

# DSMN8

Oceania's Most Active Banking Professionals on Social - March 2022

## Industry at a glance:

Average Score: **5.47%**      Total Companies: **21**      Global Industry Average: **7.06%**

## 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](http://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	Greater Bank	<a href="https://www.link">https://www.link</a>	Australia	675	74	10.96%	▲ 8
2	Heritage Bank	<a href="https://www.link">https://www.link</a>	Australia	732	73	9.97%	▲ 5
3	Newcastle Permanent	<a href="https://www.link">https://www.link</a>	Australia	848	56	6.60%	▲ 2
4	Westpac New Zealand	<a href="https://www.link">https://www.link</a>	New Zealand	3,520	229	6.51%	▲ 0
5	Great Southern Bank	<a href="https://www.link">https://www.link</a>	Australia	690	43	6.23%	▼ -4
6	Bendigo Bank	<a href="https://www.link">https://www.link</a>	Australia	827	50	6.05%	▼ -3
7	ING Australia	<a href="https://www.link">https://www.link</a>	Australia	1,197	70	5.85%	▲ 7
8	Reserve Bank of Australia	<a href="https://www.link">https://www.link</a>	Australia	1,314	76	5.78%	▲ 2
9	Bank of New Zealand	<a href="https://www.link">https://www.link</a>	New Zealand	5,142	293	5.70%	▼ -7
10	Kiwibank	<a href="https://www.link">https://www.link</a>	New Zealand	1,885	100	5.31%	▼ -4
11	ASB Bank	<a href="https://www.link">https://www.link</a>	New Zealand	4,942	251	5.08%	▲ 1
12	Rabobank Australia	<a href="https://www.link">https://www.link</a>	Australia	522	26	4.98%	▲ 8
13	Westpac	<a href="https://www.link">https://www.link</a>	Australia	16,336	795	4.87%	▲ 2
14	Westpac Institutional Bank	<a href="https://www.link">https://www.link</a>	Australia	1,494	70	4.69%	▼ -3
15	Bendigo and Adelaide Ban	<a href="https://www.link">https://www.link</a>	Australia	5,782	252	4.36%	▼ -2
16	Bank of Melbourne	<a href="https://www.link">https://www.link</a>	Australia	809	34	4.20%	▲ 3
17	NAB	<a href="https://www.link">https://www.link</a>	Australia	30,028	1,254	4.18%	▲ 0
18	BankSA	<a href="https://www.link">https://www.link</a>	Australia	515	21	4.08%	▼ -2
19	ME Bank	<a href="https://www.link">https://www.link</a>	Australia	1,107	44	3.97%	▼ -11
20	ANZ	<a href="https://www.link">https://www.link</a>	Australia	48,830	1,640	3.36%	▼ -2
21	St. George Bank	<a href="https://www.link">https://www.link</a>	Australia	3,654	80	2.19%	▲ 0

## 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](mailto:support@dsmn8.com)



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

