



Oceania's Most Active Computer Software Professionals on Social - April 2022

Industry at a glance:

Average Score: **12.79%** Total Companies: **8** Global Industry Average: **14.19%**

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	ELMO Software	https://www.linkedin.com/company/elmo-software	Australia	550	103	18.73%	▲ 0
2	Canva	https://www.linkedin.com/company/canva	Australia	3,809	645	16.93%	▲ 1
3	Xero	https://www.linkedin.com/company/xero	New Zealand	4,677	728	15.57%	▼ -1
4	Atlassian	https://www.linkedin.com/company/atlassian	Australia	9,135	1,090	11.93%	▲ 0
5	TechnologyOne	https://www.linkedin.com/company/technologyone	Australia	1,029	119	11.56%	▲ 1
6	Hansen Technologies	https://www.linkedin.com/company/hansen-technologies	Australia	1,313	136	10.36%	▲ 1
7	MYOB	https://www.linkedin.com/company/myob	Australia	2,699	234	8.67%	▼ -2
8	Iress	https://www.linkedin.com/company/iress	Australia	1,951	167	8.56%	▲ 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.

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