



Employer Branding Social Organization Personal Branding



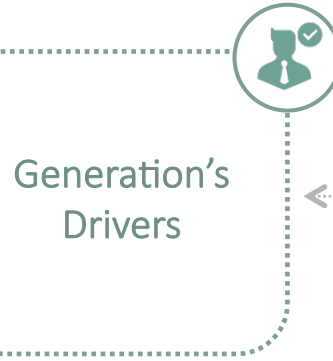
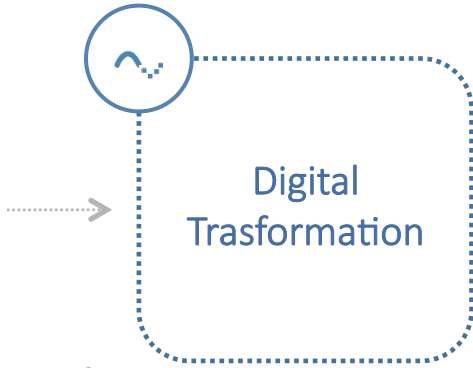


Employer Branding

GLOBAL SCENARIO

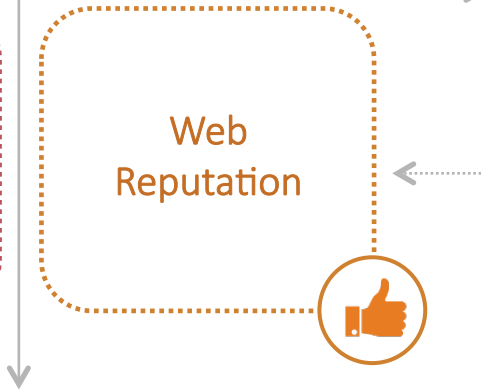
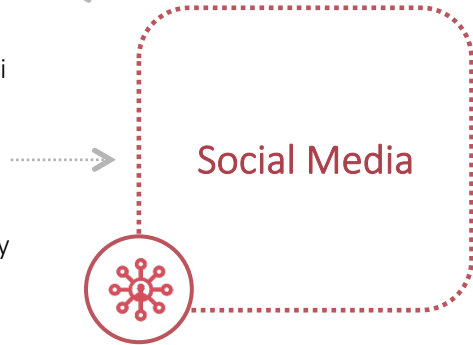


- Internet of things
- Automation
- Digital media
- New professional Profiles



- Digital citizens
- Social approach
- Co-Generations @ work

- 2 miliardi di persone sui social ogni giorno
- numero di piattaforme social in aumento costante
- Social Branding Strategy



- Reputation vs Job Offer
- A consistent story
- No barriers with consumers

TOP RECRUITING AND DIGITAL TRENDS



73%

tra 18-34 anni hanno trovato lavoro attraverso I social network



3 su 5

job seekers hanno utilizzato lo strumento mobile per cercare lavoro



59%

dei recruiters hanno riscontrato una qualità più alta nei candidati reclutati attraverso I social networks



CONTENT STRATEGY



REALTIME MARKETING



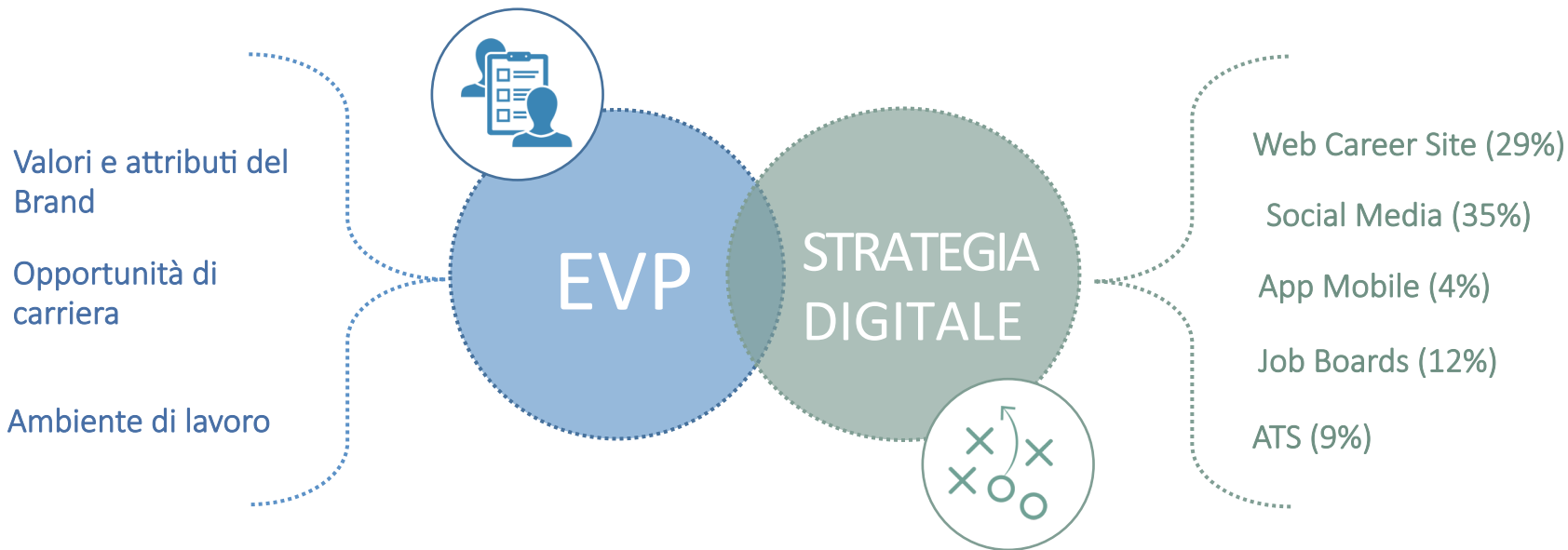
AUDIO-VISUAL CONTENT



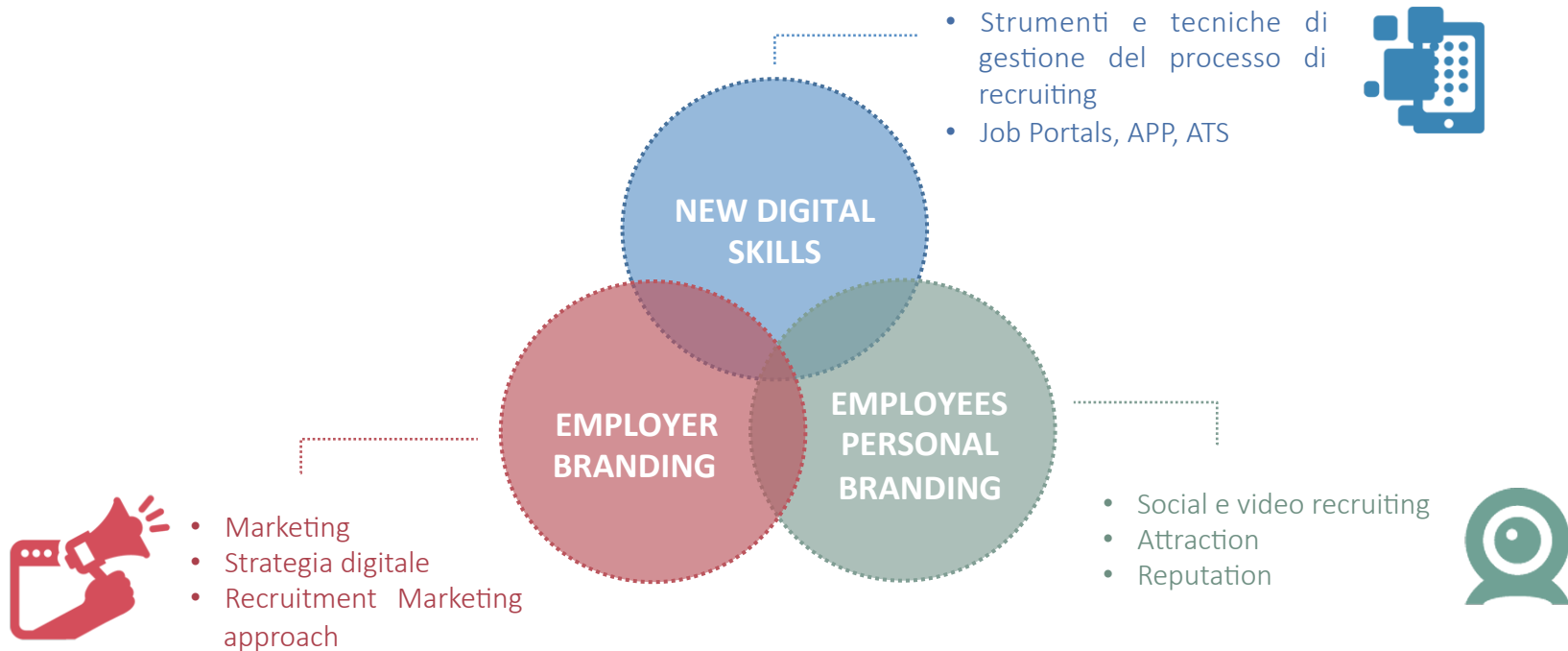
MOBILE REVOLUTION



LA STRATEGIA DIGITALE A SUPPORTO DELL'EB



COME CAMBIA L'HR



LE PROFESSIONI SOCIAL IN AZIENDA

I PROFILI

Social Employer Branding

Social Recruiting Manager

Digital workspace architect

Web marketing

Digital officer

Listener

HARD SKILLS

Microblogging

Web marketing

Social networks

Digital Recruiting

Video making

SOFT SKILLS

Interculturalità

Sense making

Intelligenza sociale

Alfabetizzazione multimediale

Multidisciplinarietà

Collaborazione virtuale

Diffusione dei saperi

PERCHE' RECLUTARE SOCIAL

- Time to fill
- Turn over
- Aspettativa candidati
- Web reputation

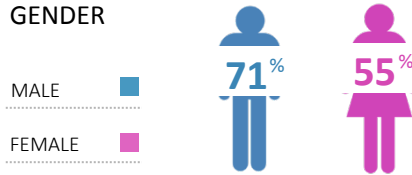


SOCIAL RECRUITING TRENDS

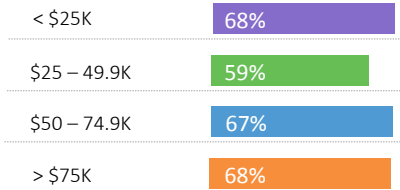


67% of job seekers using social media use Facebook

GENDER



ACROSS ALL INCOME LEVELS, FACEBOOK IS THE SOCIAL NETWORK OF CHOICE.

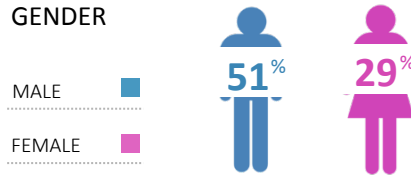


While **Facebook**, **Twitter**, and **LinkedIn** are still the favorites for social job seeking, new channels are encroaching on their territory

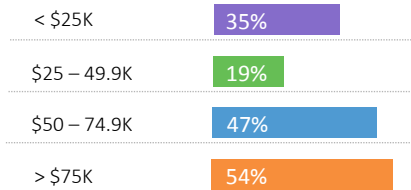


45% of job seekers using social media use Twitter

GENDER



LOWER INCOME JOB SEEKERS ARE 4 TIMES LESS LIKELY TO USE TWITTER IN THEIR JOB SEARCH.

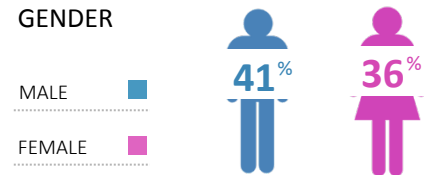


LET TO FINDING JOB

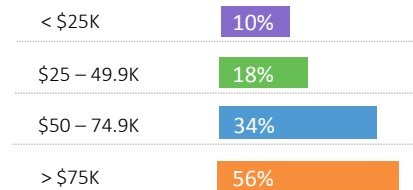


45% of job seekers using social media use LinkedIn

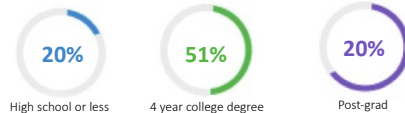
GENDER



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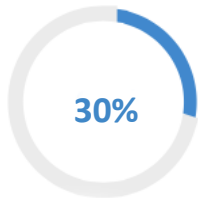
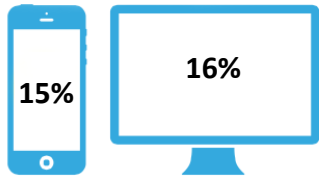
EDUCATION



MOBILE RECRUITING TRENDS



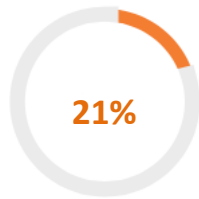
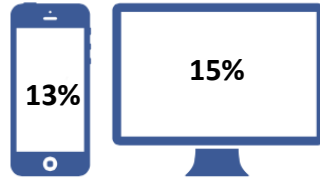
UPDATE TWITTER PROFILES WITH PROFESSIONAL INFORMATION



Tech jobs seekers and millennials update profiles on Twitter the most.



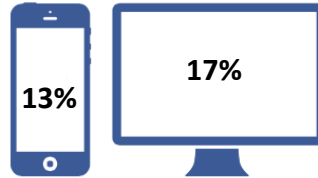
SEARCHED FOR JOBS ON FACEBOOK



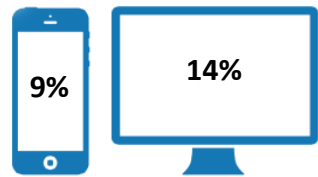
Millenials search for jobs on mobile the most.



UPDATE FACEBOOK PROFILE



UPDATE LINKEDIN PROFILE



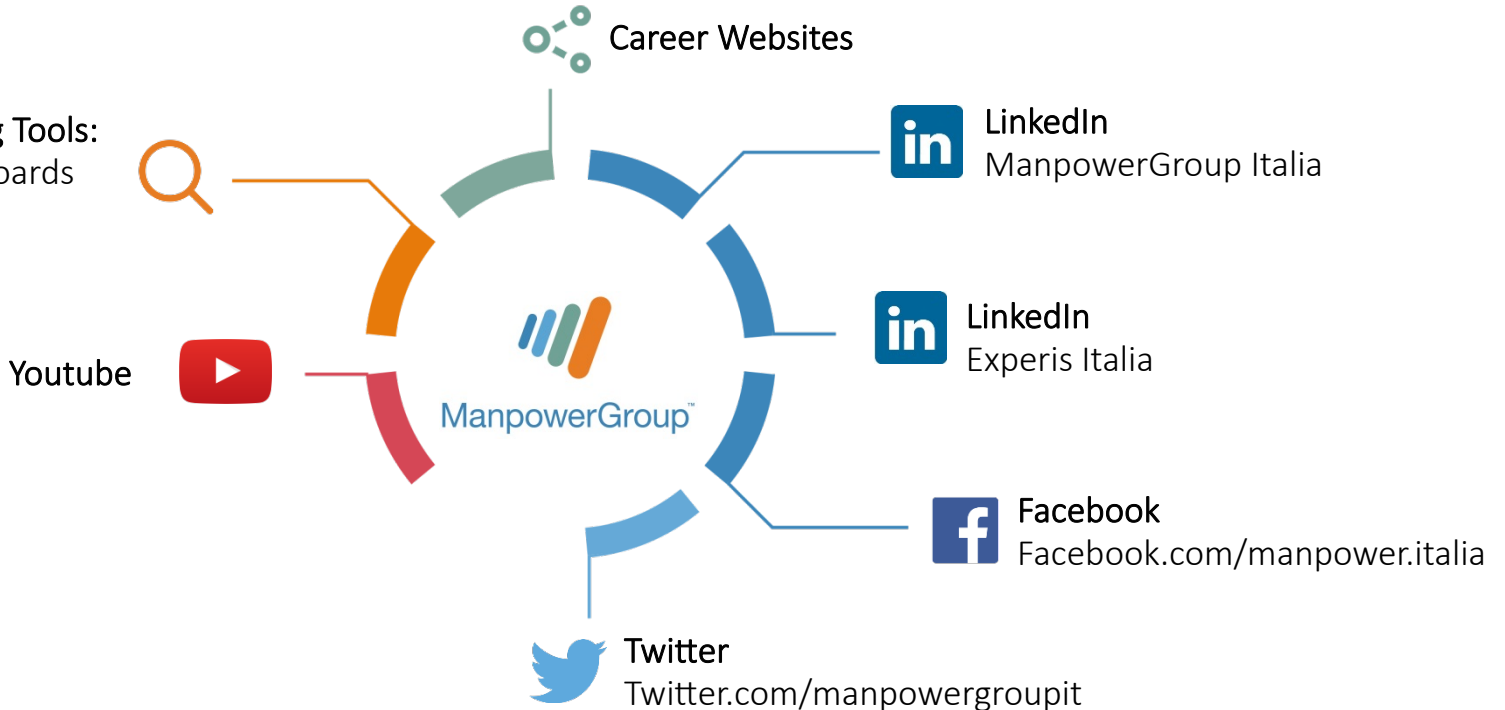
Now, it's easier and more acceptable than ever to job shop in the open:



MANPOWERGROUP EMPLOYER BRANDING AND SOCIAL RECRUITING STRATEGY

Recruiting Tools:

- Job boards
- ATS





Social Organization

Leading through connections



Perche un Leader dovrebbe curare la propria presenza Social ?

- **Affermare la propria Thought Leadership**
- Entrare in contatto con Potenziali Clienti
- **Diventare un DIGITAL leader di domani**
- Attract the best talent



SI STIMA CHE ENTRO 5 ANNI I SOCIAL MEDIA SARANNO IL MODO PRINCIPALE DI INTERAGIRE CON I CLIENTI



I MANAGER CHE AVRANNO IL NETWORK PIU AMPIO E CONSOLIDATO CONSENTIRANNO ALL'AZIENDA DI SVILUPPARE PIU BUSINESS



I MANAGER CHE INVESTONO OGGI NEL LORO PERSONAL BRANDING RIUSCIRANNO A SVILUPPARE NETWORK PROFESSIONALI DI SUCCESSO

Social Organization: come crearla

Azioni da mettere in campo per sviluppare la cultura social

- Commitment AD
- Iniziative interne di sviluppo cultura social
- Brand Ambassadors
- Implementazione piattaforme interne di collaborazione social (G + - intranet – Yammer...)



Change Management:
Digital Transformation
dell'organizzazione

- Social Employee Program
- Ottimizzazione profili del management
- Coaching digitale con team dedicato
- Refresh e allargamento progetto Brand Ambassador






Employees
Social Engagement

- Promuovere la condivisione e viralità di contenuti social delle piattaforme ed account aziendali



Social Media Measurement

 Scoring Criteria	Enter Your Points in Each Row Below	 Scoring Criteria	Enter Your Points in Each Row Below	 Scoring Criteria	Enter Your Points in Each Row Below
Professional Picture	0: No picture 1: Unprofessional Picture 2: Professional Picture	Professional Picture	0: No picture 1: Unprofessional Picture 2: Professional Picture	Photo	0: No 1: Irrelevant profile picture (logo, object) 2: Relevant profile picture (recognisable face)
Optimised Professional Headline	0: No 2: Yes	Background Picture	0: No picture 1: Unprofessional Picture 2: Professional Picture		Occupation
Header photo	0: No 1: Yes	Account status	0: Private 2: Public	Tagline	0: No or irrelevant 1: Relevant
Connections	0: 0 to 100 1: 100 to 200 2: 200 to 500 3: 500+	Handle	0: Unprofessional Handle 2: Professional Handle	Skills	0: No 1: 1 to 3 2: more than 3
Optimised URL	0: No 1: Yes	Bio	0: None 1: Poor 2: Good (hashtag / mix pro perso)	Introduction	0: None 1: Average 2: Outstanding
Recent updates	0: None 1: Some 3: Regular updates	Link to website	0: No 2: Yes	Contact information	0: None 1: Phone or email 2: Phone and email
Link to Twitter account	0: No 1: Yes	Followers	0: 0 to 100 1: 100 to 1000 3: 1000+	Communities	0: No community displayed on profile 1: One or more communities displayed on
	0: No link 1: Links to				



Personal Branding



L'importanza di
esserci nel modo
giusto, in un
mondo che
cambia!



LE TRE FASI PER LA COSTRUZIONE DEL PB



Conoscersi



Esprimersi



Affermarsi

COME COSTRUIRE IL PROPRIO PBS

La tua promessa
di valore

GOALS

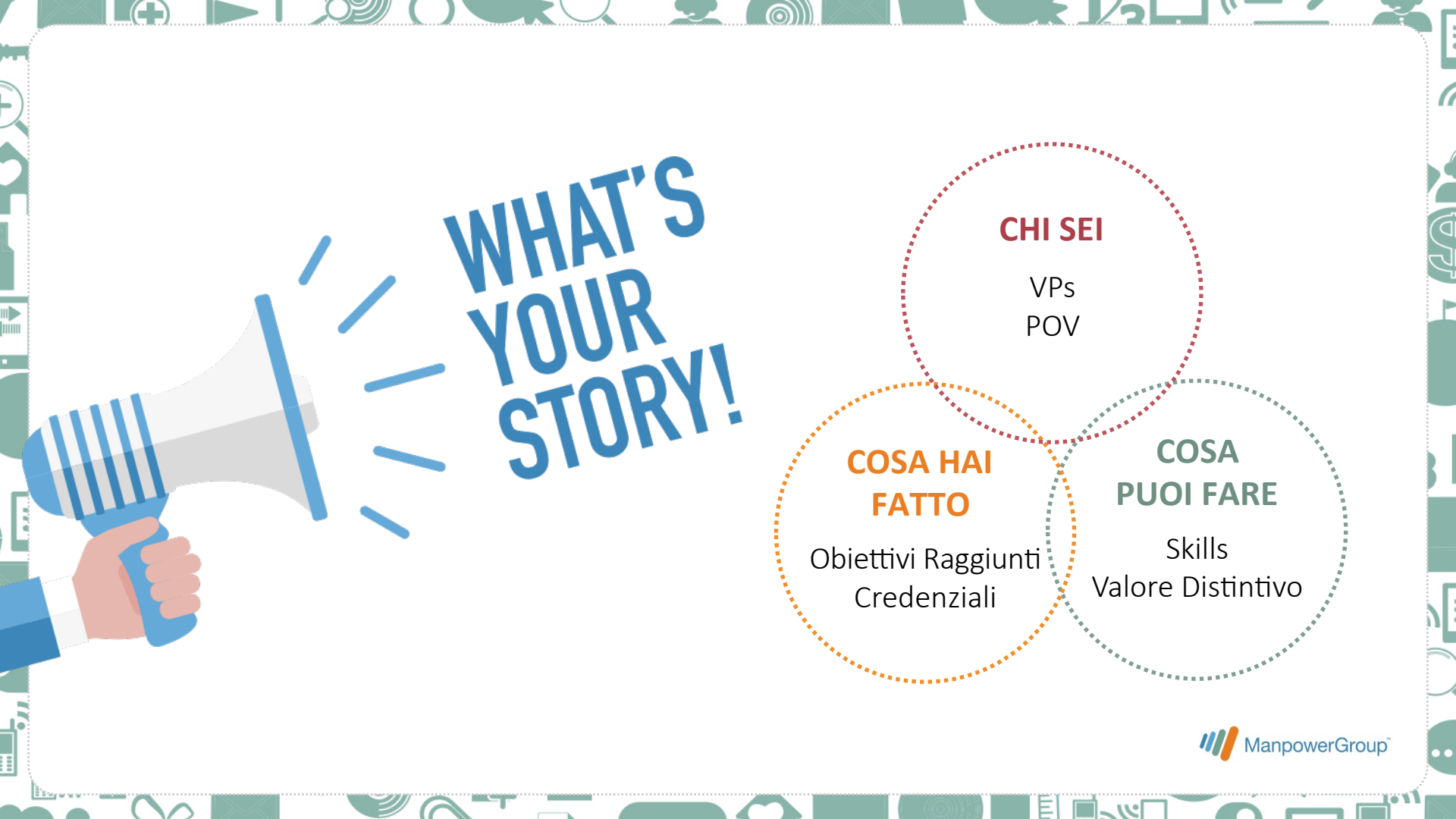
VPs

Attributes

Target

Competitors

PERSONAL
BRAND
STATEMENT



WHAT'S YOUR STORY!

CHI SEI

VPs
POV

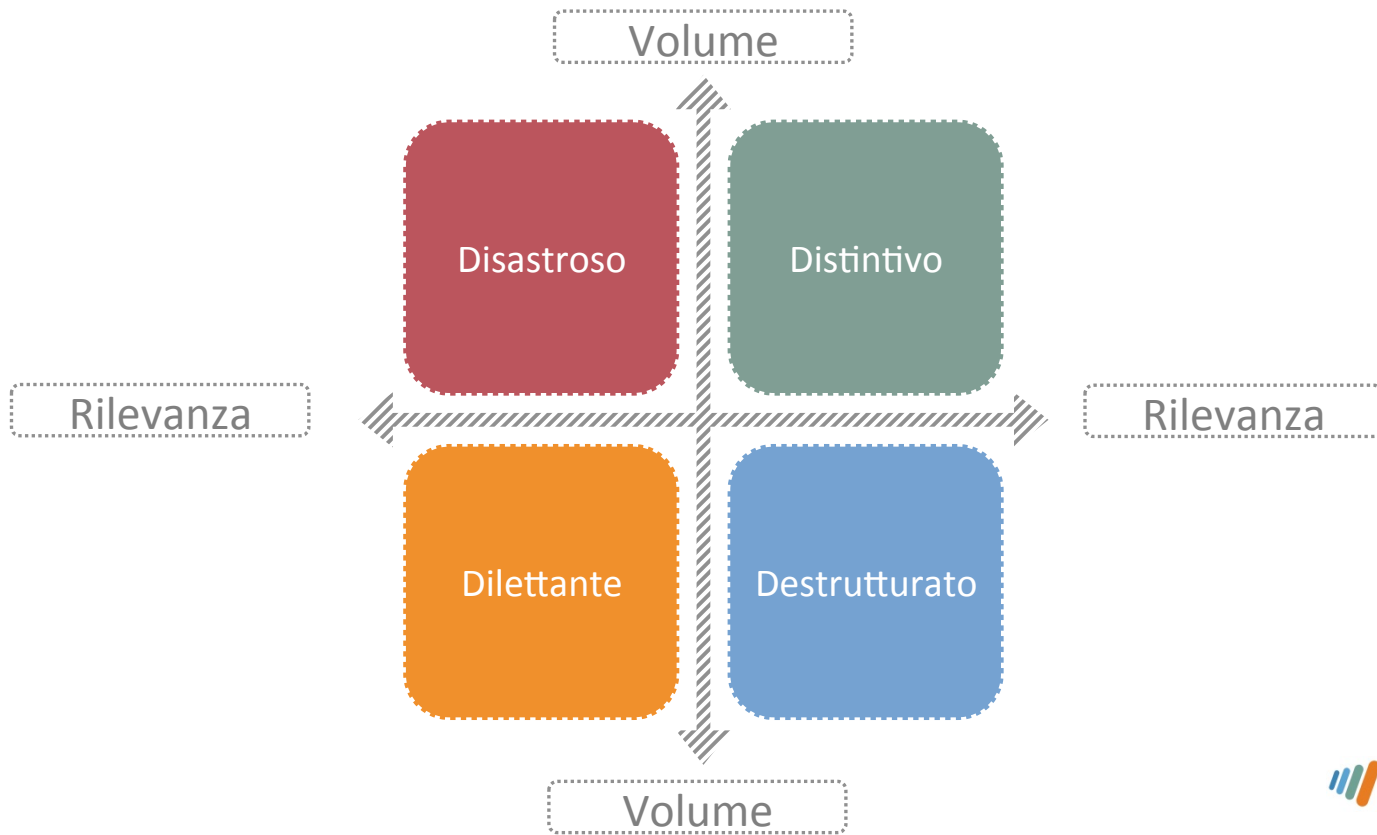
COSA HAI FATTO

Obiettivi Raggiunti
Credenziali

COSA PUOI FARE

Skills
Valore Distintivo

LE QUATTRO D DELL'IDENTITA' ONLINE



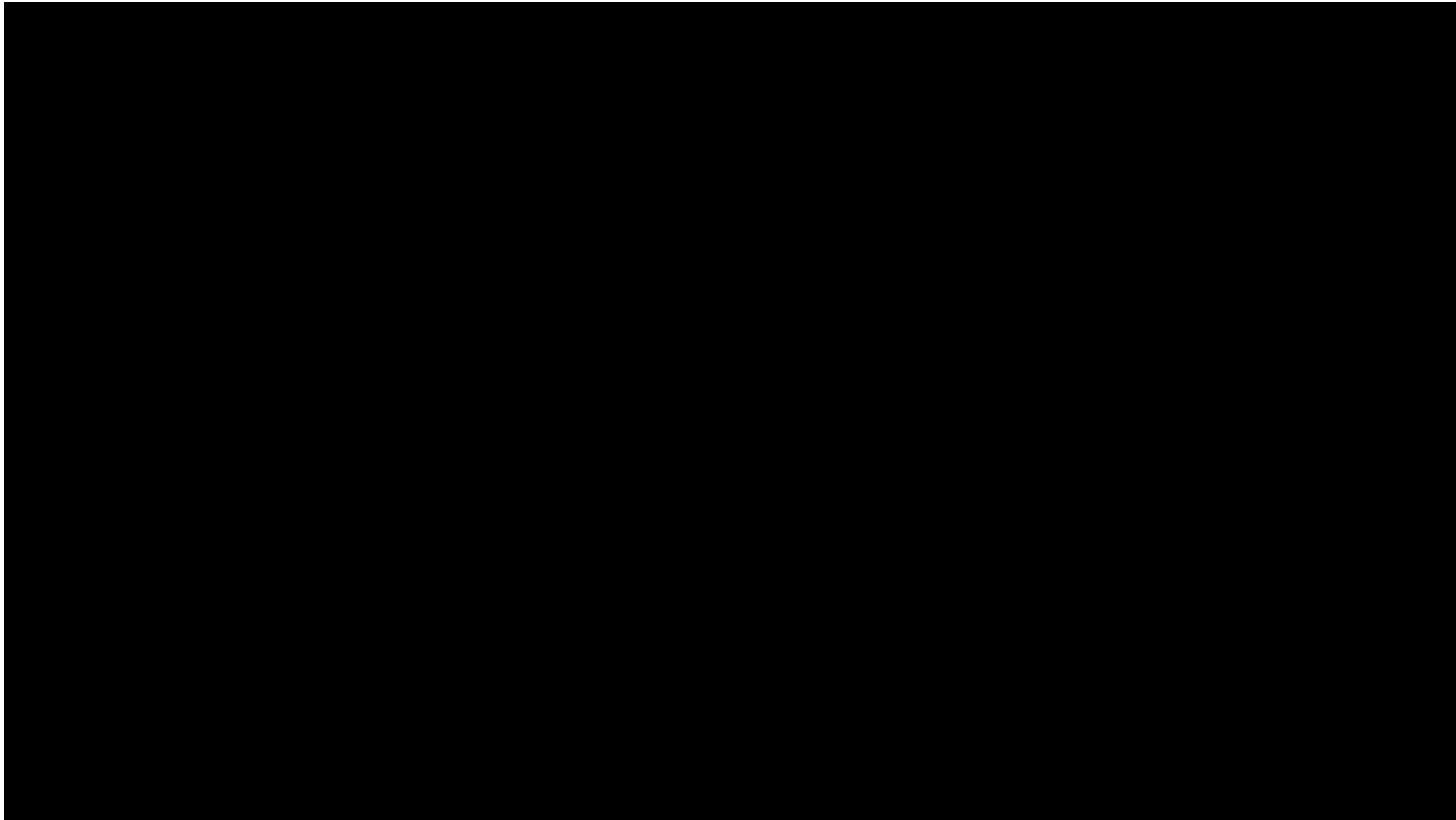
Metrics: come analizzo la mia Web Reputation

LIVELLO DI INGAGGIO DEI
CONTENUTI POSTATI

SENTIMENT GENERATO DAI
CONTENUTI POSTATI

NUMERO DI FOLLOWER, LIKE,
SHARE E RETWEET

VISUALIZZAZIONI E ANALYTICS
(VIDEO, PAGINE E BLOG)





GRAZIE

Daniela Caputo

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Personal Branding Strategist

