



*HR & Digital media*

# Disclaimer



Disclaimer Info

**YOU ARE THE RESULT OF 3.8 BILLION  
YEARS OF EVOLUTIONARY SUCCESS.**

**ACT LIKE IT.**





**Unternehmen**

Intranet

Wiki

Corporate Blog

Corporate Twitter

**Intern**



*Zweiwegkommunikation*

**Social Media**



**Extern**



*Dialog, Input, Meinungen*

Mafo

Social Media Newsroom

Vertrieb

Human Resources

PR

Business Development

**Kunden**

**Presse**

**Arbeitsmarkt**

**Geschäftspartner**



# 30 billion

By 2010, 30 billion RFID tags will be embedded into our world and across entire ecosystems.

# 1 billion

By 2010, there will be more than 1 billion camera phones in existence.

# 85%

Nearly 85% of new automobiles will contain event data recorders by 2020.

# 2 billion

There are an estimated more than 2 billion people on the internet by 2011.

# 4 billion

There are an estimated 4 billion mobile phone subscribers worldwide.

# 1 trillion

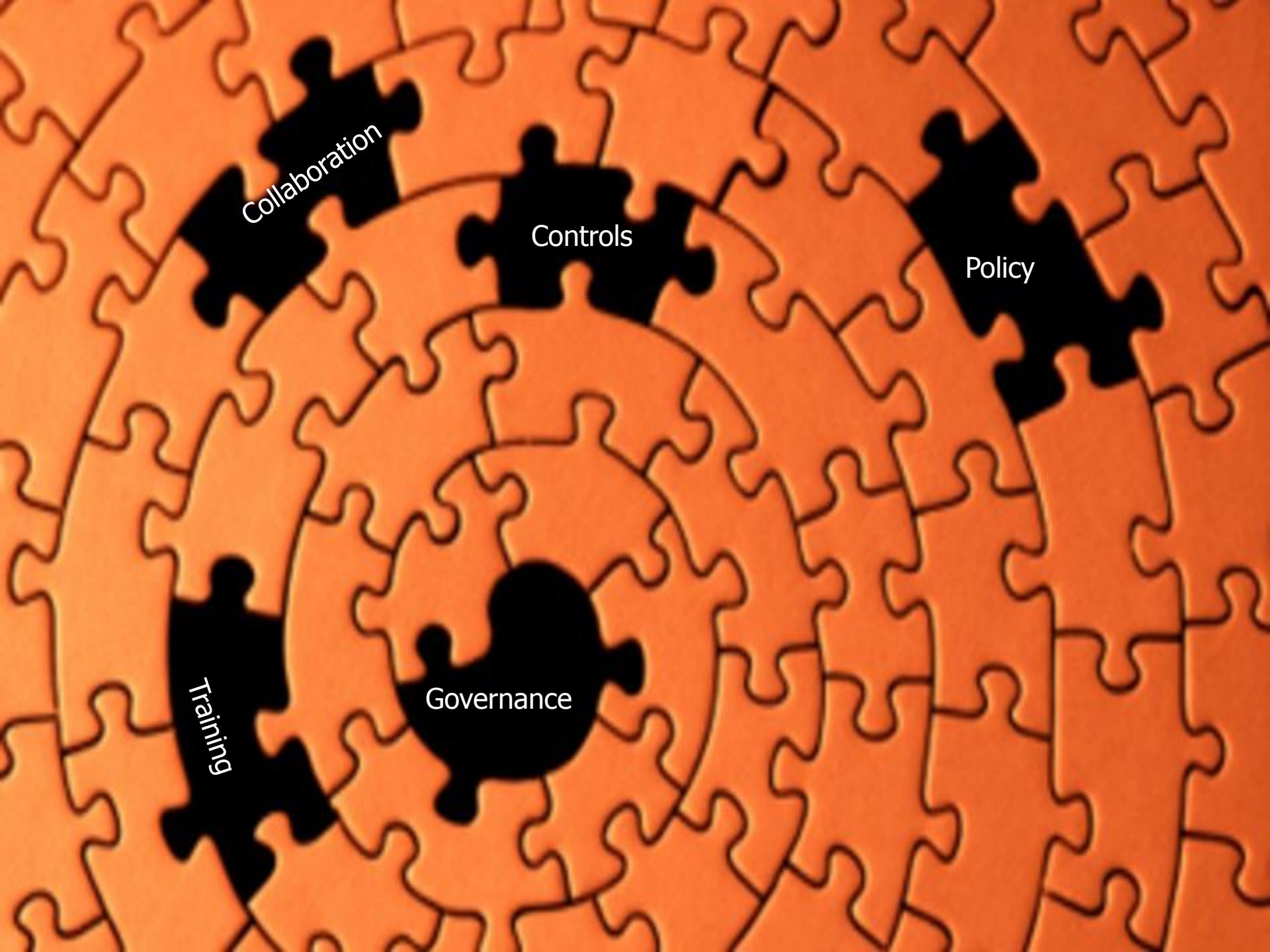
Soon, there will be 1 trillion connected devices in the world, constituting an "internet of things."



# Main functions of HR.



Are seeing digital transformation



Collaboration

Controls

Policy

Training

Governance

12 Stocks to Sell NOW

SEEING THE UNSEEN  
IS HUMANLY POSSIBLE

Click to explore ▶



**Jeanne Meister**, Contributor

I research, consult and speak on the future workplace.

+ Follow (102)



LEADERSHIP | 1/03/2013 @ 10:44AM | 87,933 views

# 2013: The Year Of Social HR



38 comments, 4 called-out

+ Comment Now

+ Follow Comments

2012 was the year for workforce innovation, with more companies experimenting with using social media to brand and market their organizations. In 2013, companies will take social further: this will be the year of Social HR, with organizations integrating social technologies into the way they recruit, develop & engage employees.





1. Gamification Becomes A Standard Practice
2. The Death of the Resume
3. Your Klout Score Will Become A Measurable Currency
4. Personal Branding Will Be A Required Skill
5. Recruiters Will Find You Before You Know You Are Looking For A Job

# Building Eminence

➔ A guide to building your eminence



Recruitment

Development

Retention

# Vital domains responsible for this transformation are

BYOD

Digitalization of L&D & hence effective digital presence

Social Media

Professional Communities

# What is a cost of unskilled (not trained) personnel for digital meetings

- Social Engineering
- Loss of important data
- Impact on moral, confidence level of employee
- Brand development, market development
- **& most important loss of opportunities and revenue**

# Real Presence



Venue Meeting room  
Conference room,  
room,

Activities Discussions,  
Preso  
Paper, notes.

# Digital Presence



Conf calls, Meeting  
bridge Net meeting



Social sites  
Chatting sites  
eMails, eMoMs



## Real Presence

### Advantages

Better or clearer communication

ON line & Off line discussions

Personnel connect

-

-

### Disadvantages

Time consuming

Costly, as involves travel.

High scope for gossip

-

-

## Digital Presence

### Advantages

Times saving

No special dress code

simplified formalities

cost saving

Min Gossip

### Disadvantages

Only verbal communication (sometime written)

High probability of mis-understanding

Less clarity

Less attention

Discussions points

Preparation

Method to attend

Etiquettes

Pre & Post meeting actions

Employee actions

HR Actions – evaluation

# SOCIAL NETWORKING SITES

# HR and Social Media

Join the  
Global HR  
knowledge  
community

## One comment can change the world

In a global and connected economy where the workplace extends beyond the boundaries of a cubicle or office building, human interaction is the key building block in the workforce of the future. One person collaborating with another across geographical and hierarchical boundaries can create the kind of innovation that differentiates a successful company from one that is destined to be a distant memory.

One happy employee who blogs or tweets about her experience can, in turn, inspire others to change their jobs or their companies, and one workplace at a time, the most valuable assets of future economic development will change the way we do business and by extension the world around them.

*Are you ready for this world?  
Do you know how to compete in it?  
Are you part of the conversation?*

### >> RECRUITMENT

At a basic level, HR professionals should be 'present' in social media, making sure that they are leveraging Twitter, Facebook, Orkut, and LinkedIn to assist in recruiting and sourcing new talent. They should be mining the networks of their existing talent to create a pipeline for the future. Being present means more than just Tweeting job postings; it means being a part of the conversation in an authentic way that creates the kind of brand perception that makes someone say, "I want to work for that company."

### >> RETENTION

From a retention perspective, HR professionals need to understand how to create a work environment that is less concerned with policing the use of social media and more interested in tapping into its possibilities.

In a large and distributed organization, how do you use social media for collaboration, knowledge sharing, and team building?

What opportunities exist with GPS-enabled social media tools?

Imagine creating the kind of innovative workspace where employees can map their interactions and quickly locate colleagues interested in similar ideas for quick brainstorming sessions? How does social media enrich the

teleworking and flexibility options that exist today, making work-life balance a path and not an impediment to advancement?

### >> EMPLOYMENT BRANDING

Company and employment brand are one and the same in this new world. Employees who are empowered and engaged to be brand ambassadors will bring an authentic element to your corporate image. No advertising campaign or branding initiative can replace one person having a genuine conversation with another, especially when the circumference of that person's influence extends well beyond the limits of a newspaper ad or television commercial. Organizations who wish to be successful in this new world need to understand how to leverage social media not only in running their marketing programs but also in engaging and cultivating the talent within their organizations.

Every company is different, and what makes one company's social media strategy a booming success might be the death knell to another. As with anything, the social media strategy should be aligned with the business strategy. While there are numerous approaches to using social media to support the strategic and tactical work of HR, there are some basic tenets that can help virtually any organization make the most of these tools.

### Ten Tips for Leveraging Social Media for Talent Management

1. Make your employees brand ambassadors; understand that the corporate and employee brand are one and the same.
2. Encourage authentic and transparent communication in corporate communications. Embrace the spirit of social media as a tool for connecting people and personalities in place of empty and lifeless memorandums.
3. Be judicious with social media policies. Your policy should be focused more on empowering your employees than on restricting them.
4. Be a part of the conversation. Understand the basic premise of social media PR management, and be ready to respond if your employment brand is attacked or at risk.
5. Use social media to share important information, but make sure that communication is two-way and takes advantage of the capabilities of the medium.
6. Use social media to uncover talent within your talent. Does someone have a gift or capability that has not been leveraged and remains hidden behind their current job description?
7. Use social media to source passive talent, finding people who are not necessarily looking to make a move but who might be the perfect fit for

your organization.

8. Maintain an effective employee alumni network with social media. Welcome someone back to the organization who might have left to pursue an opportunity with another organization, leveraging the diversity of experience that may have led to significant growth in that individual.
9. Redefine learning and development within your organization using social media to create a more collaborative learning environment.
10. Cultivate collaboration across divisions and management levels within your organization by empowering employees to form groups and open discussions on social networking platforms that focus on solving specific problems or experimenting with new ideas.

### >> THE FUTURE

The field of HR and the tools of social media are in a state of constant change and convergence. Social media is, at its core, about people. Arguably, the most important assets in the new global economy are people. HR has a responsibility to bring the two together and ensure that their organizations are on a track to sustained growth. What we know today about HR and Social Media have become hygiene factors for many entering the workforce for the first time. What we recognize as the innovations of the day, they find to be commonplace and expected. The boundaries between the personal and professional have blended and become less clear, creating an entirely new set of expectations from tomorrow's talent. Tapping into social media to recruit and retain talent, engage employees, and create a culture of innovation is just the beginning.

- Chad Houghton,

Director, Global Business Solutions, SHRM

### WHAT'S NEXT?

Join Ravi Shankar B - Head HR ODE, HCL and Rajiv Dingra - Founder & CEO, WAT Consult to explore the implications of Social Media on HR.

To be a part of this webinar, log on to

<http://www.shrmindia.org>

on the 20th October from 3pm - 4pm IST



SHRM India, a part of SHRM (the Society for Human Resource Management), is the world's largest professional association with more than 250,000 members in over 140 countries. As a not for profit institution, SHRM serves the needs of HR practitioners by providing the most current and comprehensive knowledge resources, and promoting HR's essential, strategic role. SHRM India facilitates thought leadership, education and research in HR, partners industry to enhance HR capability, enables professional development, and provides a platform for networking & exchange of knowledge resources & practices within the Indian & Global HR communities.

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- Quantitative & qualitative trends

### 3. KNOWLEDGE COMMUNITY THAT YOU CAN LEVERAGE:

- Meet HR professionals locally
- Enlarge your network globally
- Use the Knowledge Centre
- Get answers to your HR queries

### 4. CONTINUOUS CAREER DEVELOPMENT:

- Establish a career partnership
- Earn professional recognition

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Social

Status, Chat, Message  
Connect, Share,  
Comment, like,  
Influence



Professional

Professional network  
Business thru network  
Advice / help  
Jobs (???)



Opinion / views

Influence,  
Blogs

# Facebook in detail

facebook

Email or Phone

Keep me logged in

Password

[Forgot your password?](#)

[Log In](#)



## Chat for free and reduced rates with Facebook Messenger

- Create group chats or message just one friend
- Bring conversations to life with photos, emoticons and more
- See who's available and message them instantly on their phone or computer

[Send to Mobile](#)

## Sign Up

It's free and always will be.

First Name

Last Name

Your Email

Re-enter Email

New Password

### Birthday

Month  Day  Year

[Why do I need to provide my birthday?](#)

Female  Male

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Use Policy](#), including our [Cookie Use](#).



**Neelesh Kelkar**  
Edit Profile

FAVORITES

News Feed

Messages 9

Events 5

Photos

GROUPS

PUNNERBHET 1982 4

Bhave school 1988 1... 6

Create Group...

APPS

App Center 4

Notes

Games Feed 20+

Music

PAGES

Pages Feed 11

Like Pages 7

Create a Page...

MORE

Update Status Add Photos/Video

What's on your mind?

SORT

This story is now hidden from your News Feed. Unhide

Change what updates you get from Anand

Organize who you see in news feed



**Manjunath B Prakash**

Can some one ask better than this from God — Igatpuri...an heavenly place (49 photos)





Neelesh Kelkar

Home



1 request from Mayuresh Vaidya

Sponsored

See All



**Vyankatesh Mandke**, Shailendra Halbe, and Sanjay Bhatkhande like Narendra Modi.



**Narendra Modi**

Like



**Vyankatesh Mandke** likes Veena World.



**Veena World**

Like



**Vyankatesh Mandke** likes Institute of Contemporary Indian Art.



**Institute of Contemporary Indian Art**

Like



**Vyankatesh Mandke**, Sriram Krishnamurthi and Manjunath B Prakash like Junglee.com.



**Junglee.com**

Like



**Jayashri Mungi** likes Aamby Valley City.



**Anand Dandekar** likes Dhananjay Pavgi's photo.



**Yogesh H Kulkarni** and Vivek Vaidya are now friends.



**Narendra Bhide** and Avadhoot Gandhi are now friends.



**Yogesh H Kulkarni** and Sameer Atrre are now friends.



Hirak Mukherjee



Shubhada Risbud Sidhaye



Sanjay Natu



Niranjana Vaidya



Meenal Sunil

1h



JulDipesh Tillu



Vinay Bajaj



Anand Dandekar



Ashutosh Chitale



Neha Vaidya



Meghana Kelkar

5h



Siddharth V. Rangnekar



Sayali Thosar



Ashlesha Tillu





# Neelesh Kelkar

Update Info

Activity Log



Timeline

About

Photos 8

Friends 213

More ▾

Update Info · 4

## About

**General Manager at IBM India**

Past: Siemens Limited

**Studied at University of Pune**

Past: MES Boys High School

**Lives in Mumbai, Maharashtra, India**

**From Pune, Maharashtra**

**Married to Meghana Kelkar**

Photos · 8

Tag more photos



Status



Photo



Place



Life Event

What's on your mind?



**Neelesh Kelkar**

Tuesday via mobile



An evening with kids...

Like · Comment · Promote · Share

Chetan Apte, Ashlesha Tillu, Anand Bhanage and 2 others like this.



**Meenal Sunil** Anything special?

Tuesday at 10:28pm via mobile · Like



**Neelesh Kelkar** Yep... Prakat din!

Wednesday at 8:21am via mobile · Like



**JulDipesh Tillu** Baba Neelesh Konacha Prakat din hota... nice to spend and evening with Kids... I am waiting for that... will be with Lal Tok next week... lets plan to meet

Wednesday at 9:53am · Like



Write a comment...



**Neelesh Kelkar** shared Narendra Modi For PM's photo.

RummyCl

Business

Now

2013

2012

2011

2010

1994

Born



For Smarter Planet

**Siemens Limited**

Chief Manager · Mumbai, Maharashtra, India · Jun 16, 1994 to Jun 29, 2012

Heading business segment for wiring accessories

**University of Pune**

Class of 1994 · Pune, Maharashtra

**MES Boys High School**

Class of 1988 · Pune, Maharashtra

**Relationship**

Edit

**Meghana Kelkar**

Married

**Family**

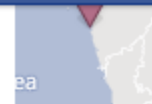
Edit

**Sharman**

Son

**Shruti**

Daughter

**Mumbai, Maharashtra, India**

Current City

**Pune, Maharashtra**

Hometown

**Basic Information**

Edit

Birthday	July 2
Gender	Male
Relationship Status	Married to Meghana Kelkar
Anniversary	November 8
Languages	Marathi, English, German and Hindi
Religious Views	<b>at my heart</b>
Political Views	<b>Nonsense</b>

**Contact Information**

Edit

Mobile Phones	098 33 141214	
Email	neelesh.kelkar.9@facebook.com	

**History by Year**

2012 Left Job at Siemens Limited

## Profile

About

Work Education

Living

Relations with photo, family

Basic Info, DoB, religious & political views

Contact info, History year - year

Likes

Music, Movies, books, personalities

Friends

All connected friends with their profiles

# Friends

Friend Requests **2**

+ Find Friends



All Friends 213

Recently Added 1

High School 34

College 35

Search Your Friends



**Mangesh Patil**  
252 friends

★ Friends ▾



**Gauri Patil**  
403 friends

★ Friends ▾



**Shekhar Bhonde**  
128 friends

★ Friends ▾



**Swapnil Deosthali**  
282 friends

✓ Friends ▾



**Meghana Kelkar**  
60 friends

✓ Friends ▾



**Sunita Varadan**  
556 friends

★ Friends ▾



**Mayuresh Vaidya**  
208 friends

✓ Friends ▾



**Niranjana Vaidya**  
644 friends

✓ Friends ▾

See All



Discussions points

What should be and should not be on my profile

Likes and Dis-likes

Review time for my profile

# Activities we do on social networking sites

Comments and LIKE POST

Chat and message

Posting

Sharing – photos etc

## Repercussions



## Module 1: Social computing

### Location, location, location

Location-based services are often enabled by default on our devices and social networks.

» Click each button to view some location-based scenarios that you may need to keep in mind. The first button has been selected for you.



You take a photo of your children with your smartphone and then post it to Facebook. You might have just broadcast the precise location of your child's school, neighborhood playground, or a favorite place. Was that your intent?

If not, you can turn off location-based services (application-specific) by going to the "Settings/Location Services" section on your smartphone.



[Learn more about cookies and similar technologies.](#)

## Data Use Policy

Last updated: December 11, 2012

### Information we receive and how it is used

Learn about the types of information we receive, and how that information is used.

### Sharing and finding you on Facebook

Get to know the privacy settings that help you control your information on facebook.com.

### Other websites and applications

Learn about things like social plugins and how information is shared with the games, applications and websites you and your friends use off Facebook.

### How advertising and Sponsored Stories work

See how ads are served without sharing your information with advertisers, and understand how we pair ads with social context, such as newsfeed-style stories.

### Cookies, pixels and other system technologies

Find out how cookies, pixels and tools (like local storage)



If you have questions or complaints regarding our Data Use Policy or practices, please contact us by mail. If you are located in the U.S. or Canada, our mailing address is Facebook Inc., 1601 Willow Road, Menlo Park, CA 94025. If you are located outside the U.S. or Canada, our mailing address is Facebook Ireland Ltd., Hanover Reach, 5-7 Hanover Quay, Dublin 2 Ireland. You may also contact us through [this help page](#).

### More resources

- [Interactive Tools](#)
- [Minors and Safety](#)
- [View the complete Data Use Policy](#)



Thank you