

Using community networks to find a job / recruit a talent

Career Day, University of Monaco

April 24th 2009

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What is a community network?



- Community network = social network = is a social structure made of nodes (which are generally individuals or organizations) that are tied by one or more specific types of interdependency, such as values, visions, ideas, financial exchange, friendship, sexual relationships, kinship, dislike, conflict or trade. (*)
- Offline and online.

Why community networks?



- Because of the opportunity to provide, integrate or double check a dynamic profile, a fully consistent picture of yourself.

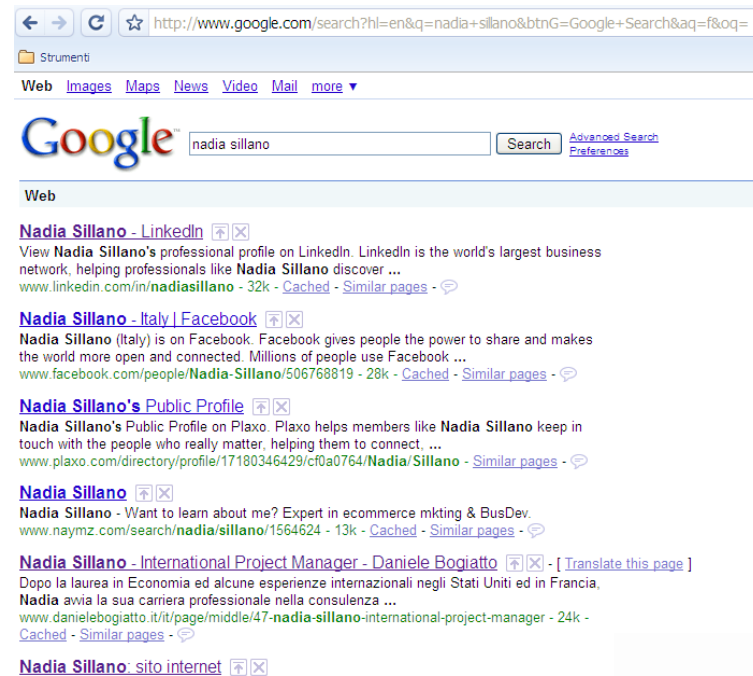
Which strategy to adopt in the community networks?

1. Be honest
2. Demonstrate consistency
3. Share what you are willing to share



Community network evolution

- Once: local jobs made easy to find local information.
- Nowadays: the easiest way to find information for global jobs is to “google” your name.



FROM OFFLINE



TO ONLINE



Your online professional reputation

1 - Put your cv online.



Put your cv online on main job boards.

Examples:

- Stepstone, Monster,...
- Experteer,...
- Head-hunters websites
- Interesting companies' career sections



Your online professional reputation

2 - Buy your domain and put your content in it.



- Simple and clear
- Consistent
- Professional or Personal



Your online professional reputation

3 - Expand your network.



Facebook



LinkedIn

- Profiles and activities on:
 - Facebook (for more informal use)
 - LinkedIn (and its groups)



Your online professional reputation

4 - Upgrade your profile.



Video

- Create your video–curriculum vitae and upload it on youtube.



- Need to be regularly updated to be relevant.
- With relevant subjects discussed.



Your online professional reputation

5 - Show your interests and passions.



- Attendance to vertical relevant forums / discussion groups.



Your online professional reputation

6 - Make it easy to follow you.



FriendFeed

- Automatically updated on all your internet presences.



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Your online professional reputation

Key message

- Network is key:
 - to find a job or recruit a candidate.
- Network has to be real to be relevant
 - Your friends/connections can speak for you (recommendations, share interesting connections...).



Exploding trends

- Few representative figures:
 - LinkedIn: over 39 mio members in over 200 countries (*)
 - Facebook: over 200 mio active users (*)
- Strong increase in job searches and professional connections.

(*) Source: data sources are official sites



Your career moves online, be up to date!

- Create your own reputation on the internet.
- Be consistent.

Thanks!



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