%	▲ 17

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.

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