

DSMN8

Oceania's Most Active Building Materials Professionals on Social - March 2022

Industry at a glance:

Average Score: **3.70%** Total Companies: **11** Global Industry Average: **7.38%**

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	Holcim Australia & New Ze	https://www.linkedin.com/company/holcim-australia	Australia	528	38	7.20%	▲ 4
2	Hanson Australia	https://www.linkedin.com/company/hanson-australia	Australia	557	37	6.64%	▲ 0
3	Laminex Australia	https://www.linkedin.com/company/laminex-australia	Australia	546	26	4.76%	▼ -2
4	Reece Group	https://www.linkedin.com/company/reece-group	Australia	2,284	106	4.64%	▼ -1
5	Fletcher Building	https://www.linkedin.com/company/fletcher-building	New Zealand	6,987	273	3.91%	▲ 2
6	CSR Limited	https://www.linkedin.com/company/csr-limited	Australia	2,007	62	3.09%	▼ -2
7	BlueScope	https://www.linkedin.com/company/bluescope	Australia	6,036	183	3.03%	▲ 1
8	CARTERS	https://www.linkedin.com/company/carters	New Zealand	640	17	2.66%	▼ -2
9	PlaceMakers	https://www.linkedin.com/company/place-makers	New Zealand	1,126	29	2.58%	▲ 0
10	Cement Australia	https://www.linkedin.com/company/cement-australia	Australia	508	10	1.97%	▲ 0
11	Carter Holt Harvey	https://www.linkedin.com/company/carter-holt-harvey	New Zealand	565	1	0.18%	▲ 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](http://www.dsmn8.com) [our contact us at support@dsmn8.com](mailto:support@dsmn8.com)



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