

Maximising the Effectiveness of Social Media- Plugging HR into LinkedIn®

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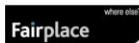


Savile's 3 centres of excellence

 offers an exclusive portfolio of board-level corporate governance, career & business mentoring services to the directors of leading companies across all business sectors, and the partners of professional services firms.

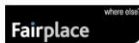
Talent management is provided by . We help organisations to identify, attract & retain talent. This encompasses executive coaching, assessment & leadership development at the most senior as well as high potential levels. Services also include a proprietary 360° benchmarking instrument & highly effective retention programmes.

Career management is provided by . This includes a range of high quality outplacement programmes for individuals & groups. A market leader in financial services, we also work with 57 of the FTSE 100 including many of the UK's largest industrial, retail & service companies, as well as in the public sector.



Objectives

- To understand how LinkedIn can benefit your business through
 - Branding
 - Build and control your brand
 - Recruitment
 - Find or advertise opportunities
 - Knowledge
 - Share your knowledge and expertise
 - Business Development
 - Network, connect and reconnect



People sites



What is LinkedIn ?

“LinkedIn is a business-oriented social networking site founded in December 2002 and launched in May 2003 ” - en.wikipedia.org

“LinkedIn is an interconnected network of experienced professionals from around the world, representing 170 industries and 200 countries” - press.linkedin.com

“It is a networking site for professionals, businesses and entrepreneurs” - www.usatoday.com

“Is a network for professionals, with over 80 million members allowing you to gain an insight into companies, industries and relationships you didn't know you had” - [Lincoln Coutts](#)



About LinkedIn

Membership

80m+ professionals around the world

17m+ members in Europe

4m+ members in the UK

6m+ members in India

2m+ members in Canada

1m+ members in Australia

Growing at the rate of 1million people every 12 days



LinkedIn continued

Knowledge

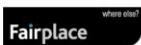
1 Million+ company profiles

700k+ professionally-oriented groups on LinkedIn ranging from company and college/university alumni groups, to small business exchanges and CXO roundtables

100k+ members joining groups every day

10k+ discussions in groups

10K+ questions asked in answers



LinkedIn continued

Opportunities

More than 60% of Fortune 100 and 25% of FTSE 100 pay to use LinkedIn's corporate recruiting solutions

20,000+ roles advertised globally

3,000+ across Europe

1,000+ across the UK



www.Linkedin.com



Any further questions please feel free to contact me on

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