



Episode: Social Media



Scenario: Social Media Recruiting



Το **42%** των εταιρειών δυσκολεύονται να βρουν το κατάλληλο συνεργάτη*



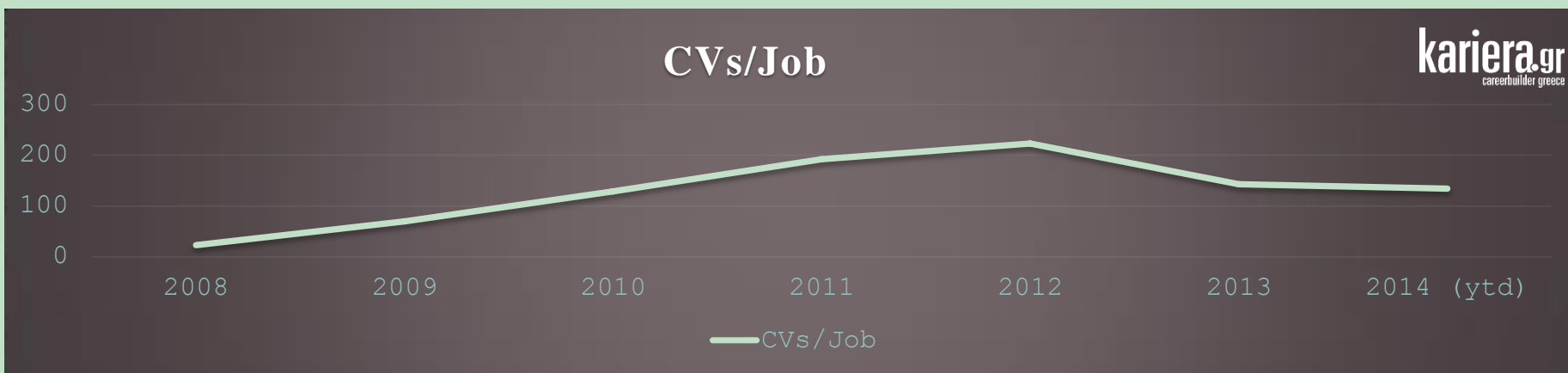
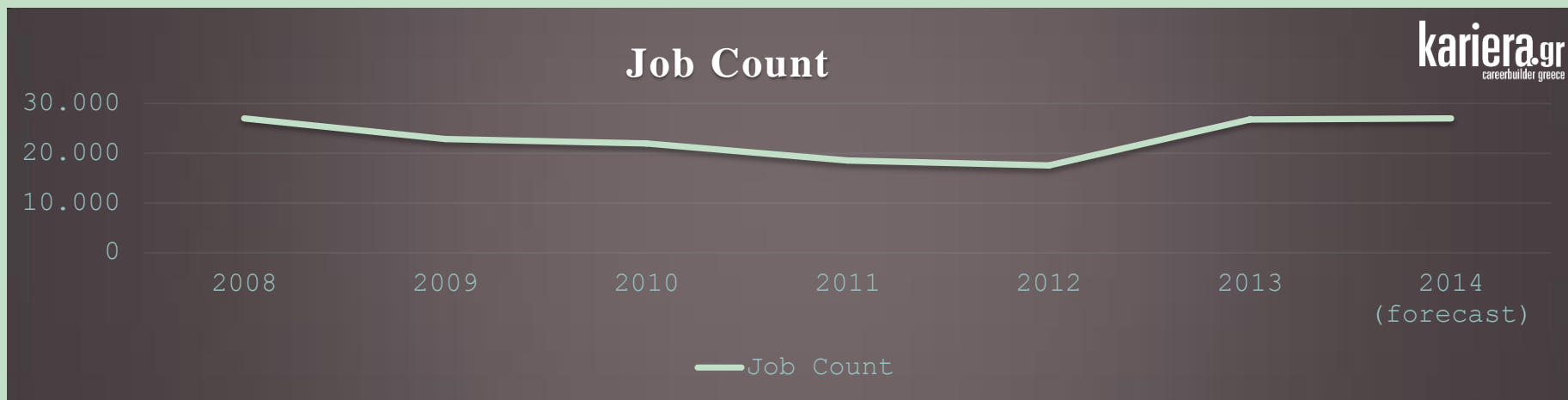
Όλες οι εταιρείες επενδύουν στην
«Οικονομία των Ταλέντων»

*Πηγή 2014 Talent shortage Survey Manpower Group

Scenario: Social Media Recruiting



Scenario: Social Media Recruiting



Scene 1: Μιλώντας με αριθμούς



Χρήση των Social Media

- 93% Youtube
- 82% Facebook
- 61% LinkedIn
- 58% Review Pages
- 49% Blogs
- 46% Twitter

79,51% Διαθέτουν LinkedIn προφίλ

37% Χρησιμοποιεί Social Media στην αναζήτηση εργασίας

53,9% Ενημερώνονται για νέες θέσεις εργασίας

Scene 1: Μιλώντας με αριθμούς



88% Χρησιμοποιούν τα Social Media

79,51% Διαθέτει LinkedIn προφίλ

61,48% Facebook

30% Ασχολείτε αρκετά με το LinkedIn (μέτρια 29%)

67% Το internet βοηθά στην διαδικασία επιλογής προσωπικού

29,34% Ανώτατης κλίμακας χρησιμοποιεί πολύ συχνά το LinkedIn

94% Είναι μέλος του LinkedIn

Scene 2: Candidates



Κάθε υποψήφιος πριν έρθει για ένα interview τι περιμένουμε να γνωρίζει;

- Ποια είναι τα δυνατά του σημεία και ποιες οι αδυναμίες του
- Ποιοι είναι οι στόχοι του και οι φιλοδοξίες του
- Για ποιο λόγο τον ενδιαφέρει το συγκεκριμένο εργασιακό αντικείμενο
- Ποιο από τα ταλέντα του μπορούμε να αξιοποιήσουμε

Scene 2: Candidates



Ανάποδο Interview!

Το 90% των υποψηφίων αναζητούν κάθε πληροφορία για την εταιρεία πριν στείλουν το βιογραφικό τους

Scene 3: HR Social Cartography



Διασύνδεση
Αλληλεπίδραση



Scene 3: HR Social Cartography



Scene 4: Χρήση



Πλατφόρμες

Linked 



Social Media & HR





Social Media & HR

- ✓ Brand της εταιρείας
- ✓ Το αντικείμενο που επιχειρεί
- ✓ Την ανάλυση της θέσης
- ✓ Τη μισθολογική κλίμακα
- ✓ Σχόλια σε social media
- ✓ Εργασιακό κλίμα και κουλτούρα
- ✓ Προοπτικές εξέλιξης της θέσης και πιθανότητα ανέλιξης
- ✓ Συνεχή εκπαίδευση και ανάπτυξη της θέσης
- ✓ Αφοσίωση και δέσμευση προς τους εργαζόμενους
- ✓ Εταιρικά events και δραστηριότητες

Scene 6: Facebook User




kariera.gr careerbuilder greece Αναζήτηση εργασίας Ο λογαριασμός μου Άρθρα Ημέρες Καριέρας Σεμινάρια Εκπαίδευση Έργο

Αναζήτηση: Επιλογή περιοχής

Προφίλ [Προηγούμενη Σελίδα](#)

PEOPLECERT < 100 εργαζόμενοι | Θέσεις: 3 ανοιχτές θέσεις | Ιστοσελίδα

650,000 candidates in Greece alone!

 **Join us!**

Προεπισκόπηση

Join a dynamic environment!

PEOPLECERT being one of the leaders in its market internationally, certifies professionals in globally recognized brands, such as ECDL, City & Guilds, ITIL, IASSC Lean Six Sigma and others, through the conduct of exams in 110 countries. Certification programs are also offered through global training organizations and test centres in more than 10,000 locations worldwide. PEOPLECERT has offices in Athens Greece, Nicosia Cyprus and Istanbul Turkey. For more information, please visit the corporate website www.peoplecert.org or Greek product specific websites www.ecdl.gr and www.cityandguilds.gr. Our business approach is a fresh and creative one! We encourage our people to use their creativity and passion and develop fresh ideas, practical thinking and a 'can do approach' that will really make the difference to our business growth.


Commitment to Quality

Προτεινόμενες Θέσεις
σε PEOPLECERT


- Recruiter - 12 μέρες πριν
- New Product Development Manager - 11 μέρες πριν
- Financial Controller - 6 μέρες πριν
- Financial Controller - 6 μέρες πριν
- New Product Development Manager - 11 μέρες πριν

Φωτογραφίες

Delivering exams in 107 countries.
How far can YOU take us?



Συνδεθείτε μαζί μας



Αγγελίες

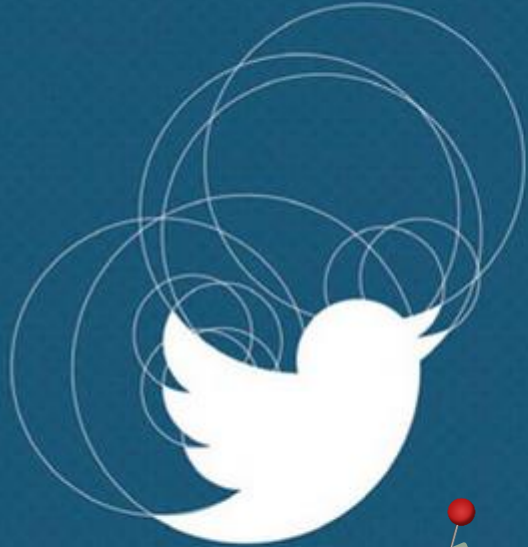


Scene 7: Twitter user



-  kariera.gr @kariagr - 26 λεπ.
New Job: Νέος/Νέα για το Τμήμα Πωλήσεων/ Κρατήσεων dlvr.it/5J4Xgn
#aggeliesergasias #kariagr
Λεπτομέρειες
-  kariera.gr @kariagr - 57 λεπ.
New Job: Senior Software Engineer ASP.NET MVC dlvr.it/5J3stX
#aggeliesergasias #kariagr
Λεπτομέρειες
-  kariera.gr @kariagr - 57 λεπ.
New Job: Senior Travel Consultant dlvr.it/5J3spq #aggeliesergasias #kariagr
Λεπτομέρειες
-  kariera.gr @kariagr - 57 λεπ.
New Job: Software Engineers dlvr.it/5J3sIB #aggeliesergasias #kariagr
Λεπτομέρειες

Scene 7: Twitter user



 **Nestlé Careers UK** @NestleCareersUK · 3 ώρες
If you're passionate about people, join us as our next Organisational Capability Lead: goo.gl/ZGbmLO
Επέκταση Απάντηση Κοινοποίηση Αγαπημένο Περισσότερα

 **Βρίσκω δουλειά** @vriskodoulia · 4 ώρες
Nestlé: 500 θέσεις εργασίας μέσα στο 2014
----->> tinyurl.com/oco94ns
Επέκταση Απάντηση Κοινοποίηση Αγαπημένο Περισσότερα

 Retweeted 16 times
Ad Age @adage · 13 ώρες
Ad Age Why **Nestlé** runs an internal social network: #aadigital conference video
bit.ly/1pPaD4K
Επέκταση Απάντηση Κοινοποίηση Αγαπημένο Περισσότερα

Scene 8: LinkedIn



Kariera.gr | Careerbuilder Greece

Home

ΣΤΑΜΑΤΑ ΝΑ ΨΑΧΝΕΙΣ. ΞΕΚΙΝΑ ΝΑ ΔΗΜΙΟΥΡΓΕΙΣ.

Kariera.gr
careerbuilder greece

Kariera S.A. was co-founded in 1997 by a group of particularly young people. Our primary aim was to provide crucial information and news concerning the labour market to other young people and students who were looking for a job.

In the years that followed, the company set the basis for its development and transformation to a flexible and fast growing organization by providing new career services. Since February of 2006 Kariera S.A. is a member of the Hellenic Federation of Enterprises.

Kariera.gr is the leading online recruitment site in Greece. Since October 2007 it is a member of the CareerBuilder.com, the no.1 jobsite in the U.S.A. This cooperation adds thousands of young international candidates to kariera.gr. Moreover, it has been enhanced technologically in order to provide to all users, both candidates and employers, a user friendly environment, a continuous improvement of all services and the deployment of new ones.

Careerbuilder Vision & Mission
Employee-Driven. Customer-Focused.

As the global leader in human capital solutions, we help organizations target and attract their most important asset - their people. We use world-class technology, data-analysis, a comprehensive partner network and superior customer service to match the right people with the right jobs.

Currently Kariera.gr powers the following websites:



**Εταιρικό
Πρόφιλ**

Scene 8: LinkedIn



New Product Development Manager

PEOPLECERT - Greece

Posted 8 days ago

Apply now

Save

Other Details

65

Applicants

See how you compare to the competition

Get more insights on who's applied with a Premium account.

Upgrade free

About this job



Job description

Your role will be to identify what products our customers want and then develop and evaluate them within our priority focus areas making sure that what we do is in line with our business goals and strategy. You will lead and develop the company's New Product Development function and be responsible for the development and positioning of our new certifications products. You will also ensure that New Products contribute to business strategy and are compliant in line with the requirements set out by the Certification regulators.

Main responsibilities

- Understand internal/external customer needs and transformation of these needs into new products/services
- Search & Identify Subject Matter Experts (SMEs) depending on the product/service to be developed. Negotiate & Recruit SMEs
- Create new product/service characteristics
- Project Manage the Development of New Product/Service, coordinate internal teams and external collaborators
- Manage the entire product generation life cycle from strategic planning to tactical activities
- Drive a solution set across development teams (primarily Development/Engineering, and Marketing Communications) through market requirements, product contract, and positioning
- Develop and implement a company-wide go-to-market plan, working with all departments to execute

Αγγελίες

Scene 9: Trends



1

 **Nature's Sunshine Products, Inc.**
January 10

We reject about two percent of raw materials every year after supplement testing. Even organic raw materials need testing to make sure they're free of micro-contamination, E. Coli, mold and mildew, air-borne pesticides, metal contamination and more.

Some recent rejections included:

*An incoming lot of slippery elm that failed the gel test, which means it didn't meet activity criteria. The inner bark of slippery elm is the active ingredient. In this case, the inner bark was mixed with the outer bark and it didn't have the correct activity and potency levels. So it was rejected.

*One particular lot of oat straw was rejected for mercury and dirt contamination.

*A shipment of ginseng contained the pesticide quintozone and was rejected.

*A few years ago, we also tested a sample of St. John's Wort purchased from a large national retail store. Our testing revealed that it was the wrong species of St. John's Wort. That particular bottle may have been inexpensive, but it was also an ineffective product!

What does this mean? It means if you take our ginseng, you don't have to worry about quintozone. In short, you can expect purity, safety, and potency. For more on our quality, go here:
<http://www.naturessunshine.com/us/healthyliving/content1/quality-0911c/high-quality-supplements-and-ingredients.aspx>




Like · Comment · Share 191

 Carmen Rodriguez, Sylvia Trinidad, Rose's Herbal Garden and 270 others like this.

 View all 29 comments

 **Brenda Chambers** Thanks for taking such good care and making sure we get clean products!!
Saturday at 10:05pm via mobile · Like

 **Marian Cowart Smith** Absolutely The Best!
Sunday at 5:29pm via mobile · Like

 Write a comment...

4,003 people saw this post

Promote ▼

Taseis

2



Getbussy.gr @Getbussygr · 35 λεπτά

Τα παντοδύναμα Social Media! Του Γιάννη Μπελεγρίνη. bit.ly/1mMYUV7
fb.me/1IKQzYSx

Επέκταση

← Απάντηση ↻ Κοινοποίηση ★ Αγαπημένο ... Περισσότερα

Vassileios Velkos



**Branding your HR
Business profile**

Career Services Manager @ Kariera.gr

bvelkos@gmail.com

vassilios.velkos@careerbuilder.com

[in](https://www.linkedin.com/in/Velkos) LinkedIn with me@ [gr.linkedin.com/in/Velkos](https://www.linkedin.com/in/Velkos)

[t](https://twitter.com/bvelkos) @bvelkos

<http://PanelSensor.com/velkos>