



LinkedIn efektīva izmantošana personāla atlasē

Inga Daliba, LPVA seminārs
26.09.2019.



**DARBA
GURU.LV**

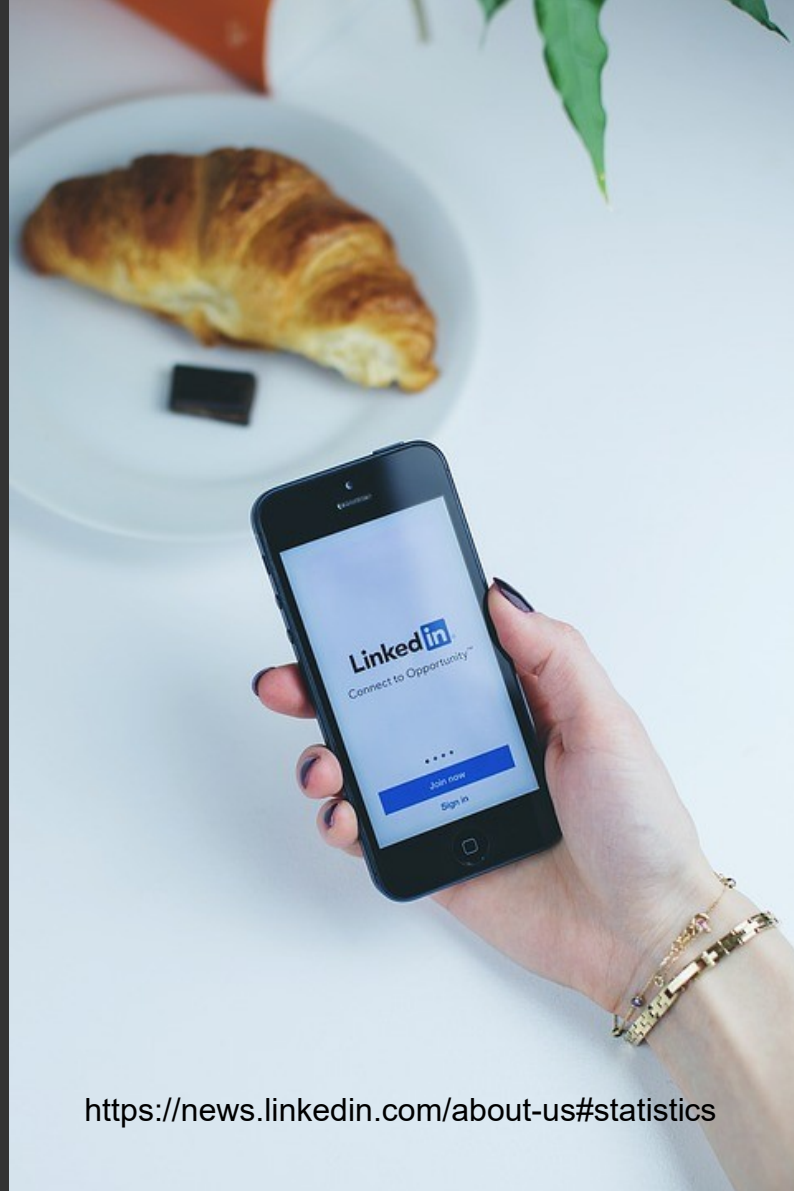
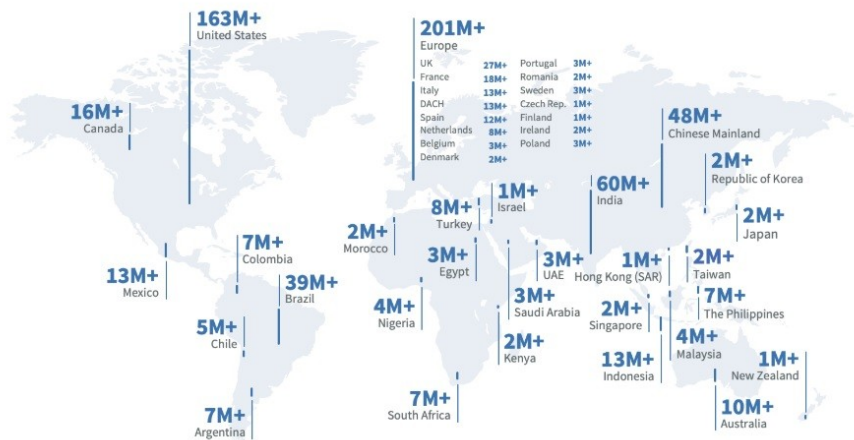
PERSONĀLA ATLASĒ
UN KONSULTĀCIJAS

Kas ir LinkedIn?

- profesionālo (B2B) kontaktu sociālais tīkls (Reid Hoffman 2002>2003, ASV);

- centrālie biroji Sanīveilā, **Dublinā**, Singapūrā (> 15 000 pilna laika darbinieku);

645 million members in 200 countries and regions worldwide



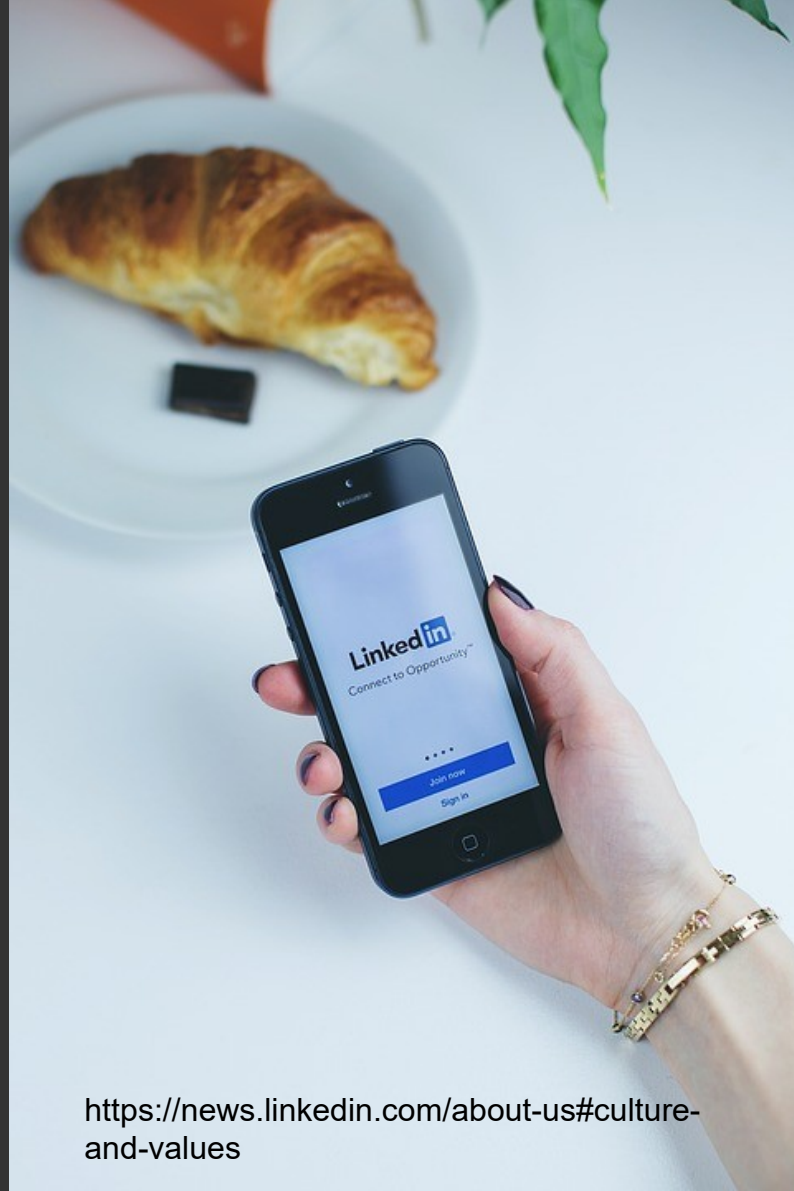
<https://news.linkedin.com/about-us#statistics>

Kas ir LinkedIn?

- LinkedIn šobrīd ir pieejams 24 valodās: arābu, **angļu**, vienkāršotā ķīniešu, tradicionālā ķīniešu, čehu, dāņu, holandiešu, franču, vācu, indonēziešu, itāļu, japāņu, korejiešu, malajiešu, norvēģu, poļu, portugāļu, rumāņu, krievu, spāņu, zviedru, tagalogu, taizemiešu un turku valodā.

- **uzņēmuma kultūras** 5 pīlāri: transformēšanās, integritāte, sadarbība, humors un rezultāts;

- uzņēmuma **vērtības**: 1) Lietotāji ir pirmajā vietā. 2) Attiecībām ir nozīme. 3) Esiet atvērts, godīgs un konstruktīvs. 4) Pieprasiet izcilību. 5) Uzņemieties saprātīgus riskus. 6) Rīkojies kā īpašnieks.

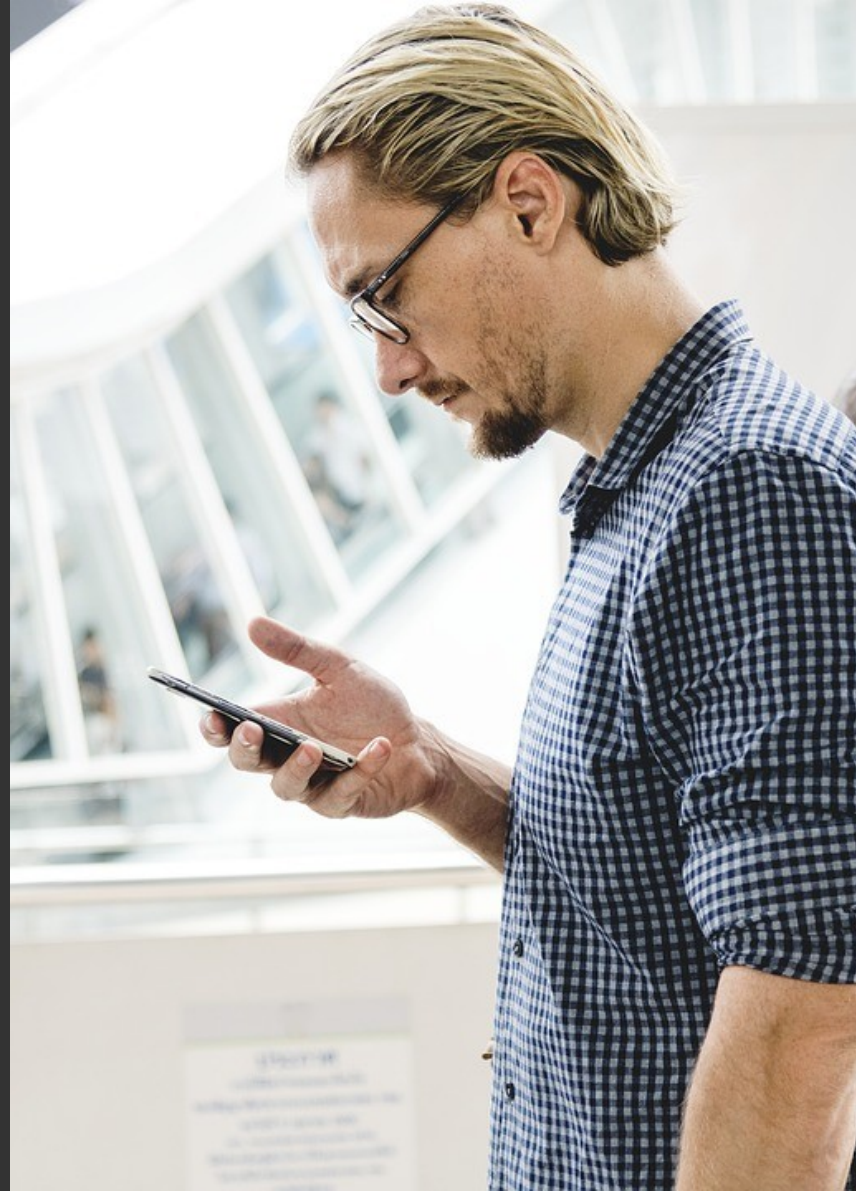




LinkedIn & HR

1. Personāla speciālista un vadītāja personīgā zīmola profils
2. Mērķtiecīga kontaktu loka veidošana
3. Kandidātu tiešā uzrunāšana (*headhunting*)
4. Satura veidošana un dalīšanās
5. Uzņēmuma profils un karjeras nišas lapa
6. Darba sludinājuma izvietošana

1.
**Personāla speciālista un
vadītāja personīgā
zīmola profils**



Profila fotogrāfija

1) labi saskatāma un atpazīstama (tuvplāns, portrets);

2) vērsta uz komunikāciju (tiešs acu kontakts, smaids);

3) kvalitatīva fotogrāfija (laba izšķirspēja, profesionāla fotogrāfa darbs).





Atbilstošs fona attēls

- 1) makets ar devīzi, logo, citātu;
- 2) publicitātes foto, kas saistās ar profesionālo darbību;
- 3) kvalitatīvs attēls no interneta (bez autortiesībām).

Veiksmīgs apakšvirsraksts

HR Director, SIA Auseklītis

HR manager at finance company MoneyGuru

All in one hand - it's about me

Human Resource Expert

IT Recruiter | Headhunter | HR consultant

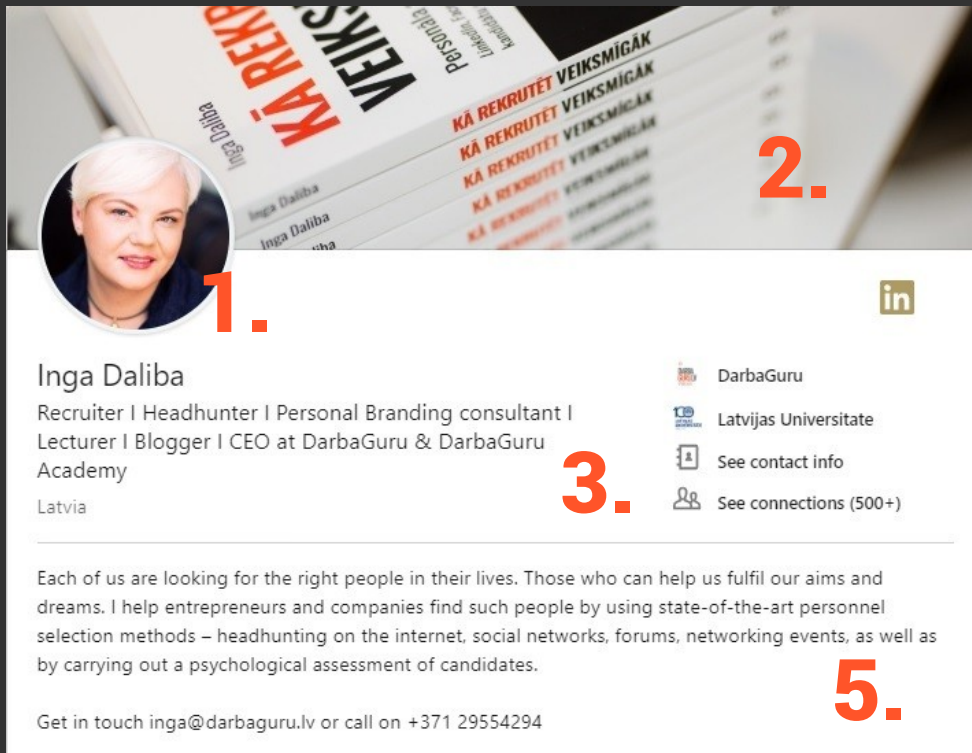
Freelancer


Coach | Lecturer


HR at Dambis



LinkedIn profils = vizītkarte = pirmais iespaids



1. 

2. 

3.

5.

4.

in

DarbaGuru

Latvijas Universitāte

See contact info

See connections (500+)

Inga Daliba
Recruiter | Headhunter | Personal Branding consultant |
Lecturer | Blogger | CEO at DarbaGuru & DarbaGuru
Academy
Latvia

Each of us are looking for the right people in their lives. Those who can help us fulfil our aims and dreams. I help entrepreneurs and companies find such people by using state-of-the-art personnel selection methods – headhunting on the internet, social networks, forums, networking events, as well as by carrying out a psychological assessment of candidates.

Get in touch inga@darbaguru.lv or call on +371 29554294

<https://www.linkedin.com/in/iinuu/>

4.

Kopsavilkums (*about*), īsa pašprezentācija

- 1) specializācija, unikālais, kas atšķir no citiem;
- 2) profesionālās vērtības, dzīves principi, filozofija;
- 3) ko piedāvā, atrisina, palīdz, iedvesmo;
- 4) šī brīža aktualitāte, kādus kontaktus vai iespējas meklē;
- 5) kā sazināties vai iegūt vairāk informācijas (pēc izvēles).

Pašprezentācijas formula:

1. **Kāpēc es daru to, ko es daru?**
2. Kā daru?
3. Ko daru?



LinkedIn pašprezentācijas piemērs

Background



Summary

I love using digital marketing to make the “impossible” possible.

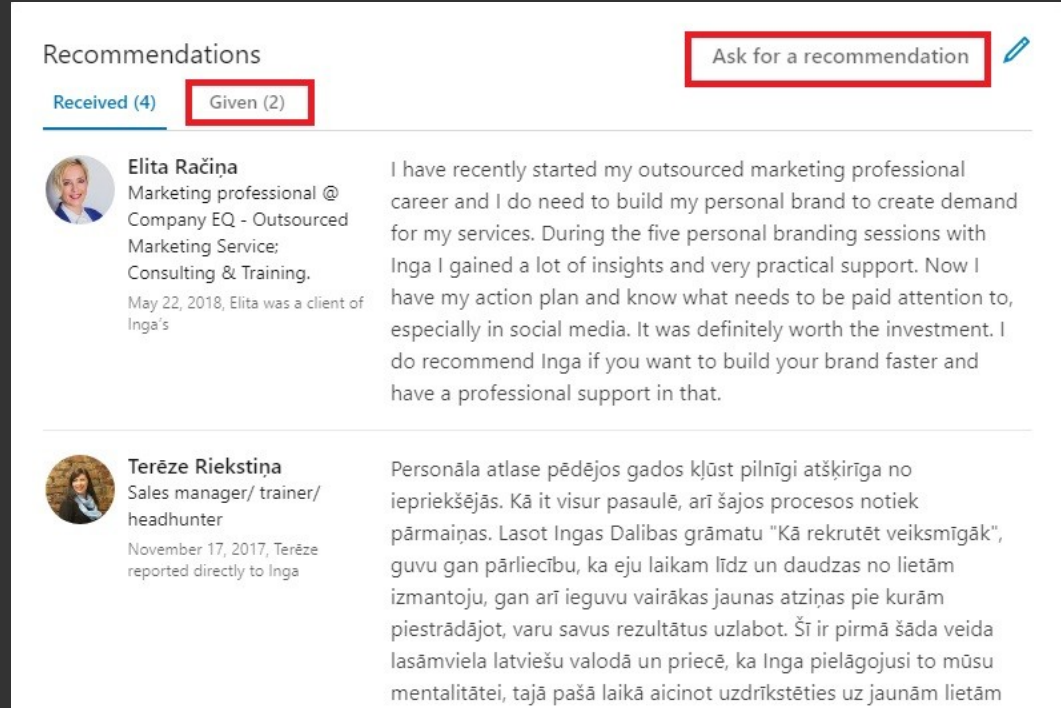
Over the course of my career, I’ve repeatedly tripled clients’ profits while cutting their costs in half. I get a thrill every time I turn a company’s potential into cold hard cash.

As a digital marketing expert, I specialize in helping small businesses get the most out of their marketing budget. I’ve helped dozens of clients drive more profit while spending less—and I’ve done it over and over again.

If that sounds like a good fit for your business, let’s connect! I’d love to learn more about your company and make the “impossible” possible for you.

Citas ieteicamās LinkedIn profila sadaļas

- 1) pieredze;
- 2) izglītība;
- 3) prasmes;
- 4) **valodas** un to pramju līmeņi;
- 5) projekti;
- 6) organizācijas (piem. LPVA);
- 7) **rekomendācijas**.

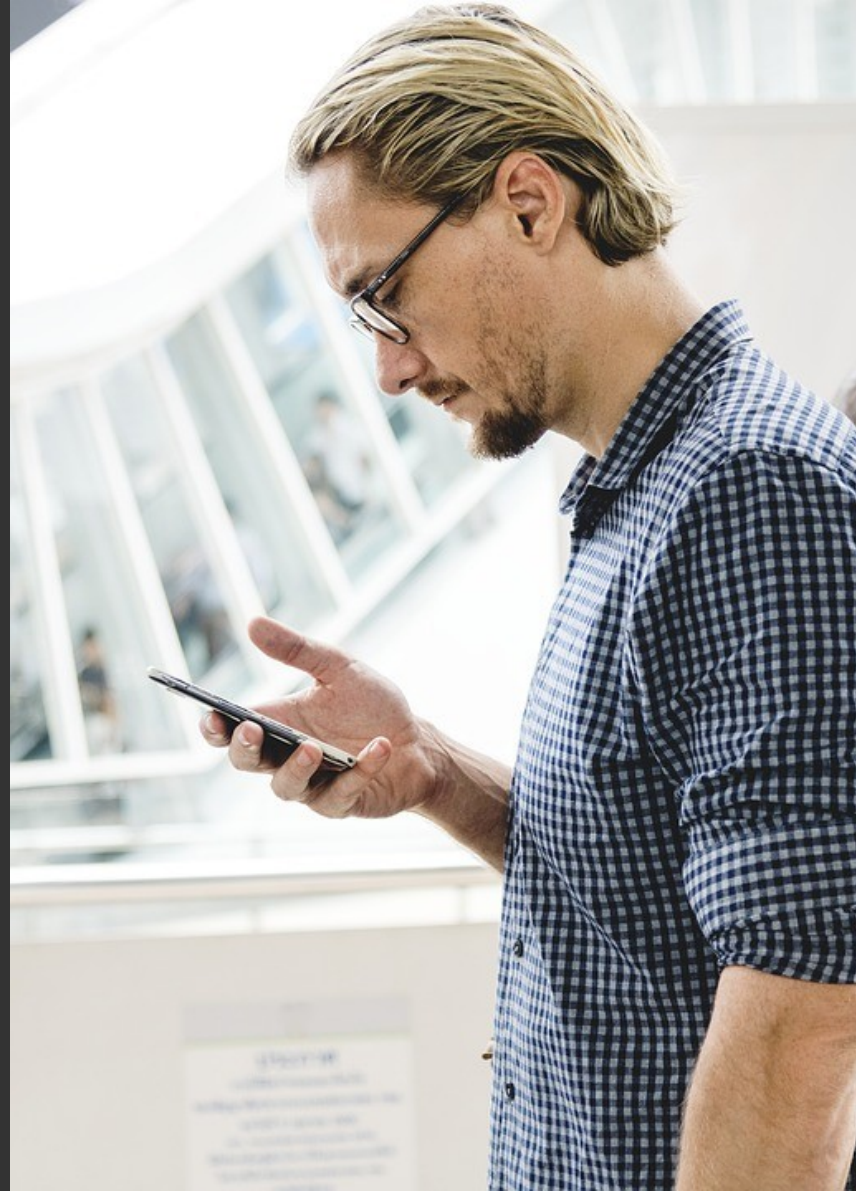


The screenshot shows the 'Recommendations' section of a LinkedIn profile. At the top right, there is a button labeled 'Ask for a recommendation' with a pencil icon. Below this, there are two tabs: 'Received (4)' and 'Given (2)'. The 'Given (2)' tab is selected and highlighted with a red box. Two recommendations are visible:

- Elita Račiņa**, Marketing professional @ Company EQ - Outsourced Marketing Service: Consulting & Training. Recommendation text: "I have recently started my outsourced marketing professional career and I do need to build my personal brand to create demand for my services. During the five personal branding sessions with Inga I gained a lot of insights and very practical support. Now I have my action plan and know what needs to be paid attention to, especially in social media. It was definitely worth the investment. I do recommend Inga if you want to build your brand faster and have a professional support in that."
- Terēze Riekstiņa**, Sales manager/ trainer/ headhunter. Recommendation text: "Personāla atlase pēdējos gados kļūst pilnīgi atšķirīga no iepriekšējās. Kā it visur pasaulē, arī šajos procesos notiek pārmaiņas. Lasot Ingas Dalības grāmatu "Kā rekrutēt veiksmīgāk", guvu gan pārliecību, ka eju laikam līdz un daudzas no lietām izmantoju, gan arī ieguvu vairākas jaunas atziņas pie kurām piestrādājot, varu savus rezultātus uzlabot. Šī ir pirmā šāda veida lasāmviela latviešu valodā un priecē, ka Inga pielāgojusi to mūsu mentalitātei, tajā pašā laikā aicinot uzdrīkstēties uz jaunām lietām"

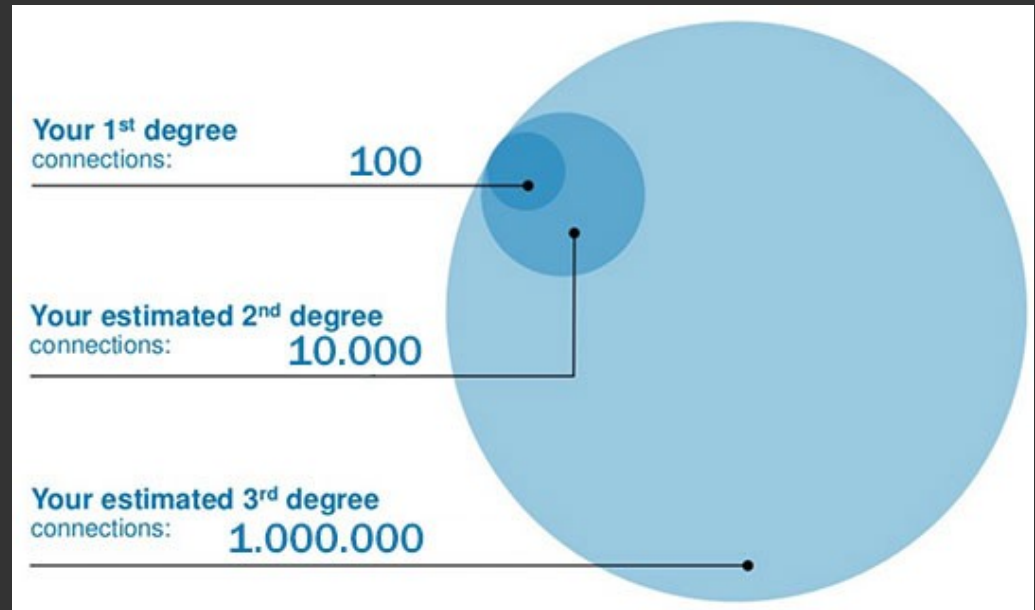
<https://www.linkedin.com/in/iinuu/>

2. Mērķtiecīga kontaktu loka veidošana

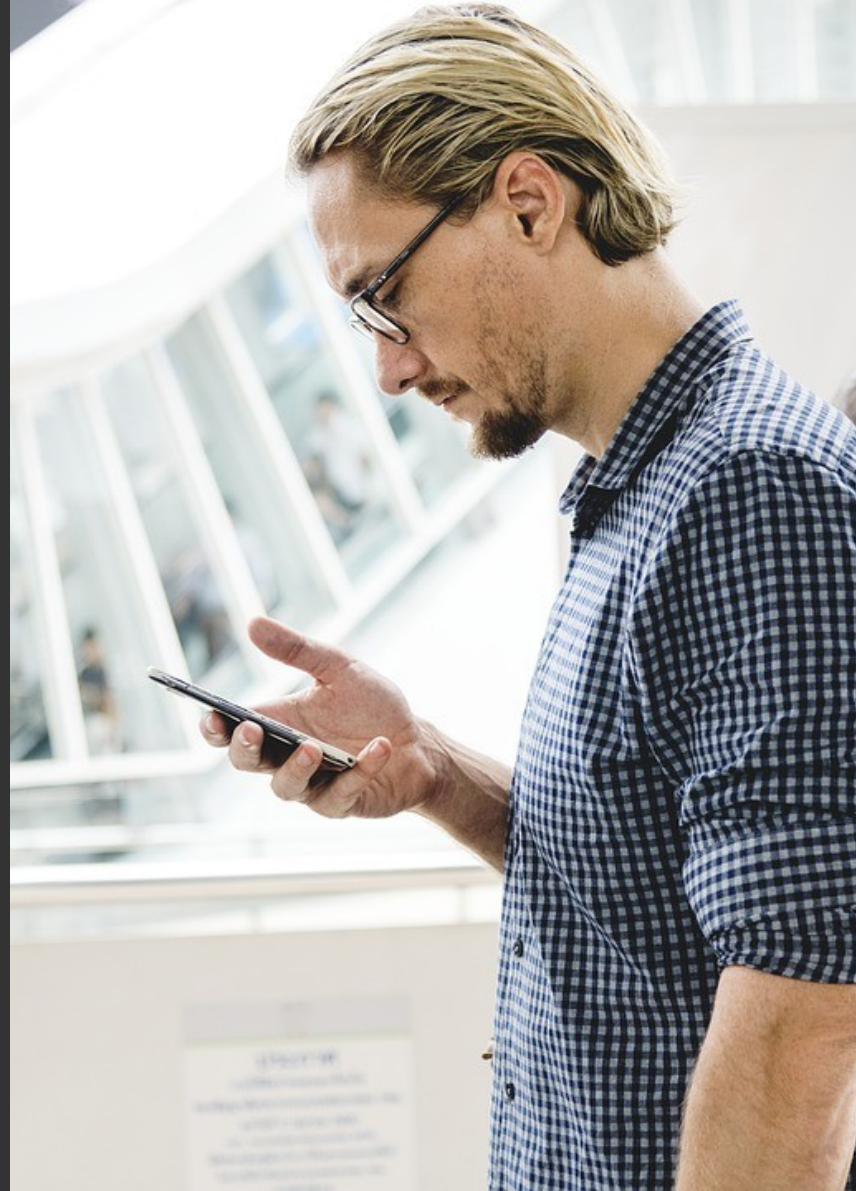


500+ izaicinājums

- 1) Ko ielūdzam savā kontaktu lokā?
- 2) Kā ielūdzam? (**pavadošais teksts**, 48h likums)
- 3) Kurus kontaktus apstiprinām un kurus noraidām?



3.
**Kandidātu tiešā
uzrunāšana
(*headhunting*)**



Mērķa kandidāta meklēšana

in Marketing Manager

Home My Network Jobs Messaging Notifications Me

All people filters Clear 3

Connections

1st

2nd

3rd+

Connections of

Add connection of

Locations

Add a location

Latvia

United States

United Kingdom

India

Greater New York City Area

Current companies

Add a current company

Lattelecom

Past companies

Add a previous company

Storent

Industries

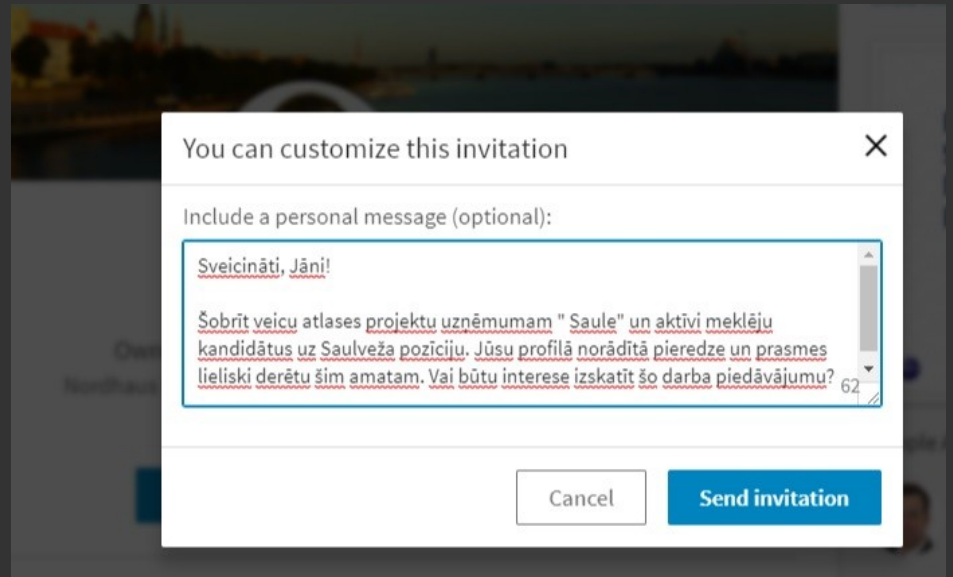
Add an industry

Marketing & Advertising


Want to be search?
Upgrade to S
Recruiter to

Mērķa kandidāta uzrunāšana

- 1) personiska uzrunāšana;
- 2) pozitīvisms (pateicība, intereses izrādīšana, apsveikums);
- 3) saziņas mērķa paskaidrošana;
- 4) nākamā soļa iezīmēšana.



Profesionāla komunikācija



Christine Witt
Director of Talent Acquisition

Are you ready to try something new?

Hi Kim,

Your former colleague at Flexis pointed me to your profile, and thought we should connect. By way of introduction, I am senior executive recruiter in the technology practice at KTR Partners.

We recently launched a search for an Industrial Design Manager for one of our large clients' Design Production Group. This individual will lead a globally distributed team of senior design leaders to define the vision and design strategy for mobile, PC, hybrid, and enterprise devices.


As the leader of the Industrial Design team, this individual will play a key role in the evolution of the company. Based on your background, I thought this role could be an interesting fit for you or, if not, for someone you might highly recommend. Either way, it would be great to connect because I lead many senior design searches for our firm each year.

Would it be possible to find a few minutes for a call?
Thanks in advance.

Stacy Takeuchi

- Start with an inviting subject line
- Use a personal approach
- Be sure to include what's in it for them
- Praise the candidate's skills and experiences
- End with a clear call to action

Make it short, sweet, and mobile-ready



Christine Witt
Director of Talent Acquisition

Dear **[NAME]**,

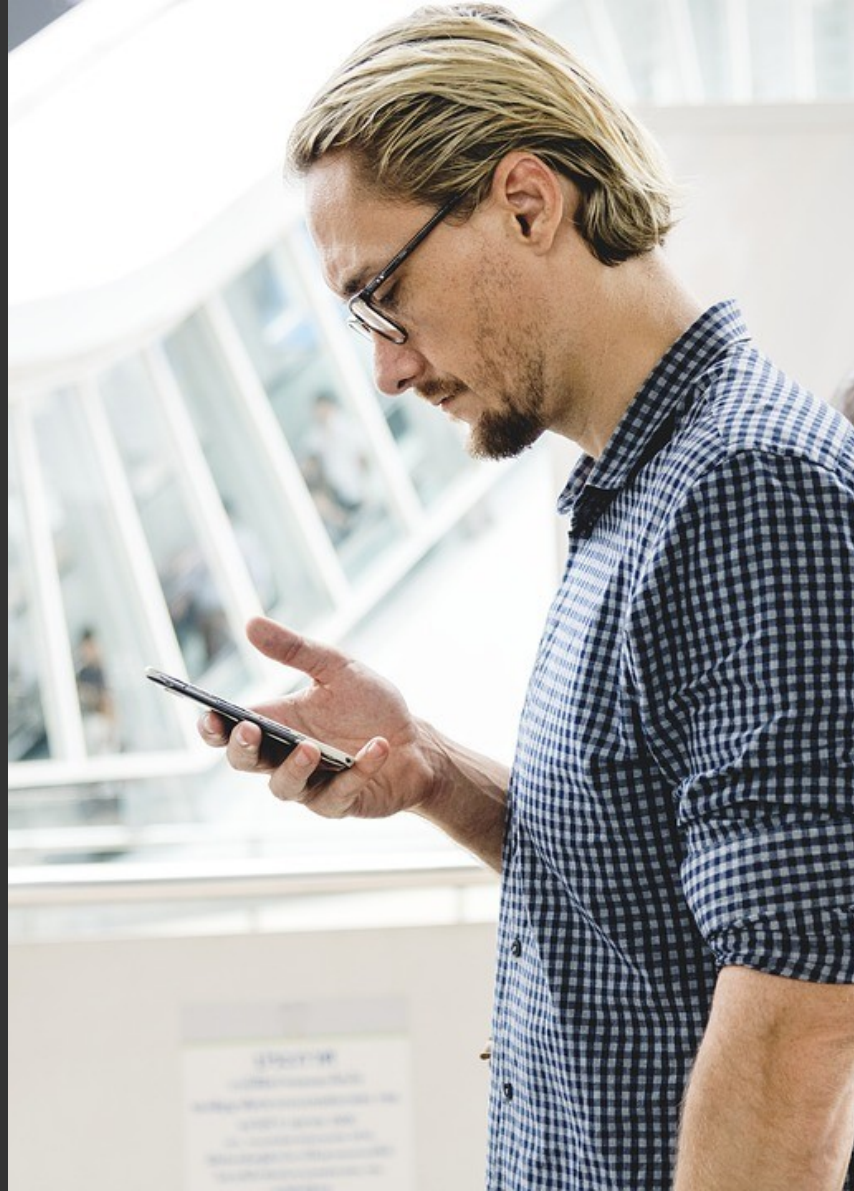
Thank you for coming in to learn more about the **[JOB TITLE]** position at **[YOUR COMPANY NAME]**.

After conducting several interviews, we have decided to offer the position to another candidate with experience that's better aligned to the role. As you progress in your career, please stay in touch and feel free to apply for future openings.

Sincerely,
[YOUR NAME]

*Ultimate Recruiting Toolbox LinkedIn

4. Satura veidošana un dalīšanās



“Dzīvs” profils

- 1) komentāri par aktuālo darba tirgū;
- 2) viedokļa vai padomu raksti;
- 3) dalīšanās ar aktualitātēm (arī darba piedāvājumi).

WORK IT DAILY
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WORKITDAILY.COM

J.T. O'Donnell • 3rd
CEO at WorkItDaily | HR | Recruiter | Employer Brand | Professional Development | Career Counselor & Coach | Job Search
Hampton, New Hampshire

Unfollow ...

18+ years of experience in the development and delivery of HR, employment, recruiting, job search, and career development tools and resources. Delivered 200+ presentations to 10,000+ professionals on a wide variety of career topics. Managed teams of 50+ with budgets of \$35M+. Specialties: Career Advic...

Show more

Articles & activity
2,723,616 followers

Hello, I'm A Career Therapist
J.T. O'Donnell
Published on LinkedIn

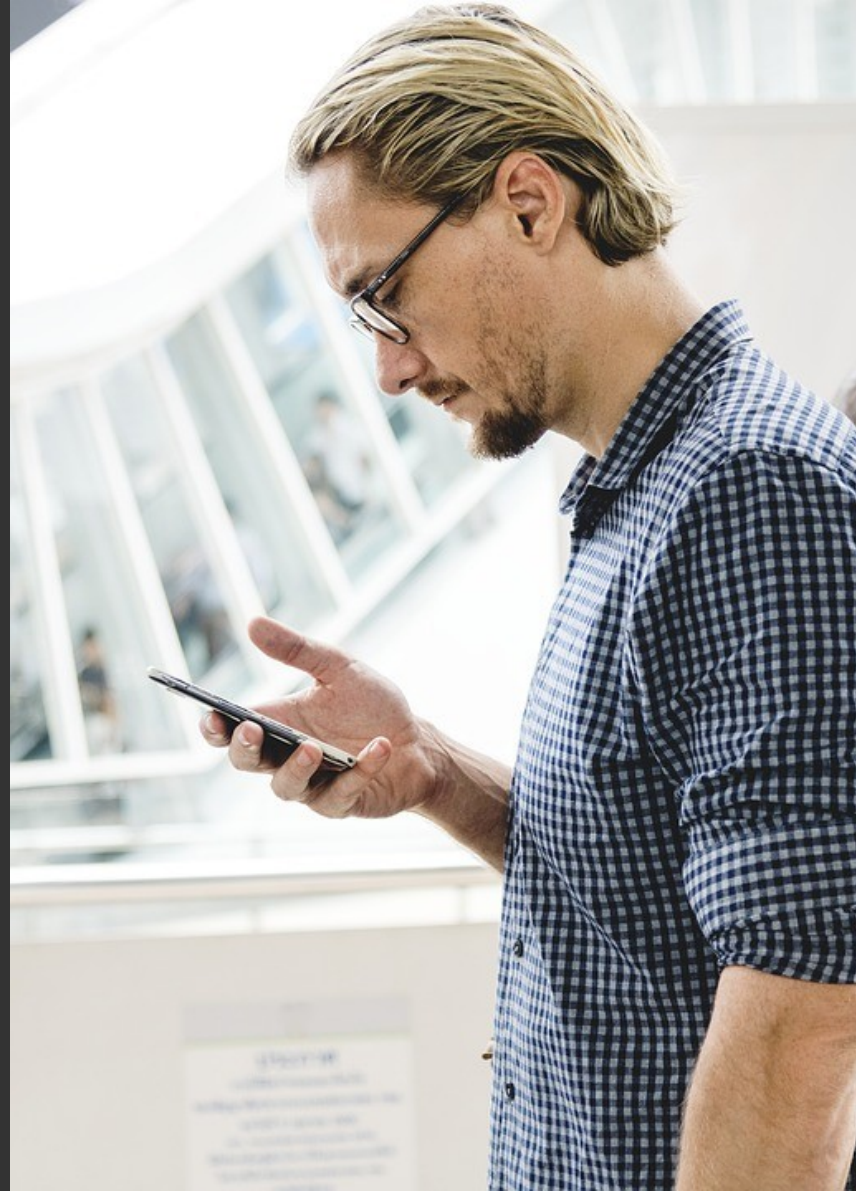
This article has moved. TO SEE THE ORIGINAL STORY, CLICK HERE... see more

Want to show job-seekers why they should work for you? We will highlig...
J.T. shared this
9 Likes

Revealing your employer brand is critical to your company's recruiting...
J.T. shared this

<https://www.linkedin.com/in/jtodonnell/>

5.
**Uzņēmuma profils un
karjeras nišas lapa**



HR nišas lapa

DarbaGuru
Human Resources
1-10 employees

Follow See Jobs

Home

DarbaGuru Showcase Pages

- DarbaGuru: Semināri - grupu konsultācijas
- DarbaGuru: IT speciālistu atlase
- Personāla atlases mārketings: kā rekrutēt veiksmīgāk

DarbaGuru is a recruitment and consulting company that specializes in recruitment of mid-level managers and profiled specialists as well as provides consultations in personal branding and recruitment marketing.

By offering recruitment services to employers, DarbaGuru team proceeds with thorough and individual analysis of each project and offer the most effective solution in order to reach the best result.

Get in touch info@darbaguru.lv

More information www.darbaguru.lv

<https://www.linkedin.com/company/darbaguru-lv>

IT SPECIĀLISTU ATLASE
php, java, ruby on rails, python,
.net, system admin, oracle u.c.

Follow

Tehnoloģiju straujā attīstība un augošais pieprasījums darba tirgū pēc kvalificētiem IT speciālistiem ir izaicinājums katram uzņēmumam. DarbaGuru atšķiras ar īpašu pieeju IT speciālistu izvēlēšanā.

Website
[https://www.darbaguru.lv/viz/...](https://www.darbaguru.lv/viz/)

Industry
Human Resources

Followers

DarbaGuru: IT speciālistu atlase Viens no vadošajiem IKT vai vārdzīmniecības un loģistikas uzņēmumiem, aicina pievienoties savai komandai IT drošības risinājumu konsultantu - <https://lnkd.in/g/EOQ3x9> #vakance #darbs #IT #eidarbs

DarbaGuru: IT speciālistu atlase Viens no Eiropas vadošajiem IKT vai vārdzīmniecības un loģistikas uzņēmumiem aicina pievienoties savai komandai IT DROŠĪBAS RISINĀJUMU KONSULTANTU - <https://lnkd.in/e/RmR8m>

Drošības risinājumu tehniskais speciālists
#vakance

IT DROŠĪBAS RISINĀJUMU KONSULTANTS
#vakance

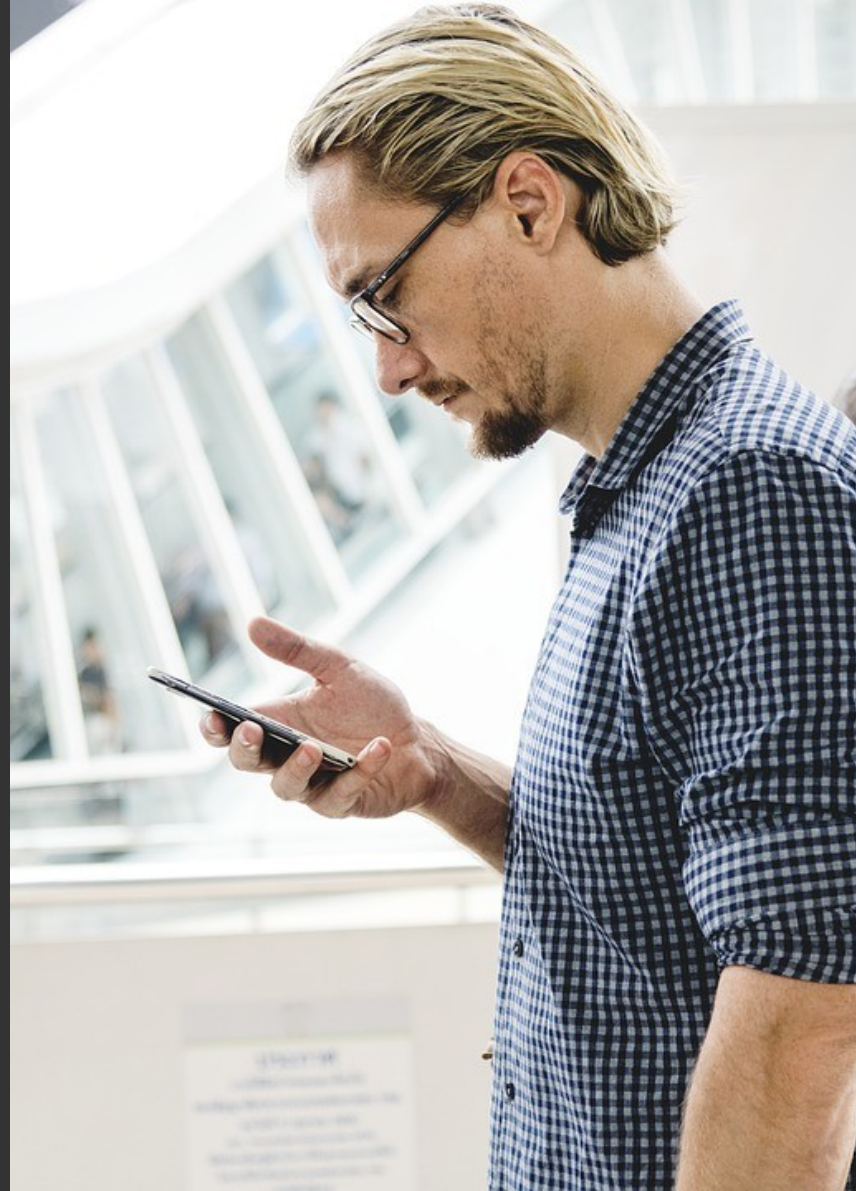
Like • Comment • Share • 10 days ago

Like • Comment • Share • 1 month ago

HR nišas lapa

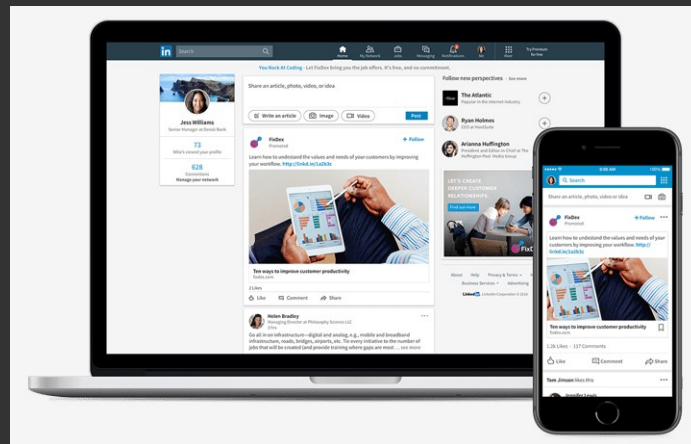
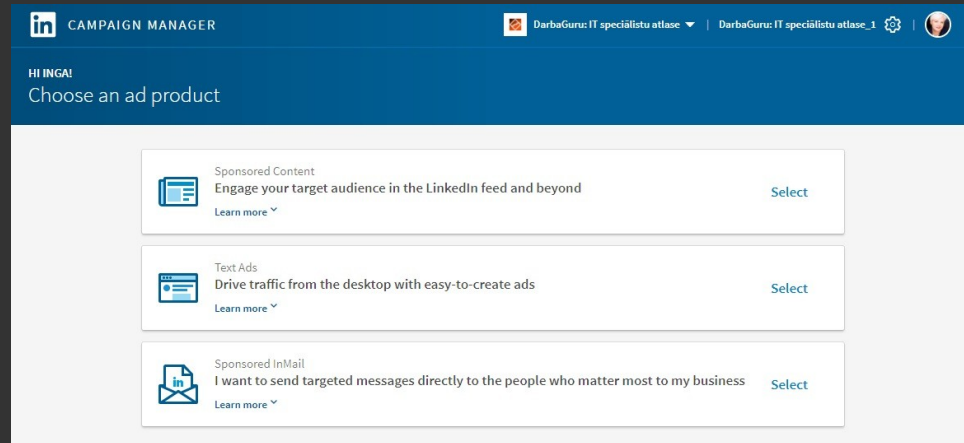
- 1) administrators – HR speciālists;
- 2) komunikācija ar / par esošajiem un potenciālajiem uzņēmuma darbiniekiem;
- 3) informācija par uzņēmuma kultūru, vērtībām, komandas saliedēšanas aktivitātēm u.tml.;
- 4) prakses iespējas un aktuālās vakances;
- 5) atvērto durvju dienas, informatīvie semināri.

6. Darba sludinājuma izvietošana



Sponsorētās vakances izvietošana LinkedIn-ā

- 1) mērķa kandidāts;
- 2) uzrunājošs makets;
- 3) saite uz sludinājuma tekstu;
- 4) budžets.



Sponsorētās vakances izvietošana LinkedIn-ā

CAMPAIGN MANAGER | DarbaGuru: IT speciālistu atlase | DarbaGuru: IT speciālistu atlase_1

STEP 3 OF 4: AUDIENCE CREATION

Define who you want to see your ads

Use a matched audience (optional) Select
Custom targeting options to reach your website visitors, contacts, and target accounts.

Target by: **the audience below**

What location do you want to target? (required)
include Start typing a country, state, city, or town... See full list
include **Latvia**

What industries do you want to target?
include Start typing an industry... See full list

Select specific targeting criteria to zero in on your ideal audience:

Company name	Company industry	Company size	Job title	Job function
Job seniority	Member schools	Fields of study	Degrees	Member skills
Member groups	Member gender	Member age	Years of experience	Company followers
Company connections				

STEP 4 OF 4: BUDGET AND SCHEDULE

Set how much you want to spend and when to start your campaign

What do you want to optimize your campaign for?
We can automatically improve your campaign based on your settings.
Website Visits
Maximize the number of people visiting your website.

Conversion tracking (optional) 🔗
Set up conversion tracking to measure the return on investment of your LinkedIn campaigns.
[Install insight tag](#)

Bid Type 🔗
 CPC - Cost per click (recommended)
 CPM - Cost per impressions
Select "Awareness" as your campaign optimization target to use CPM as a bid type.

Daily budget 🔗
Your campaign's actual daily spend may be up to 20% higher. [Learn more](#)
 (Minimum budget: €10.00)

Bids 🔗
The suggested bid to reach your audience and spend your budget is: €2.61.
(Other similar advertisers are bidding between €2.60 - €3.77.) [Learn more](#)
 (Minimum bid: €2.60)

Campaign start date 🔗
 Start immediately
 Schedule start

[Show end date, total budget, and ad rotation options](#)

Delete campaign

Sponsorētās vakances izvietošana LinkedIn-ā

LinkedIn Campaign Manager interface for a sponsored vacancy campaign.

CAMPAIGN MANAGER | DarbaGuru: IT speciālistu atlase | DarbaGuru: IT speciālistu atlase_1

← CUBE Senior PHP vacancy Website visits - Aug 6, 2019 Draft

Step 1: Set up Campaign

- Objective selection
- Audience

Ads in this campaign Create new ad Browse existing content

Search

FEED IMAGE ADS

Senior PHP developer
Aicinām pievienoties profesionālu komandai, kas veic IT risinājumu programmēšanu lieliem ilgtermiņa projektiem ar vairākiem simtiem tūkstošu lietotāju #IT #PHP #vacancy #Riga
<https://www.darbaguru.lv/vakances/532-vecakais-php-programmatajs-a> Campaign in draft


Forecasted Results

Target audience size	7,000+
14 days (8/6/2019 - 8/20/2019)	
Total spend	€77.00 - €200.00
Total impressions	6,600 - 25,000
CTR	0.57% - 0.85%
Total clicks Key Result	67 - 210

Note: forecasted results are an estimate and do not guarantee actual campaign performance. [Learn more about how we forecast results](#)

DarbaGuru: IT speciālistu atlase
32 followers Promoted

Join a team of professionals, working on IT solution programming for a large, long-term project with hundreds of thousands users. #IT #PHP #vacancy #Riga



Senior PHP developer
#vacancy #Riga

Senior PHP Programmer
darbaguru.lv

Like Comment Share



Add profile section ▼

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Inga Daliba 

Recruiter | Headhunter | Personal Branding consultant |
Lecturer | Blogger | CEO at DarbaGuru & DarbaGuru
Academy

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DarbaGuru



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About

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