

ASX200 Public Company Social Media Snapshot 2012

Powered By:



LEADING ASX200 COMPANIES USING SOCIAL MEDIA CHANNELS

	TWITTER	FACEBOOK	LINKEDIN	YOUTUBE	GOOGLE+	SCORE
BANKS						
BANK OF QUEENSLAND	●	●	●	●	●	5
NATIONAL AUSTRALIA BANK	●	●	●	●	●	5
WESTPAC BANKING CORP	●	●	●	●	●	5
COMMONWEALTH BANK AUSTRALIA	●	●	●	●	●	5
COMMERCIAL & PROFESSIONAL SERVICES						
SEEK LTD	●	●	●	●	●	5
TRANSFIELD SERVICES	●	●	●	●		4
CONSUMER DURABLES & APPAREL						
BILLABONG INTL	●	●	●	●		4
GUD HOLDINGS	●	●	●	●		4
CONSUMER SERVICES						
FLIGHT CENTRE	●	●	●	●	●	5
TATTS GROUP	●	●	●	●	●	5
CROWN	●	●	●	●		4
NAVITAS	●	●	●	●		4
ECHO ENTERTAINMENT	●	●	●	●		4
DIVERSIFIED FINANCIALS						
PERPETUAL	●	●	●	●		4
HENDERSON GROUP	●		●	●		3
ENERGY						
LINC ENERGY	●	●	●	●	●	5
SANTOS	●	●	●	●		4
WOODSIDE PETROLEUM	●	●	●	●		4
ORIGIN ENERGY	●	●	●	●		4
FOOD & STAPLES RETAILING						
METCASH	●	●	●	●	●	5
WESFARMERS	●	●	●	●	●	5
WOOLWORTHS		●	●	●	●	4
FOOD & BEVERAGE & TOBACCO						
COCA-COLA AMATIL	●	●	●	●	●	5
GOODMAN FIELDER	●	●	●	●		4
HEALTH CARE EQUIP & SERVICES						
RAMSAY HEALTH CARE	●	●	●	●	●	5
RESMED	●	●	●	●		4
COCHLEAR	●	●	●			3
INSURANCE						
SUNCORP GROUP	●	●	●	●		4
AMP	●	●	●	●		4
MATERIALS						
DULUXGROUP	●	●	●	●		4
FORTESCUE METALS GROUP	●	●	●	●		4
OCEANAGOLD CORPORATION	●	●	●	●		4
RIO TINTO	●	●	●	●		4
BORAL	●	●	●	●		4
MEDIA						
TEN NETWORK HOLDINGS	●	●	●	●	●	5
NEWS CORPORATION	●	●	●	●	●	5
SEVEN WEST MEDIA	●	●	●	●	●	5
REAL ESTATE						
STOCKLAND	●	●	●	●	●	5
WESTFIELD GROUP	●	●	●	●	●	5
FKP PROPERTY GROUP	●	●	●	●		5
RETAILING						
HARVEY NORMAN HOLDINGS	●	●	●	●	●	5
DAVID JONES	●	●	●	●		4
MYER HOLDINGS	●	●	●	●		4
WOTIF.COM HOLDINGS	●	●	●		●	4
PACIFIC BRANDS	●	●	●	●		4
SUPER RETAIL GROUP	●	●	●	●		4
SOFTWARE & SERVICES						
COMPUTERSHARE	●	●	●	●		4
CARSALSA.COM	●	●	●			3
TELCO SERVICES						
TELECOM CORP OF NEW ZEALAND	●	●	●	●	●	5
TELSTRA	●	●	●	●	●	5
SINGAPORE TELECOMMUNICATIONS		●	●	●		3
TRANSPORTATION						
VIRGIN AUSTRALIA HOLDINGS	●	●	●	●	●	5
QANTAS AIRWAYS	●	●	●	●		4
QR NATIONAL		●	●	●		3
UTILITIES						
AGL ENERGY	●	●	●	●		4
CAPITAL GOODS						
LIEGHTON HOLDINGS	●		●	●		3
UGL	●	●	●	●		4

16.5% of ASX200 companies have ZERO SOCIAL MEDIA USAGE

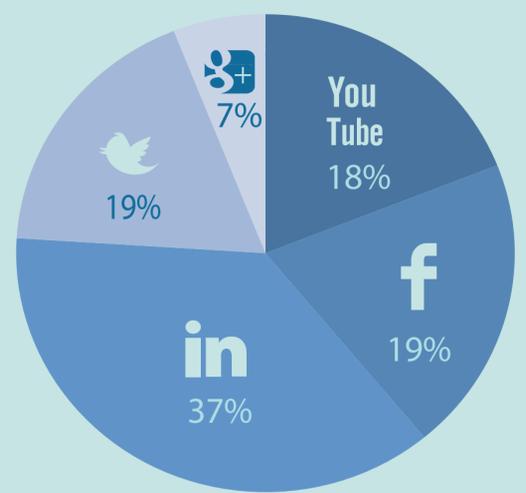
200 Listed Companies

Average ASX200 Score 2.2

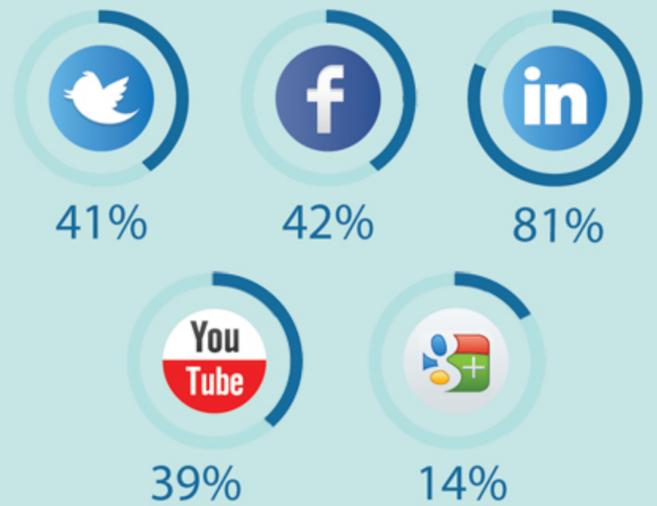
431 Social Media Accounts



CHANNEL LinkedIn



Share of Social Media Accounts



Percentage of companies using each channel

ASX200 SECTORS	Social Media Adoption
Automobile & Components	★
Banks	★★★★★
Capital Goods	★★
Commercial & Professional Services	★★
Consumer Durables & Apparel	★★★★★
Consumer Services	★★★★★
Diversified Financials	★★
Energy	★★
Food & Staples Retailing	★★★★★
Food Beverage & Tobacco	★★★★
Health Care Equipment & Services	★★★
Insurance	★★★
Materials	★
Media	★★★★★
Pharmaceuticals, Biotech and Life Sciences	★
Real Estate	★★
Retailing	★★★★★
Software & Services	★★★★
Telecommunication Services	★★★
Transportation	★★
Utilities	★

*Social Media adoption by GICS industry