SOCIAL MEDIA
FOR RECRUITMENT

Jorgen Sundberg
@linkhumans
SCHEDULE

1. Introductions
2. Social media
3. Twitter
4. Facebook
5. Google +
6. LinkedIn
7. Tools
8. Questions
INTRODUCTION

• Ex-tech recruiter
• The Undercover Recruiter
• Link Humans social media agency
• Official LinkedIn Talent Solutions Partner
INTRODUCTION

- Name
- Company
- Challenges
- Target candidate

Who Are You?
OLD SCHOOL
1998
2007
2010
LANDSCAPE
SOCIAL JOB SEEKERS

79% are likely to use social media in their job search.

86% of people in the first 10 years of their career are likely to use social media in their job search.

42% say it's important for employers to engage in social media.

53% of people in the first 10 years of their career say it's important for employers to engage in social media.
Companies using social networks or social media to support recruitment efforts:

- 2009: 81%
- 2010: 82%
- 2011: 89%
- 2012: 92%
SOCIAL RECRUITING

The Top Social Networks Used for Recruiting in 2012:

- LinkedIn: 93%
- Facebook: 66%
- Twitter: 54%
- Blog: 21%
- Google+: 20%
- YouTube: 19%
SOCIAL RECRUITING

- Largest pool of active & passive job seekers
- Employee referrals into personal networks
- Authentic and multimedia voice and message
- Lower the cost of sourcing

LinkedIn: 79% Passive | 21% Active

Active Candidates
Work on their job search
- Search job boards
- Seek out many opportunities

Passive Candidates
Work on doing their jobs better
- Develop networks
- Only listen to the right opportunities
DELOITTE NEDERLAND

- 1,000 new hires 2010/2011
- Develop strong employer brand
- Drive traffic to career site
USING ALL NETWORKS
Deloitte Recruiters

Hieronder zie je een overzicht van al onze recruiters, met hun eigen specialisme. Ook de afdeling recruitmentavaten en employer branding en marketing zijn per chat te bereiken. Klik op een persoon voor meer informatie.

<table>
<thead>
<tr>
<th>Online</th>
<th>Naam</th>
<th>Specialisme</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Berend Builink</td>
<td>Recruiter Consultancy</td>
</tr>
<tr>
<td></td>
<td>Carolien Hoytema van Konijnenburg</td>
<td>Recruiter Consultancy</td>
</tr>
<tr>
<td></td>
<td>Desire Markus</td>
<td>Recruiter Pension Advisory, Real Estate Advisory, Consultancy</td>
</tr>
<tr>
<td></td>
<td>Rosa Ordejman</td>
<td>Recruiter Tax</td>
</tr>
<tr>
<td></td>
<td>Carola den Hollander</td>
<td>Events</td>
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<td></td>
<td>Caroline Bijvoet</td>
<td>Recruiter Staff &amp; Innovation</td>
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<tr>
<td></td>
<td>Fenna Boomgaard</td>
<td>Recruiter Accountancy en Risk Services</td>
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<td>Jeroen Hulzer</td>
<td>Events</td>
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<td></td>
<td>Jikke van den Bergh</td>
<td>Recruiter Mergers &amp; Acquisitions, Financial Risk Management</td>
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<td></td>
<td>Madelon van Wanrooy</td>
<td>Recruiter Accountancy</td>
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<td></td>
<td>Merette Schuurman</td>
<td>Recruiter Accountancy</td>
</tr>
<tr>
<td></td>
<td>René Klerks</td>
<td>Recruiter Accountancy</td>
</tr>
</tbody>
</table>

Vraag het Deloitte

Bel aan recruiter

info@werkenbijdeloitte.nl

Social networks

WebChat

Gerelateerde Vacatures

Vacature WO Assistant Accountant RA
Rotterdam vanaf september 2013

Vacature (.net) Software Engineer

Vacature Consultant Team
Process/Technology

Bekijk alle vacatures

Gerelateerde Evenementen

6 april 2012
Deloitte Golf Events

Bekijk meer evenementen

Jouw projecten

Hoe houd je grip op veiligheid?
“Het onderwerp veiligheid heeft altijd al op mijn grote belangstelling kunnen rekenen. Zelf heb ik zes jaar….”

RTL Nederland
Deloitte, inclusief haar rechtsvoorzitter, behartigt al meer dan 10 jaar de fiscale belangen van RTL Nederland. Bij….
KEEPING IT SOCIAL

Berend Buitink

- Specialisme
  Recruiter Consultancy

- Locatie

- Bio
Tijdens mijn opleiding Personeelsmanagement in Groningen heb ik prachtige stages gehad bij Mercedes-Benz, Spyker Cars en in Suriname. Het mooiste van deze studie vond ik echter de aanraking met het vakgebied recruitment. Na mijn afstuderen ben ik dan ook direct in deze branche gaan werken. Eerst 2,5 jaar in een commerciële rol bij een werving & selectiebureau en vandaag de dag voer ik dit fantastische vak uit bij Deloitte Consulting in Amstelveen. Binnen Consulting ben ik verantwoordelijk voor de instroom van stagiaires en starters. Aan mij dan ook de eer om voor onze ambitieuze, innoverende en positief ingestelde organisatie op zoek te gaan naar dit talent! Het Gronings leven ligt inmiddels ver achter mij en Amsterdam is mijn nieuwe woonplaats. In mijn vrije tijd duik ik graag de kroeg in, ga lekker uit eten of ben ik alsnog met mijn werk bezig...
Een accountant is zeker niet stoffig!

door: Jeffrey de Roock | 3 views

Ik ben werkzaam als accountant bij Deloitte, stoffig beroep zie ik sommige van jullie denken. Echter Deloitte biedt mij de kans om mezelf te ontwikkelen als (young) professional en als mens. Dagelijks ben je voor en met klanten aan het werk. In teamverband controles uitvoeren bij de klant is mijn core business. Het leren omgaan met collega’s en klanten is een enorme uitdaging. Elke controle is weer anders en elke controle vloopt weer verschillend. Oorzaak hiervan is dat alle klanten verschillen van elkaar, dit vergt ook aanpassing in je benadering. Zo kun je bij de ene klant informeel zijn en moet je bij de andere klant juist een formele houding aannemen. Je leert je hierdoor presenteren en te profileren in een professionele omgeving, wat je verder helpt op zakelijk maar ook zeker op privé vlak.

Mijn uitdaging haal ik uit mijn klanten en het kritisch willen zijn in de controleaapak, met als doel een goed product (de controleverklaring) op te kunnen leveren voor de gebruikers. Door jezelf een kritische houding aan te leren kun je een snelle ontwikkeling doormaken.


Kortom, een omgeving waarin je veel met mensen werkt en waar je op diverse terreinen jezelf kunt ontwikkelen. Een stoffig beroep is het dus zeer zeker niet!
## RESULTS

### Traffic to career site Nov 2009 - Nov 2010

<table>
<thead>
<tr>
<th>from job sites</th>
<th>Traffic total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monsterboard</td>
<td>5,579</td>
</tr>
<tr>
<td>Intermediair</td>
<td>1,701</td>
</tr>
<tr>
<td>Nuwerk.nl</td>
<td>2,691</td>
</tr>
<tr>
<td><strong>Traffic total</strong></td>
<td><strong>9,971</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>from social media &amp; blogs</th>
<th>Traffic total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hyves</td>
<td>4,213</td>
</tr>
<tr>
<td>Facebook</td>
<td>726</td>
</tr>
<tr>
<td>Twitter</td>
<td>2,746</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>4,599</td>
</tr>
<tr>
<td>Blogs</td>
<td>20,982</td>
</tr>
<tr>
<td><strong>Traffic total</strong></td>
<td><strong>33,266</strong></td>
</tr>
</tbody>
</table>
## RESULTS

<table>
<thead>
<tr>
<th>Year</th>
<th>New hires (including internships)</th>
<th>Investment on external recruitment agencies &amp; headhunters (x1,000 Euro’s)</th>
<th>Investment on job boards (x1,000 Euro’s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY08</td>
<td>1,490</td>
<td>900</td>
<td>145</td>
</tr>
<tr>
<td>FY09</td>
<td>610</td>
<td>2,000</td>
<td>153</td>
</tr>
<tr>
<td>FY10</td>
<td>520</td>
<td>1,000</td>
<td>140</td>
</tr>
<tr>
<td>FY11</td>
<td>1,000</td>
<td>420</td>
<td>110</td>
</tr>
</tbody>
</table>
TWITTER

1. Overview
2. Engagement
3. Management
4. Promotion
5. Sourcing
6. Measurement
USAGE

- 500m accounts
- 200m active users
- 340m tweets daily
- 50% mobile

| Rank | Username                  | Followers | Total engagement
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Justin Bieber (@justinbieber)</td>
<td>122,510</td>
<td>41,150 - 229,219</td>
</tr>
<tr>
<td>2.</td>
<td>Lady Gaga (@ladygaga)</td>
<td>135,645</td>
<td>38,765 - 534,534</td>
</tr>
<tr>
<td>3.</td>
<td>Katy Perry (@katyperry)</td>
<td>122,510</td>
<td>38,568 - 578,578</td>
</tr>
<tr>
<td>4.</td>
<td>Barack Obama (@BarackObama)</td>
<td>681,118</td>
<td>33,461 - 1,021,518</td>
</tr>
<tr>
<td>5.</td>
<td>Rihanna (@rihanna)</td>
<td>966,118</td>
<td>30,295 - 045,045</td>
</tr>
<tr>
<td>6.</td>
<td>Taylor Swift (@taylorswift13)</td>
<td>104,000</td>
<td>30,029 - 079,079</td>
</tr>
<tr>
<td>7.</td>
<td>YouTube (@YouTube)</td>
<td>500,000</td>
<td>29,786 - 090,090</td>
</tr>
<tr>
<td>8.</td>
<td>Britney Spears (@britneyspears)</td>
<td>408,531</td>
<td>28,665 - 970,970</td>
</tr>
<tr>
<td>9.</td>
<td>Justin Timberlake (@timberlake)</td>
<td>49,000</td>
<td>22,205 - 565,565</td>
</tr>
<tr>
<td>10.</td>
<td>Instagram (@instagram)</td>
<td>18,000</td>
<td>22,166 - 054,054</td>
</tr>
<tr>
<td>11.</td>
<td>Shakira (@shakira)</td>
<td>86,000</td>
<td>21,103 - 763,763</td>
</tr>
<tr>
<td>12.</td>
<td>Twitter (@twitter)</td>
<td>124,000</td>
<td>20,532 - 083,083</td>
</tr>
<tr>
<td>13.</td>
<td>Ellen DeGeneres (@TheEllenShow)</td>
<td>46,832</td>
<td>20,287 - 577,577</td>
</tr>
<tr>
<td>14.</td>
<td>Jennifer Lopez (@JLo)</td>
<td>329,000</td>
<td>20,286 - 649,649</td>
</tr>
<tr>
<td>15.</td>
<td>Oprah Winfrey (@Oprah)</td>
<td>145,000</td>
<td>19,552 - 054,054</td>
</tr>
</tbody>
</table>
Top 20 countries in terms of Twitter accounts
(accounts created before 01-07-2012)

Rank & country:
1. U.S.
2. Brazil
3. Japan
4. U.K.
5. Indonesia
6. India
7. Mexico
8. Canada
9. Spain
10. Philippines
11. Turkey
12. Colombia
13. Venezuela
14. Russia
15. South Korea
16. Netherlands
17. Argentina
18. France
19. Germany
20. Italy

- Green: Accounts created before 01-01-2012
- Blue: Accounts created between 01-01-2012 and 01-07-2012

Number of accounts (in millions)
Top 20 cities by number of posted tweets
(among 10.6B public tweets posted in June 2012)

1. Jakarta
2. Tokyo
3. London
4. São Paulo
5. New York
6. Bandung
7. Paris
8. Los Angeles
9. Chicago
10. Riyadh
11. Singapore
12. Istanbul
13. Osaka
14. Toronto
15. Madrid
16. Rio de Janeiro
17. Seoul
18. Miami
19. Atlanta
20. Houston

Share of public tweets geolocalized at the city level
(27% of all public tweets)
# PERU MOST FOLLOWED

<table>
<thead>
<tr>
<th>Rank</th>
<th>Username</th>
<th>Followers</th>
<th>Tweet Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gianmarco (@gianmarcomusica)</td>
<td>187</td>
<td>844 167</td>
</tr>
<tr>
<td>2</td>
<td>El Comercio (@elcomercio)</td>
<td>2231</td>
<td>725 525</td>
</tr>
<tr>
<td>3</td>
<td>Bruno Pinasco (@BrunoPinasco)</td>
<td>362</td>
<td>698 685</td>
</tr>
<tr>
<td>4</td>
<td>Ollanta Humala Tasso (@Ollanta_HumalaT)</td>
<td>60</td>
<td>622 579</td>
</tr>
<tr>
<td>5</td>
<td>Gaston Acuño (@gaston_acuño)</td>
<td>956</td>
<td>509 314</td>
</tr>
<tr>
<td>6</td>
<td>Sofia Franco Ayllon (@SofiaFrancoA)</td>
<td>367</td>
<td>416 844</td>
</tr>
<tr>
<td>7</td>
<td>Beto Ortiz (@malditaternura)</td>
<td>1430</td>
<td>402 470</td>
</tr>
<tr>
<td>8</td>
<td>Alvarez Rodrich (@alvarezrodrich)</td>
<td>521</td>
<td>334 000</td>
</tr>
<tr>
<td>9</td>
<td>Radio Capital (@Capital967)</td>
<td>351</td>
<td>310 768</td>
</tr>
<tr>
<td>10</td>
<td>AmericaNoticias.pe (@noticiaAmerica)</td>
<td>1419</td>
<td>291 961</td>
</tr>
<tr>
<td>11</td>
<td>Stephanie Cayo S. (@Stephanie_Cayo)</td>
<td>422</td>
<td>258 664</td>
</tr>
<tr>
<td>12</td>
<td>Magaly Medina Vela (@magalyperu)</td>
<td>50</td>
<td>250 500</td>
</tr>
<tr>
<td>13</td>
<td>Combate (@COMBATE_ATV)</td>
<td>291</td>
<td>247 989</td>
</tr>
<tr>
<td>14</td>
<td>Diario La República (@larepublica_pe)</td>
<td>1645</td>
<td>245 105</td>
</tr>
<tr>
<td>15</td>
<td>Christian Meier (@oliverdog)</td>
<td>0</td>
<td>209 782</td>
</tr>
</tbody>
</table>
## PERU MOST FOLLOWED

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Followers</th>
<th>Following</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PUCP (@pucp)</td>
<td>5,532</td>
<td>66,832</td>
</tr>
<tr>
<td>2</td>
<td>Claro Perú (@ClaroPeru)</td>
<td>5,930</td>
<td>56,538</td>
</tr>
<tr>
<td>3</td>
<td>Cineplanet Perú (@cineplanet)</td>
<td>71</td>
<td>65,339</td>
</tr>
<tr>
<td>4</td>
<td>Interbank (@interbank)</td>
<td>153</td>
<td>63,796</td>
</tr>
<tr>
<td>5</td>
<td>Ipsos Perú (@ipsosperu)</td>
<td>142</td>
<td>57,302</td>
</tr>
<tr>
<td>6</td>
<td>Banco de Crédito BCP (@BCPComunica)</td>
<td>579</td>
<td>55,921</td>
</tr>
<tr>
<td>7</td>
<td>Teletón Perú (@TeletonPeru)</td>
<td>1,114</td>
<td>42,610</td>
</tr>
<tr>
<td>8</td>
<td>Movistar Perú (@MovistarPeru)</td>
<td>2,563</td>
<td>31,984</td>
</tr>
<tr>
<td>9</td>
<td>Saga Falabella (@Saga_Falabella)</td>
<td>203</td>
<td>27,535</td>
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<tr>
<td>10</td>
<td>Teatro La Plaza (@teatrolaplaza)</td>
<td>215</td>
<td>23,845</td>
</tr>
<tr>
<td>11</td>
<td>Cinemark Peru (@Cinemark_Peru)</td>
<td>18</td>
<td>23,253</td>
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<tr>
<td>12</td>
<td>Ripley Peru (@RipleyenPeru)</td>
<td>74</td>
<td>18,057</td>
</tr>
<tr>
<td>13</td>
<td>Inca Kola (@inka_kola)</td>
<td>574</td>
<td>16,408</td>
</tr>
<tr>
<td>14</td>
<td>Universidad Pacífico (@UdelPacífico)</td>
<td>370</td>
<td>13,229</td>
</tr>
<tr>
<td>15</td>
<td>Samsung Mobile Perú (@SamsungMobilePE)</td>
<td>337</td>
<td>11,411</td>
</tr>
</tbody>
</table>
ENGAGEMENT

1. Posting tweets
2. Hashtags
3. Mention users
4. Retweets
5. Favourite tweets
6. Direct Message (DM)
HOW TO TWEET

NPR Jobs
@NPRjobs
News, information and conversation about jobs at @NPR & #NPRlife. Also career resource tweets & #PubMedia job opportunities (#PubJobs). Moderated by @ThisIsLars
npr.org/careers/

3,378 TWEETS 672 FOLLOWING 18,911 FOLLOWERS

Tweets

Mickey Moore @MickeyKateMoore
5h
RT @apmjobs: @NPR seeks a #Linux Administrator to join #IT #Infrastructure team. Apply now or refer qualified folks! #pubjobs...
Retweeted by NPR Jobs
Expand

NPR Jobs @NPRjobs
29 Jun
We’re hiring a Sr. User Experience Designer (US-MA-Boston) workfor.us/NPRJobs/vd2 #Job
View summary

Ari Shapiro @arishapiro
28 Jun
Thanks-NPR has a great internship program! See @NPRjobs @NPRinterns "@zmwitkin: you ever hire interns? U are truly an inspiring journalist."
Retweeted by NPR Jobs
View conversation

@APMJobs @APMJobs
28 Jun
@MarketplaceAPM needs a new #producer for its flagship afternoon show with @kairyssdal. #mediadiversity #pubjobs fb.me/1jdm45Fud
Retweeted by NPR Jobs
Expand
TACTICS

- Tweet chats
- Tweet via LinkedIn
- Auto-DM
- Auto-follow
- Follow Friday
- Etiquette
- Frequency
- Moderation/complaints
Choose Your Words

Most Retweetable
1. you
2. twitter
3. please
4. re tweet
5. post
6. blog
7. social
8. free
9. media
10. help
11. please retweet
12. great
13. social media
14. 10
15. follow
16. how to
17. top
18. blog post
19. check out
20. new blog post

Least Retweetable
1. game
2. going
3. haha
4. lol
5. but
6. watching
7. work
8. home
9. night
10. bed
11. well
12. sleep
13. gonna
14. hey
15. tomorrow
16. tired
17. some
18. back
19. bored
20. listening
Weekday: reading and sending tweets

- % of users who read tweets
- % of users who send tweets
- The difference
GAIN FOLLOWERS

• Follow others
• Email campaigns
• Email signatures
• Follow widgets
• Target & RT influencers
FIND PEOPLE

- Twitter Advanced Search
- Google & Bing Search
- Follower Wonk
APPLICATIONS

- Scheduling
- Automation
- Cleaning
- Analytics
- Influence
FACEBOOK

1. Overview
2. Pages
3. Engagement
4. Promotion
5. Find people
6. Measure
USAGE

- 51% of internet users
- 55 mins per day
- 130 friends
LATIN AMERICA

[Map of Latin America with population data for each country, e.g., MEXICO 34.0 M, DOMINICAN REPUBLIC 2.6 M, PUERTO RICO 1.3 M, COLOMBIA 16.6 M, VENEZUELA 9.5 M, BRAZIL 50.0 M, and others.]
<table>
<thead>
<tr>
<th>Rank</th>
<th>Website</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Facebook for Every Phone</td>
<td>3 637 360</td>
</tr>
<tr>
<td>2.</td>
<td>Movistar Perú</td>
<td>2 032 010</td>
</tr>
<tr>
<td>3.</td>
<td>Cua Cua</td>
<td>1 763 952</td>
</tr>
<tr>
<td>4.</td>
<td>Claro Perú</td>
<td>1 757 244</td>
</tr>
<tr>
<td>5.</td>
<td>Ripley Perú</td>
<td>1 710 420</td>
</tr>
<tr>
<td>6.</td>
<td>Saga Falabella</td>
<td>1 688 284</td>
</tr>
<tr>
<td>7.</td>
<td>Combate</td>
<td>1 403 519</td>
</tr>
<tr>
<td>8.</td>
<td>Cineplanet</td>
<td>1 386 773</td>
</tr>
<tr>
<td>9.</td>
<td>Al Fondo Hay Sitio</td>
<td>1 369 819</td>
</tr>
<tr>
<td>10.</td>
<td>Facebook en Español</td>
<td>1 196 778</td>
</tr>
<tr>
<td>11.</td>
<td>GianMarco</td>
<td>1 079 562</td>
</tr>
<tr>
<td>12.</td>
<td>Detén el abuso!</td>
<td>1 048 485</td>
</tr>
<tr>
<td>13.</td>
<td>Esto es Guerra Oficial</td>
<td>1 036 132</td>
</tr>
<tr>
<td>14.</td>
<td>Real Plaza</td>
<td>1 014 962</td>
</tr>
<tr>
<td>15.</td>
<td>Inca Kola</td>
<td>1 006 790</td>
</tr>
<tr>
<td>16.</td>
<td>musica.com</td>
<td>1 004 012</td>
</tr>
</tbody>
</table>
PROFILES, GROUPS, PAGES

• Profiles for ‘normal’ people
• Groups for interests
• Pages for brands
PAGES
HOW TO DO UPDATES

- Text
- Links
- Photos
- Videos
- Polls
- Highlight
- Mention people/pages
BOOST ENGAGEMENT

- Check-ins
- Contests
- Expert Q&A
- Schedule
- Timing
- Frequency
- Response times
MODERATION

• When?
• Keyword blocklist
• Profanity blocklist
• Reply in private if possible
• Never ignore!
GET MORE FANS

• Email campaigns
• Email signatures
• Like boxes
• Tagging
• Featured Page likes
• Twitter integration
FIND PEOPLE
GOOGLE PLUS

• Fastest growing site ever
• 2nd largest social network
• 650m users
• Non-reciprocal circling
• No ads yet
• Innovative features
# PERU MOST FOLLOWED

<table>
<thead>
<tr>
<th>Rank</th>
<th>Platform</th>
<th>Followers</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Diario El Comercio</td>
<td>56</td>
<td>8 229</td>
</tr>
<tr>
<td>2.</td>
<td>Diario Perú21</td>
<td>N/A</td>
<td>2 684</td>
</tr>
<tr>
<td>3.</td>
<td>Portal Peru.com</td>
<td>N/A</td>
<td>1 671</td>
</tr>
<tr>
<td>4.</td>
<td>Publimetro Perú</td>
<td>N/A</td>
<td>1 627</td>
</tr>
<tr>
<td>5.</td>
<td>perushop24</td>
<td>870</td>
<td>1 076</td>
</tr>
<tr>
<td>6.</td>
<td>Marca PERÚ (Oficial)</td>
<td>N/A</td>
<td>464</td>
</tr>
<tr>
<td>7.</td>
<td>100es Agencia de Marketing Digital</td>
<td>216</td>
<td>225</td>
</tr>
<tr>
<td>8.</td>
<td>Ripley Perú</td>
<td>N/A</td>
<td>188</td>
</tr>
<tr>
<td>9.</td>
<td>magiedigital</td>
<td>106</td>
<td>139</td>
</tr>
<tr>
<td>10.</td>
<td>AhnPesss Página Oficial</td>
<td>97</td>
<td>126</td>
</tr>
<tr>
<td>11.</td>
<td>Wayra</td>
<td>N/A</td>
<td>113</td>
</tr>
<tr>
<td>12.</td>
<td>Radio Onda Cero</td>
<td>40</td>
<td>85</td>
</tr>
<tr>
<td>13.</td>
<td>carrerasconfuturo.com</td>
<td>14</td>
<td>72</td>
</tr>
<tr>
<td>14.</td>
<td>Hashtag</td>
<td>N/A</td>
<td>68</td>
</tr>
<tr>
<td>15.</td>
<td>Asesoría de Negocios por Internet</td>
<td>N/A</td>
<td>37</td>
</tr>
</tbody>
</table>
PROFILES & PAGES

- Images
- LinkedIn info
- Hyperlinks
- Keywords
FEATURES

• Hangouts
• Communities
• Events
• Circles
• Explore
• Instant uploads
FIND PEOPLE

• Your circles first
• Rich data on profiles
• Add to circles
• Several ways of contacting
LINKEDIN

1. Profiles
2. Networking
3. Engagement
4. Groups
5. Companies
6. Find people

Universidad del Pacifico

About Universidad del Pacifico

Universidad del Pacifico (UP) is a private university established in 1962 by a group of Peruvian entrepreneurs supported by the Jesuit community. Today it has become a university specialized in the areas of economics and business administration. In the past three decades, UP has been ranked as the most prestigious higher education institution in its field of specialization in Peru, and among the leading institutions of its kind in the Latin American region.

At the undergraduate level, UP offers Bachelor’s degrees in Economics and Business Administration and Accounting. At the graduate level, we offer a Master’s in Business Administration and a Master’s in Finance. At the moment, we have approximately 1,900 students enrolled at the undergraduate level, and 450 students enrolled in graduate programs.

Specialties
Carreras de pregrado, Maestrías, Educación Ejecutiva, Centro de Investigación, Centro de Idiomas, Centro de Emprendimiento e Innovación, Centro de Liderazgo, Centro de Estudios Para-China, Centro de Ética Aplicada.
LINKEDIN STATS

- 2 million companies
- 1.7 million groups
- 5.3 billion searches in 2012
- Average age 41
- Average salary $106,000
- Average 60 connections
LINKEDIN

225 M+ Members worldwide
+2 new Members per second
100 M+ Monthly unique visitors

North America: 90M+
Europe, Middle East and Africa: 75M+
Latin America and Caribbean: 30M+
Asia Pacific: 40M+
AMERICAS

Canada
8 million

United States
86 million

Mexico
4.7 million

Ecuador
680,000

Peru
1.6 million

Chile
2 million

Colombia
2.7 million

Venezuela
1.2 million

Brazil
14 million

Argentina
3.1 million

LINKoHUMANS
A Professional Approach to Social Media
EUROPE

- Germany: 2.5 million
- Sweden: 1.4 million
- Netherlands: 4.3 million
- UK: 13 million
- Belgium: 1.6 million
- France: 5.8 million
- Spain: 5 million
- Italy: 5.5 million
- Russia: 1.5 million
- Turkey: 2.4 million
PROFILE

- Picture
- Headline
- Activity
- Summary

Arthur Habrial
Community Manager of Social Media, London - part of Link Humans
London, United Kingdom | Research
Current: Link Humans
Previous: bur Group, Wide Agency, Agence Mano
Education: University of Greenwich

Arthur Habrial joined the group Social Media News
Join Group · 14 hours ago

Arthur Habrial commented in the group Social Media London UK on What are the Main Social Media Trends in 2019? [SLIDES] - Social Media London: Oh thanks a lot for sharing! I really appreciate that :)
1. Headline
2. Picture
3. Employer
4. Summary
HEADSHOT

- 7 times more likely to be found
- Reflecting your professional brand
- Crop it right
HEADLINE EXAMPLES

Peter Dines 2nd
Partner at Gerald Eve
United Kingdom · Real Estate
› 1 shared connection · Similar

Ross Bettridge BA (Hons) MSc MRICS 2nd
Surveyor at Gerald Eve
London, United Kingdom · Real Estate
› 1 shared connection · Similar

Harry Spawton 2nd
Partner at Gerald Eve
Manchester, United Kingdom · Real Estate
› 1 shared connection · Similar

Bhavesh (Bav) Shah 2nd
Senior Surveyor at Gerald Eve
United Kingdom · Real Estate
› 4 shared connections · Similar
HEADLINE EXAMPLES

John Redfern 2nd
Manager - Real Estate Valuation, Chartered Valuation Surveyor with Ernst & Young
London, United Kingdom • Real Estate

Sarah-Jayne Steer 2nd
Associate Director and Registered Fixed Charge Receiver
Real Estate Workout at Jones Lang LaSalle
London, United Kingdom • Commercial Real Estate

James Franklin 2nd
Experienced Chartered Surveyor specialising in Property/Asset Management, Landlord & Tenant and Compulsory Purchase
London, United Kingdom • Commercial Real Estate

Simon Kennish 2nd
FRICS, MAPM, MCI - a senior business leader in strategic corporate property, programme & project management
Crewe, United Kingdom • Commercial Real Estate
Summary

Jacky is a founding partner of Training Matters London. She is a Solicitors' Regulatory Authority and Bar Standards Board accredited CPD trainer working with solicitors, barristers and other professionals.

She delivers training in corporate settings in the City and throughout the UK. Jacky has extensive experience in conflict resolution and she mediates 'best interests' disputes for the Official Solicitor. She is an accredited mediator and visiting-faculty tutor on the SRA and BSB approved ADR course at Regents College SPC in London.

She is a mediator for Property Law UK, mediation associate at Byrne-dean, Concensus Mediation and a member of the Thames Valley Mediators’ Association. Jacky is a Resolution accredited Family Consultant. She has taught for both BPP and BLS law schools. She writes for the legal and business press.

Contact Jacky on 020 8374 1758, mobile 07930 442630 or email info@trainingmatterslondon.co.uk
EXPERIENCE

Director
AMR London - Property Recruitment Specialists
August 2003 – Present (9 years 6 months)

Specialist Recruitment Consultants for Property, Estate Agency & Financial Services - AMR is a market leading, national group, offering professional, unbiased and confidential recruitment solutions.

33 recommendations, including:

Neville Page
International Marketing Director at Savills
Barry is very proactive in his approach to recruitment consultancy. Rather than sitting back and waiting for opportunities,... View ↓

Peter Everett
Regional Sales Director at Hamptons In...
I've known Barry for a number of years and he has always been very personable and professional to deal with. He takes the... View ↓

31 more recommendations ↓
Better search results

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31 more recommendations ↓
EXPERIENCE

- Better search results
- Connect direct

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31 more recommendations ↓
EXPERIENCE

• Better search results
• Connect direct
• 2 Recommendations

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I've known Barry for a number of years and he has always been very personable and professional to deal with. He takes the... View ↓

31 more recommendations ↓
ENDORSEMENTS

SKILLS & EXPERTISE

Most endorsed for...

- Real Estate: 55
- Property: 36
- Corporate Real Estate: 32
- Property Management: 31
- Business Strategy: 29
- Asset Management: 23
- Real Estate Development: 20
- Strategy: 18
- Outsourcing: 10
- Due Diligence: 10

[Images of endorsed individuals]
Daniel Patel - SAP Recruitment Expert

SAP Delivery Manager / SAP Resource Manager / SAP Recruiter / SAP Recruitment Consultant - (Europe) at EurSAP Ltd

Amsterdam Area, Netherlands | Information Technology and Services

Current: EurSAP Ltd (specialist SAP® recruitment consultancy)

Previous: Square One Resources (SAP Contract Recruitment - Europe), Madison Black (SAP Division), SAP Recruitment Company (SAP Contract Recruitment Division)

Education: King's College London

Send a message

nl.linkedin.com/in/danieleurssap/
SEARCH RANKINGS

• All-star profile
• Headline
• Keywords
• Endorsements

Trends

Views

Appearances in Search

Search Appearances 2,442

Dec 16  Dec 30  Jan 13  Jan 27  Feb 10  Feb 24
PRIVACY SETTINGS

- Activity broadcast / activity feed
- Browse connections
- Who’s visited your profile?
- Email and group settings
## SHOULD YOU UPGRADE?

### Save up to 25% with an annual account

<table>
<thead>
<tr>
<th>Features</th>
<th>Talent Basic</th>
<th>Recommended Talent Finder</th>
<th>Talent Pro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who’s Viewed Your Profile: Get the full list</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Contact anyone directly with InMail — Response Guaranteed*</td>
<td>10 per month (GBP 99.50 value)</td>
<td>25 per month (GBP 173.75 value)</td>
<td>50 per month (GBP 347.50 value)</td>
</tr>
<tr>
<td>Pinpoint candidates with advanced search filters</td>
<td>4 Premium Filters</td>
<td>8 Premium Filters</td>
<td>8 Premium Filters</td>
</tr>
<tr>
<td>See more candidates when you search</td>
<td>500</td>
<td>700</td>
<td>1,000</td>
</tr>
<tr>
<td>Search for top talent within your groups</td>
<td>Up to 5 groups</td>
<td>Up to 50 Groups</td>
<td>Up to 50 Groups</td>
</tr>
<tr>
<td>Find out more about potential candidates with expanded profiles</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Manage your candidates with Profile Organizer</td>
<td>25 folders</td>
<td>50 folders</td>
<td>75 folders</td>
</tr>
<tr>
<td>Let candidates message you for free with OpenLink</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>See names of your 3rd degree and Group connections</td>
<td>First Name</td>
<td>Full Name Visibility</td>
<td>Full Name Visibility</td>
</tr>
<tr>
<td>Let us bring you candidates with saved search alerts</td>
<td>7 per week</td>
<td>10 per day</td>
<td>15 per day</td>
</tr>
<tr>
<td>Get the real story on any candidate with Reference Search</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Get Priority Customer Service</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>
YOUR NETWORK

- 1st, 2nd, 3rd
- Visibility

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 7,652,100+ professionals — here’s how your network breaks down:

<table>
<thead>
<tr>
<th>Your Connections</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your trusted friends and colleagues</td>
<td>776</td>
</tr>
<tr>
<td>Two degrees away</td>
<td>206,100+</td>
</tr>
<tr>
<td>Friends of friends; each connected to one of your connections</td>
<td></td>
</tr>
<tr>
<td>Three degrees away</td>
<td>7,445,100+</td>
</tr>
<tr>
<td>Reach these users through a friend and one of their friends</td>
<td></td>
</tr>
<tr>
<td>Total users you can contact through an Introduction</td>
<td>7,652,100+</td>
</tr>
</tbody>
</table>

11,168 new people in your network since April 14
CONNECTING

- Mirror offline network
- Friends & family
- Clients
- Competitors
- LIONs and cats – pros and cons
See Who You Already Know on LinkedIn

Get started by adding your email address.

jorgen@linkhumans.com  Change

Email password

Continue

Your contacts are safe with us!
We'll import your address book to suggest connections and help you manage your contacts. And we won't store your password or email anyone without your permission. Learn More
# People You May Know

## People You May Know

<table>
<thead>
<tr>
<th>University of Leeds</th>
<th>Göteborgs universitet</th>
<th>Stockholms universitet</th>
<th>redCOMMERCE</th>
<th>The Nottingham Trent</th>
<th>The University of Manchester</th>
<th>University of Westminster</th>
<th>Chartered Institute of Marketing</th>
</tr>
</thead>
</table>

### All Suggestions / Chartered Institute of Marketing (10)

<table>
<thead>
<tr>
<th>John Bevan (2nd)</th>
<th>Nikki Perry FIPR MCIM (2nd)</th>
<th>Alan Howard FCIM (2nd)</th>
<th>Paul Drew Online Marketing Director</th>
<th>Will McClusky (2nd)</th>
<th>Rachel Mann (2nd)</th>
<th>Bruce Bell (2nd)</th>
<th>Jason Woodford (2nd)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Creative &amp; Planning Director at Jolt: Agency to ambitious challenger brands in sport, United Kingdom</td>
<td>Creative Director at Purple Turtle Digital Consulting (Freelance)</td>
<td>Experienced PR &amp; Marketing Manager</td>
<td>B2B Marketing Director Transforming Businesses within the Recruitment Industry</td>
<td>Managing Director, NixonMcInnes - Social Business Pioneers</td>
<td>Online &amp; eMarketing Manager at Robert Half International</td>
<td>Marketing &amp; Business Development Director</td>
<td>CEO SiteVisibility</td>
</tr>
<tr>
<td>13 shared connections</td>
<td>18 shared connections</td>
<td>12 shared connections</td>
<td>73 shared connections</td>
<td>40 shared connections</td>
<td>21 shared connections</td>
<td>29 shared connections</td>
<td>31 shared connections</td>
</tr>
</tbody>
</table>
ETIQUETTE

- Personalise
- Common connection
- Demonstrate value
- Never sell
- Avoid IDK
Join my network on LinkedIn

Brenda Epand · Finance Arranger(online) at Instant Payday Loan
To: Jorgen Sundberg
Date: January 18, 2013

Brenda Epand has indicated you are a Friend:

I'd like to add you to my professional network on LinkedIn.

- Brenda Epand
EXAMPLE 2

Join my network on LinkedIn

Vicky Akrill · Strategy & Comms Consultant, Retail, Product Development, Trend spotting professional, Writer
To: Jorgen Sundberg
Date: January 16, 2013

Vicky Akrill has indicated you are a Friend:

Hey Jorgen

Good to connect with you on Twitter and on here! Let’s chat if there’s anything we can help each other with.

Vicky
EXAMPLE INVITE

David Stanton
Head of Finance at Gerald Eve LLP
United Kingdom | Real Estate
Previous: Retail Trust, People 1st, Include
Education: Institute of Chartered Accountants in England and Wales
EXAMPLE INVITE

Invite **David** to connect on LinkedIn

How do you know David?
- Colleague
- Classmate
- We've done business together
- Friend
- **Groups**
  - Finance Plus: Private Equity, Venture Capital and M&A news
- Other
- I don't know David

Include a personal note: (optional)

Hello David

We're both members of the Finance Plus group and I enjoyed reading your thoughts about the government budget and the impact on UK commercial property. Would like to connect and discuss an opportunity that I believe would be a good fit for Gerald Eve.

Best Regards

Jorgen

**Important:** Only invite people you know well and who know you. Find out why.

[Send Invitation] or [Cancel]
LINKEDIN CONTACTS
UPDATE

Your network's talking about:

The Man Who Escaped Microsoft and Took a Whole Company With Him

wired.com - When Rich Barton was at Microsoft, he pulled off something that, despite government and investor pressure over the years, never happens. He spun out a company. That company, Expedia, which Barton founded in 1996, later went...

Share

Daniel Dackombe shared this.
Like · Comment · 3m ago

Johann Odermann shared this.
Like · Comment · 2h ago

James Reypold This is a great @Wired article on many levels: entrepreneurial, Microsoft insider, and even investing theories around access to information
http://lnkd.in/jerwKe
Like · Comment · 5h ago
UPDATES

• Status updates

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http://lnkd.in/jerwKe
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UPDATES

• Status updates
• Articles
UPDATES

• Status updates
• Articles
• Links
UPDATES

- Status updates
- Articles
- Links
- Profile updates

*The Man Who Escaped Microsoft and Took a Whole Company With Him*

*Your network’s talking about:*

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Like Comment 3m ago

*Johann Odermann* shared this.
Like Comment 2h ago

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http://lnkd.in/jerwKe
Like Comment 5h ago
UPDATES

• Status updates
• Articles
• Links
• Profile updates
• Procure/produce
Apple's Event Is a Snooze, But at Least There's Talk of Innovation

June 10, 2013
In: Technology
5.3K 23 11

What Makes Employees Stick Around? One Company Has an Answer
June 10, 2013
In: Recruiting & Hiring
53K 215 91

Do Not Make This Mistake When You Negotiate a Job Offer
June 10, 2013
In: Your Career
GROUPS
Let the world know what you think.
You can already comment and like these discussions.
Why not become a member of this open group so you can start your own?

We're looking for a Receptionist/Sales Administrator paying to £23,000 + Bens based in North London! Apply NOW! http://bit.ly/I6B0Pm - 16 minutes ago

Kelly Patterson started a discussion: We're looking for a Financial Controller, paying up to £60K based in the West End!
http://bit.ly/Ih6IFoe - 16 minutes ago

Kelly Patterson started a discussion: We've got a fantastic Retail Operations role for a luxury shoe brand based in Mayfair. Paying to £40K! Apply now
http://bit.ly/IUuP7 - 16 minutes ago
GROUPS
FINDING PEOPLE

- Advanced search = all results
- NOT full visibility of results
- 100 results, filter from there
5 operators supported:

- AND - must include
- OR - include either
- NOT - must not include
- """" - exact phrase
- () - for groupings
TIPS

- Current Title is your best bet
- Synonyms for job titles - LinkedIn Skills & Wikipedia
- Save search strings in .txt
- Start wide, narrow down
GOOGLE BOOLEAN

- `site:uk.linkedin.com`
- Add skill “java developer”
- `inurl:in OR inurl:pub` (public profiles)
- `-inurl:dir` (remove directory duplicates)
GOOGLE BOOLEAN

- Modifiers: ““, (), *
- Field commands: inurl:, intitle:, site:
- AND - include both words
- OR - include either word
- NOT - exclude word
- “” - exact phrase
- * - up to 5 missing words “java * developer”
SKILLS

Java

Primary Industry: Computer Software
Java is a programming language originally developed by James Gosling at Sun Microsystems (which has since merged into Oracle Corporation) and released in 1995 as a core component of Sun Microsystems' Java platform. The language derives much of its syntax from C and C++ but has a simpler object model and fewer low-level facilities than either C.

More on Java at Wikipedia »

Add Skill

Related Companies

Tata Consultancy Services
Information Technology and Services, Mumbai Area, India
Follow

Infosys
Information Technology and Services, Bengaluru Area, India
Follow

IBM
Information Technology and Services, Greater New York City Area
Follow

Cognizant Technology Solutions
Information Technology and Services, Greater New York City Area
Follow

Oracle
Information Technology and Services, San Francisco Bay Area
Follow

Related Locations

Sunnyvale, Santa Clara
San Jose, Santa Clara
Mountain View, Santa Clara
Santa Clara, Santa Clara
San Francisco, San Francisco

More companies...

More locations...
APPLICATIONS

• SlideShare
• Job Change Notifier
• Bullhorn Radar
• LinkedIn Resume Builder
LinkedIn Premium

LinkedIn Recruiter
Find the world's best passive talent

LinkedIn Jobs Network
Let your jobs do your sourcing for you

Work With Us
Own the ad space on your employees' profiles

LinkedIn Career Pages
Create a home on LinkedIn to build your employment brand

Recruitment Media
Share your message to the right, targeted audience
QUESTIONS
LET'S CONNECT

Jorgen Sundberg
Founder & Director of Link Humans - Social Media Marketing Agency
London, United Kingdom | Marketing and Advertising
Current: Link Humans
Previous: Personal Branding UK, Red Commerce, Skandia
Education: Stockholm University

LINK HUMANS
A Professional Approach to Social Media

UNIVERSIDAD DEL PACIFICO
ESCUELA DE POSTGRADO