



Oceania's Most Active Real Estate Professionals on Social - March 2022

Industry at a glance:

Average Score:
6.21%

Total Companies:
26

Global Industry Average:
8.40%

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	Knight Frank Australia	https://www.linkedin.com/company/knightfrank-australia	Australia	674	104	15.43%	▲ 0
2	Domain	https://www.linkedin.com/company/domain	Australia	917	119	12.98%	▲ 0
3	Bayleys Real Estate	https://www.linkedin.com/company/bayleys-real-estate	New Zealand	1,443	159	11.02%	New Entry
4	Belle Property	https://www.linkedin.com/company/belle-property	Australia	1,093	108	9.88%	▼ -1
5	Servcorp	https://www.linkedin.com/company/servcorp	Australia	762	73	9.58%	▼ -1
6	Scentre Group	https://www.linkedin.com/company/scentre-group	Australia	1,928	161	8.35%	▲ 5
7	Charter Hall	https://www.linkedin.com/company/charter-hall	Australia	618	50	8.09%	▼ -1
8	Frasers Property Australia	https://www.linkedin.com/company/frasers-property-australia	Australia	633	48	7.58%	▲ 8
9	McGrath Estate Agents	https://www.linkedin.com/company/mcgrath-estate-agents	Australia	1,559	113	7.25%	▼ -4
10	Property Brokers	https://www.linkedin.com/company/property-brokers	New Zealand	683	48	7.03%	▼ -3
11	Barfoot & Thompson	https://www.linkedin.com/company/barfoot-thompson	New Zealand	2,532	174	6.87%	▼ -3
12	Stockland	https://www.linkedin.com/company/stockland	Australia	1,684	95	5.64%	▲ 2
13	Raine & Horne Group	https://www.linkedin.com/company/raine-horne-group	Australia	1,153	64	5.55%	▼ -4
14	Opteon	https://www.linkedin.com/company/opteon	Australia	721	37	5.13%	▼ -4
15	Goodman	https://www.linkedin.com/company/goodman	Australia	1,277	56	4.39%	▼ -3
16	First National Real Estate	https://www.linkedin.com/company/first-national-real-estate	Australia	779	34	4.36%	▲ 2
17	Jellis Craig	https://www.linkedin.com/company/jellis-craig	Australia	542	22	4.06%	▲ 0
18	Ray White	https://www.linkedin.com/company/ray-white	Australia	8,495	343	4.04%	▼ -3
19	Harcourts Real Estate	https://www.linkedin.com/company/harcourts-real-estate	Australia	3,692	139	3.76%	▲ 0
20	Lendlease	https://www.linkedin.com/company/lendlease	Australia	12,780	465	3.64%	▲ 0
21	Barry Plant Real Estate	https://www.linkedin.com/company/barry-plant-real-estate	Australia	726	26	3.58%	▲ 0
22	LJ Hooker	https://www.linkedin.com/company/lj-hooker	Australia	4,394	147	3.35%	▲ 1
23	Herron Todd White	https://www.linkedin.com/company/herron-todd-white	Australia	671	18	2.68%	▲ 2

24	PRD.	https://www.link	Australia	808	20	2.48%	▲ 0
25	Elders Real Estate	https://www.linke	Australia	704	17	2.41%	▲ 1
26	Meriton Group	https://www.link	Australia	641	15	2.34%	▼ -13

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](#)



@DSMN8

DSMN8

linkedin.com/company/DSMN8

