

# Talent 3.0

## Amparo Díaz-Llairó

Using the Web and Social Networks to Recruit Talent and Find Jobs

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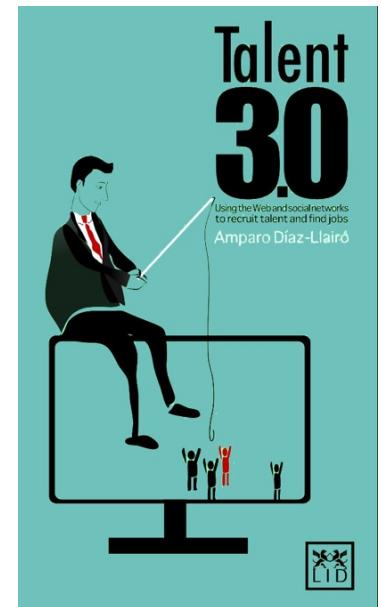
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### Review

How companies can hire the best talent via the web and social networks

- The web (especially social networks) is now the leading space for job recruitment and job searches.
- This book shows companies how they can attract and find the best talent
- For job seekers, this book provides insights and advice on how to use Web 3.0
- Includes detailed case studies of companies and their successful methods for hiring online.

Despite current economic uncertainties, many companies are still recruiting, but in doing so they are seeking the best they can find. In the digital age, finding the right kind of talent through online, and from social networks in particular, is becoming increasingly important. For example, in the US, 92% of recruitment today has some form of web involvement.

This book examines what the key success factors are behind hiring through social networks and other web networks. Moreover, how can companies present themselves and attract the best candidates through the web? Finally, for those people seeking a job, this book provides valuable insight into how companies recruit through the web.

### The Author



CEO at Global Human Capital Group (GHCG), an international HR Consulting firm that provides strategic solutions for human capital of international organizations. Associate Professor at Master in Work, Organizational, and Personnel Psychology (WOP-P). Director Postgraduate Human Capital 2.0. Professor Master Human Resources Management.

Author of the Management books *El talento está en la red* (LID 2011), *Talent 3.0* (LID, 2016) and co-author of *Los mitos de Silvia* (LID, 2013). Her professional career has been recognized in the book *Personalities of Spain* (2012), that includes Spanish Ranking Top50 business leaders and her HR career has been recognized in the Spanish Ranking at Top10 HR Business Experts (2011).

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Over 24 years work experience as HR Head Director and Talent Management in Financial Institutions such as: Citigroup start-up of the Headquarters of Southern Europe managing 14 countries with 1.500 employees of 50 different nationalities.

## Introduction

### 1. THE HR EVOLUTION AND TALENT MANAGEMENT 3.0.

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Generation gaps: Baby boomers, Generation X, Generation Y, Generation Z

- What should organisations offer to attract and retain generation Y members?
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- Employer branding
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- The evolution of recruitment methods
- Talent Hub
- The evolution of the HR's Activities
- The new role of HR professional 3.0.

#### 1.2. The development of the internet and the new technologies

- Evolution of communications media: Too much information?
- Evolution of Web 1.0, Web 2.0, Web 3.0 and IoT
- Digital identity
- The Keys to Social Network Success
- The Pareto Principle and Mind maps
- The Johari Window

### 2. TECHNOLOGIES 2.0. and 3.0.FOR TALENT SEARCH

#### 2.1. Categories of social media: generalist, professional, vertical

#### 2.2. Featured of social media in the talent search proces: SMS, Whatsapp, Wikipedia, Google, Sky-pe, YouTube, Twitter, Facebook, Google+ LinkedIn, Xing, Viadeo, Delicious, Instagram, Flickr, Pinter-est, WordPress, Blogger, Slideshare, RSS, Bit-ly, Hootsuite.

#### 2.3. LinkedIn

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- Communicating and creating a network of contacts on LinkedIn
- Main advantages of the professional social networks
- Most common uses in attracting talent
- Direct search for a candidate in LinkedIn
- How can a candidate find a job offer on

#### LinkedIn?

- How does a company publish a job offer on LinkedIn?
- How do you create a group on LinkedIn?
- How do you become a member of a group on LinkedIn?
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- How to create a Career Facebook Page

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- How do you search for someone on Twitter?
- What is tweeting?
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#### 2.7. Blogs

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- Key elements in a professional profile: personal branding
- What is "Googling yourself"?
- Recommendations for an effective jobsearch on LinkedIn

- Recommendations for an effective jobsearch on Twitter
- Recommendations for managing a personal blog
- 2.0 platforms for professional profiles for candidates: CV online
- Most common errors in social networks to avoid by candidates
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- New professions of the future arising from the 3.0 environment: The future of Work

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- Defining potential candidates' keywords Some recommendations
- Recommendations for Human Resources Professionals
- Return on investment (ROI) in Social Media
- What are the metrics to measure ROI in social media?
- Recommendations on the creation and development of recruitment strategy 2.0:
- Ten major advantages of the use of the social networks in the business of attracting and recruiting talent

- 3.0 recruiting: How can business be persuaded of this change of mentality?
- Most common errors in social networks to avoid by employers of recruitment services

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## 5. INTERNATIONAL HR TRENDS . MOBILE RECRUITING. BIG DATA

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- Social media trends in: Argentina, Australia, Brazil, Canada, China, France, Germany, Hong Kong, India, Indonesia, Italy, Japan, Malaysia, Mexico, New Zealand, Nigeria, Poland, Russia, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Taiwan, The Phillipines, Thailand, Turkey, United Arab Emirates, UK, USA, Vietnam

### 5.2. Mobile Recruiting

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- What is Big Data?
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## Introduction

«He who arrives first at the battlefield and awaits the arrival of the enemy will be fresh for the fight; he who arrives second at the battlefield and must hurry to be ready for the battle will arrive exhausted».

Sun Tzu

In a context of recession and national and global economic crisis, the period between 2008 and 2016 is turning out to be one of the most difficult most business people can remember, and particularly for human resources and talent management departments, which have now been cast as playing second fiddle to labour relations departments.

Despite the current economic situation, certain hints of recovery are detectable and suggestions that give us grounds for suspecting that we are approaching a real war to attract talent and then to hold on to it, which will have the appearance of actual a battle to the finish.

The next expansion period in the economic cycle will mean that businesses will have to grow, and payrolls will be forced to expand. This gives rise to the question of what are and will be the most effective approaches to recruiting and how we must enter this battle fully armed and prepared to attract the best candidates. In this new scenario the use of the internet as a battlefield will play a crucial role if we intend to be more dynamic, efficient and wish to reach out to the best.

From the point of view of attracting talent in business, there are a large number of companies and professionals who have set out to explore this particular battlefield:

93% of recruitment strategy is based on 2.0. Three out of four Spanish internet users are also users of the social networks and devote 5.3 hours per month to them (according to survey company Comscore).

Almost 46% of the world's population has access to the internet in 2016. Social media continues to grow apac-e around the world too, with active user accounts now equating to roughly 31% of the world's population.

Research conducted by GlobalWebIndex suggests that the average social media user spends 2 hours and 25 minutes per day using social networks and microblogs, with Argentinian and Filipino users registering the most, at more than per day.

The 70% of the companies use social media and the 90% of these companies said that had benefits with their use.

Given this evidence of exponential growth, it is easy to state that 2016 will be the year of the consolidation of 2.0 recruitment worldwide and in the following 5 years we will see the consolidation of the 3.0 Recruitment. Organisations are becoming more proactive in attracting candidates, both actively and passively, as with the supply of references in the future.

The key to success in hiring personnel using the social networks lies in perfectly aligning and integrating the existing recruiting processes in the company with the technology provided for the human resources departments.

## Endorsements



Amparo puts into words decades of practical and useful experience in managing talent. She has a knack for defining how companies can attract, deploy, and engage talent in today's world. Her work is forward thinking and pragmatic.



Dave Ulrich

Rensis Likert Professor of Business, University of Michigan. Partner, The RBL Group.



Attracting, developing and retaining talent in this hyper-connected world is no easy task. Amparo, in this book, has put together what is needed for HR professionals and other management stakeholders to understand concepts and trends surrounding this important topic.



Abdulla Zaid Al Shehhi

Head of International Expansion Abu Dhabi Islamic Bank



Amparo is the epitome of what leading in the imagination age entails: creativity, drive, curiosity and determination. Her work is critical in guiding people and organisations to find talent in this new era.



Silvia Damiano

Author of 'Leadership is Upside Down', Creator of the i4 Neuroleader Model & CEO About my Brain Institute



The Future of Human Capital is innovation and technology. Amparo is a Gurú in HR and with her book give us a guide with the keys to attract new talent in a new international labour market. This are the new talent management 3.0.



Iñigo Sagardoy de Simón

Presidente SAGARDOY Abogados | Ius Laboris Spain | Global HR Lawyers



In today's highly connected world, more talent is being sourced virtually, yet many recruiters fall short on finding the best candidates. By reading Talent 2.0, you'll learn from Amparo exactly how to best use the Web to find the talent that will push your business forward.



Dan Schawbel

New York Times Bestselling Author of Promote Yourself & Me 2.0. TIME / Forbes Columnist



Amparo's book - Talent 2.0 is an extensive and carefully arranged text, highlighting very significant and crucial tools for advancing the subject of Talent Management. It will certainly be a treasure for HR practitioners as well as academics who plan to improve their horizons on this important subject.



Dr John Opute

Course Director, MSc International HR. London South Bank University



Amparo has a long and successful, both academical and business expertise, what makes her book a precious companion for a wide range of HR experts in today's world.



Carlos Espinosa de los Monteros

High Commissioner for Brand Spain. Ministry of Foreign Affairs



Amparo provides her readers her biggest gift. The gift to combine foreseeing a future and bringing it down to a practical guide that inspires to action!. She provides tools and practical content that will help business leaders to manage the companies that will be the winners of tomorrow. This book is both powerful and practical. This A must have for those who educate themselves, aspire exiting careers and those who want to become the leaders of talent in this new age of the entrepreneur.



Wim Focquet

Academic Director, IE Business School. Managing Partner at mDentitycoaching and Blooms talent



Talent and skills have no borders. 'Talent 2.0' captures the need to find businesses talent and skills from all areas of the world effectively and quickly. It is amazing to me how many of our new staff have been forwarded the job opportunity by friends and family.



Gary Hannam

CEO Olivado