



“Marca empleadora:
un recurso esencial en la atracción de talento”

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Montevideo, 12 de noviembre de 2014

Programa

- Importancia de la marca empleadora
- La alianza entre empleador y empleado
- La era de las redes sociales
- LinkedIn, la red social profesional
- Composición y estadísticas de la red
- Acciones de employer branding
- Ecosistema

Desarrollar la marca empleadora



Employer branding es crucial en reclutamiento y selección

93%

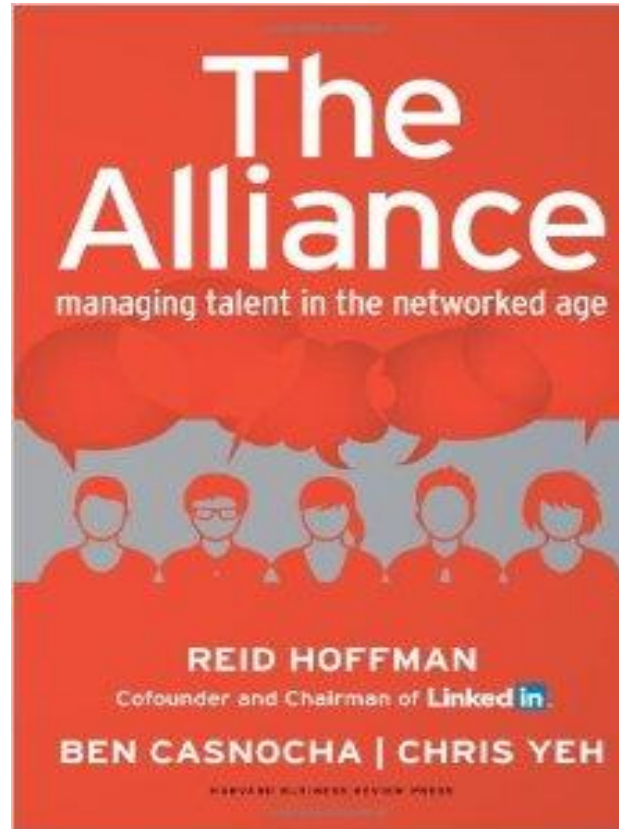
de los empleadores planean mantener o **incrementar la inversión en employment branding**

50%

de ahorro en costo por contratación con un fuerte desarrollo de marca empleadora

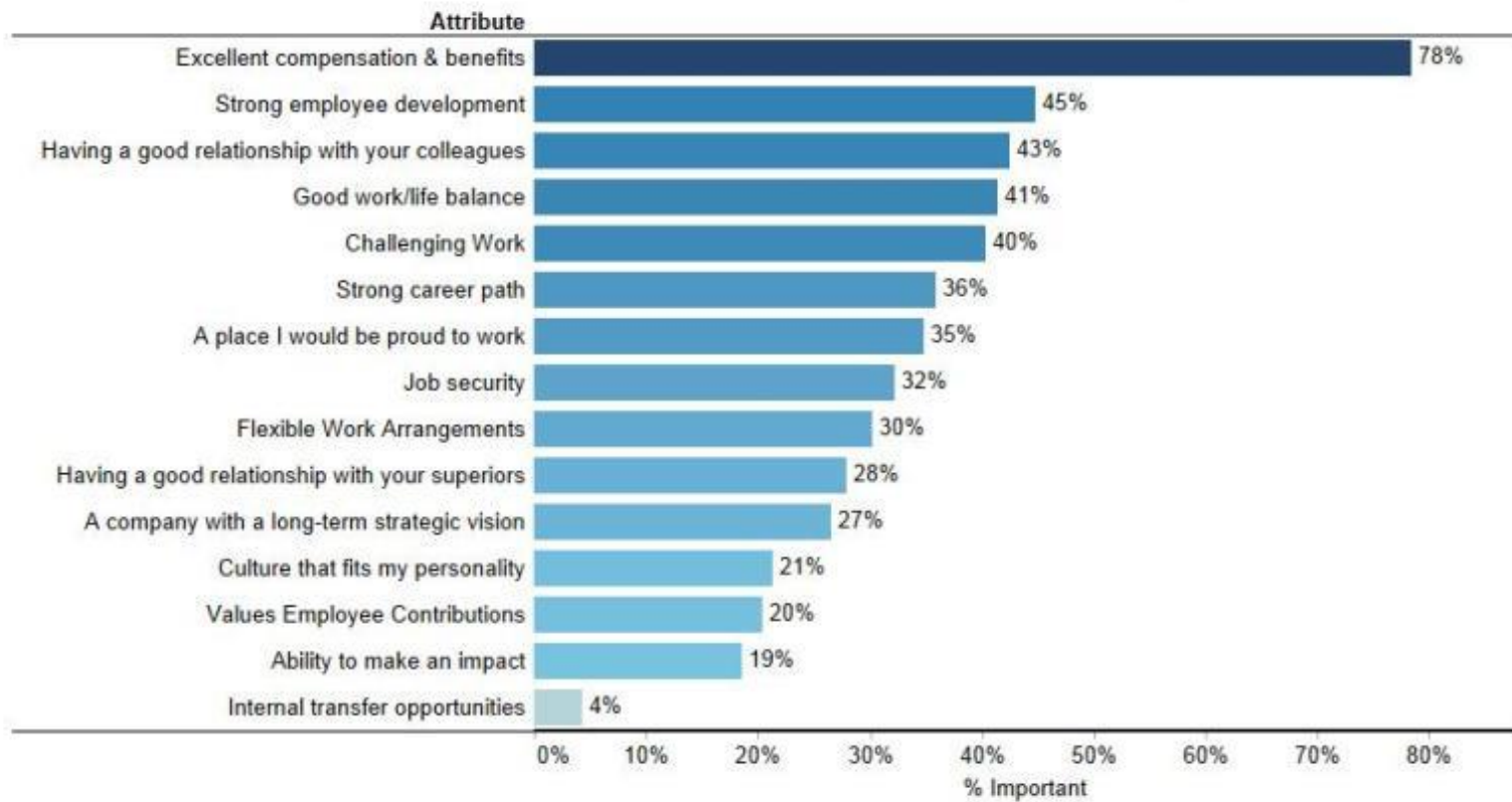
LinkedIn puede ayudar para comprender, medir y mejorar su marca empleadora

Alianza entre empleador y empleado



Aspectos relevantes para considerar un empleo en Uruguay

What is important to candidates when considering a job?



Sample Size: 1,468

La era de las redes sociales

Actualización de [redacted] x

Estilos básicos de liderazgo

+ DIÁLOGO -	COMPENSIVO Genera empatía. Pierde autoridad y respeto. No inspira, no motiva a superarse. Funciona mientras no encuentre obstáculos.	DESARROLLADOR Requiere un "tiempo de activación". Espolea para sacar lo mejor. Es escuchado porque escucha. Demuestra inteligencia.	
	AUSENTE No cumple el rol	FEUDAL Es obedecido en el corto plazo. Alienta motines y sabotajes. Lleva a la ley del mínimo esfuerzo.	
	-	EXIGENCIA	+

#6 * Tiempo para Decidir - Raül Castro



Estilos básicos de Liderazgo.

Recomendar (12) · Comentar (2) · Compartir

[redacted] y 10 personas más

[redacted] Muy buena imagen y gran aporte solo falta que lo apliquen en su propia empresa. Más a nivel de directores. Hace 2 días

[redacted] En Great Place to Work tenemos mas completo este esquema y la manera de poder lograrlo Saludos Hace 1 día

Añadir un comentario...

Comentar



Nuestra Misión

Conectar a los profesionales del mundo para que sean más exitosos y productivos



Linked  [®]

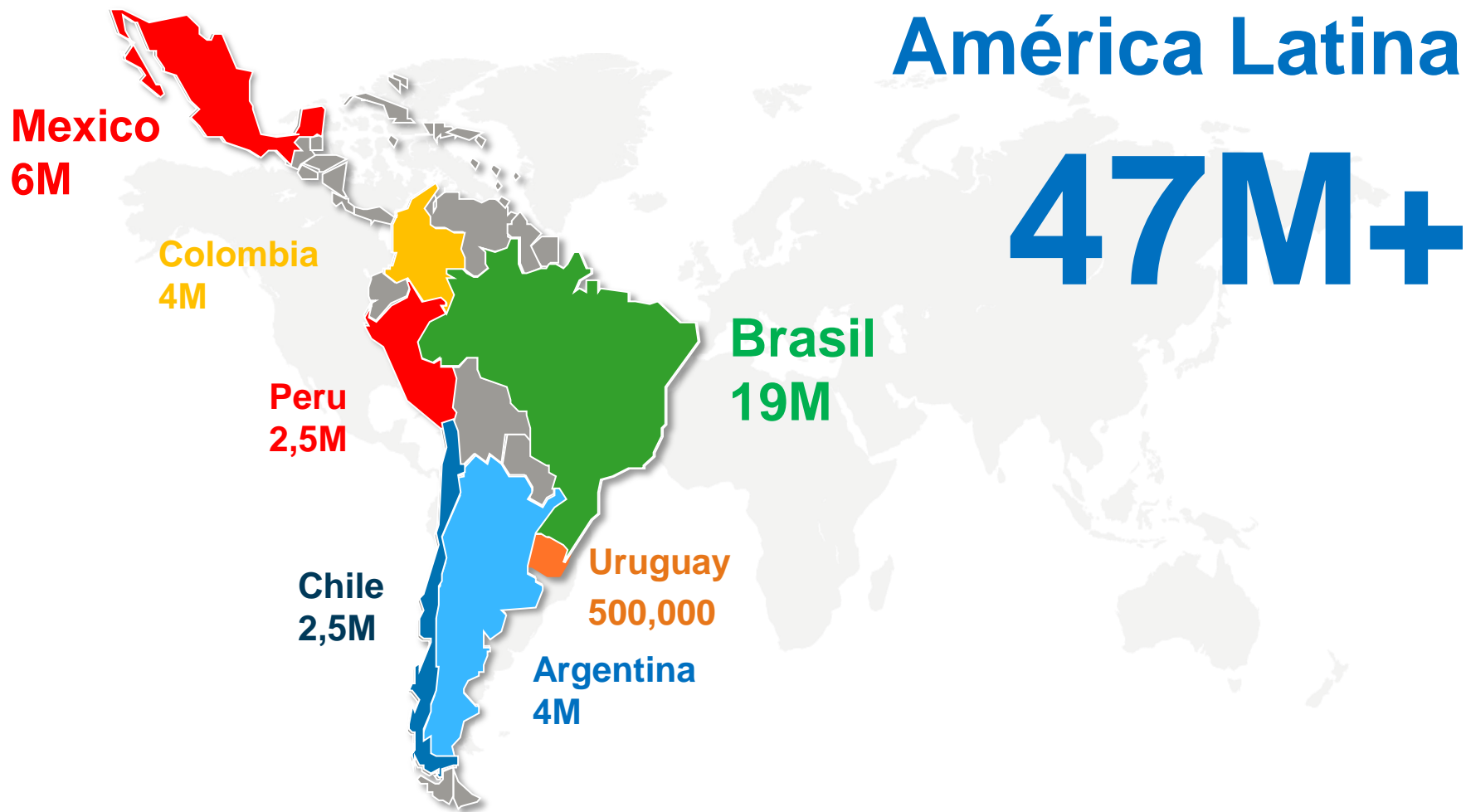




332,000,000+

Miembros en todo el mundo

LinkedIn, una red en crecimiento continuo



Profesionales están en LinkedIn para desarrollar su carrera, no sólo para encontrar trabajo

Identidad



Network



Conocimiento



80% de los profesionales son candidatos pasivos

332M+

usuarios a nivel mundial

20%
Activos

80%
Pasivos



Candidatos activos

- En buscadores de empleo
- Aplican en muchas oportunidades



Candidatos pasivos

- Desarrollan sus redes de contacto
- Sólo escuchan oportunidades apropiadas

Las empresas utilizan LinkedIn

Contratar



Marketing



Vender





Career Page: el portal de empleo

El desarrollo de la marca empleadora reduce hasta 50% el costo por contratación

LINKEDIN 443,502 followers [Follow](#)

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Get the inside scoop on our job opportunities, culture and people.

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Jim Smith 2nd
Enterprise Product Marketing Manager, Amer...

Jobs at LinkedIn

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- Senior Sales Consultant
- Sales Consultant
- Senior Sales Consultant

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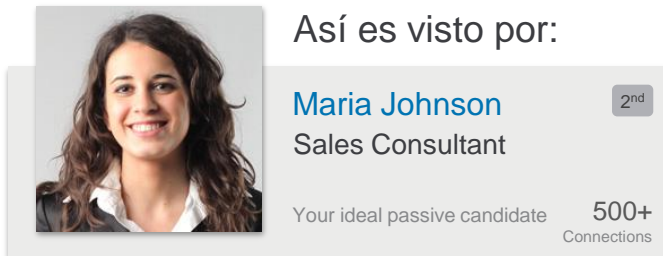
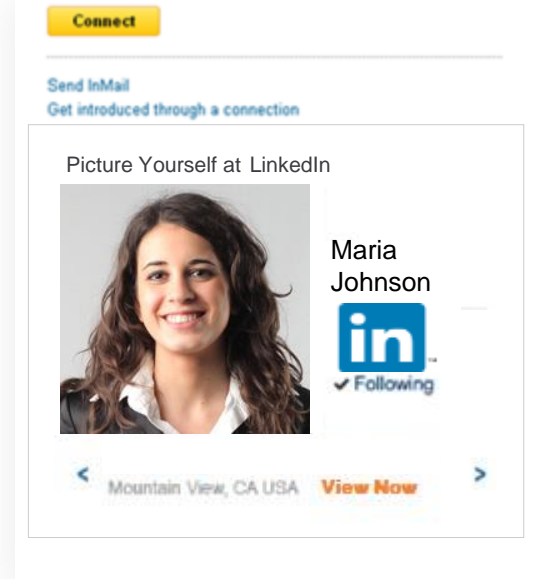
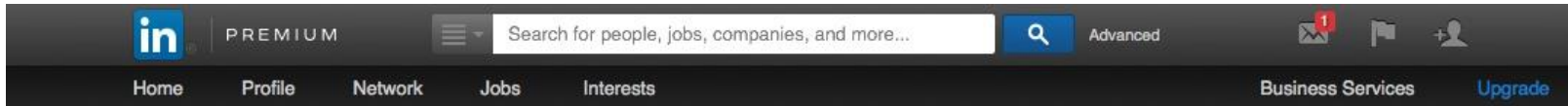
Así es visto por:

Maria Johnson 2nd
Sales Consultant

Your ideal passive candidate 500+ Connections



Work With Us: empleados como embajadores de la marca



Aprovechar las visitas a los perfiles de los propios empleados de la empresa

Recruitment Ads: interactuar con el target

LinkedIn

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Now Hiring At Infection! - Innovative, breakout company seeks talented new team members. Apply today!

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Maria Johnson
in
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Maria Johnson
Sales Consultant

2nd

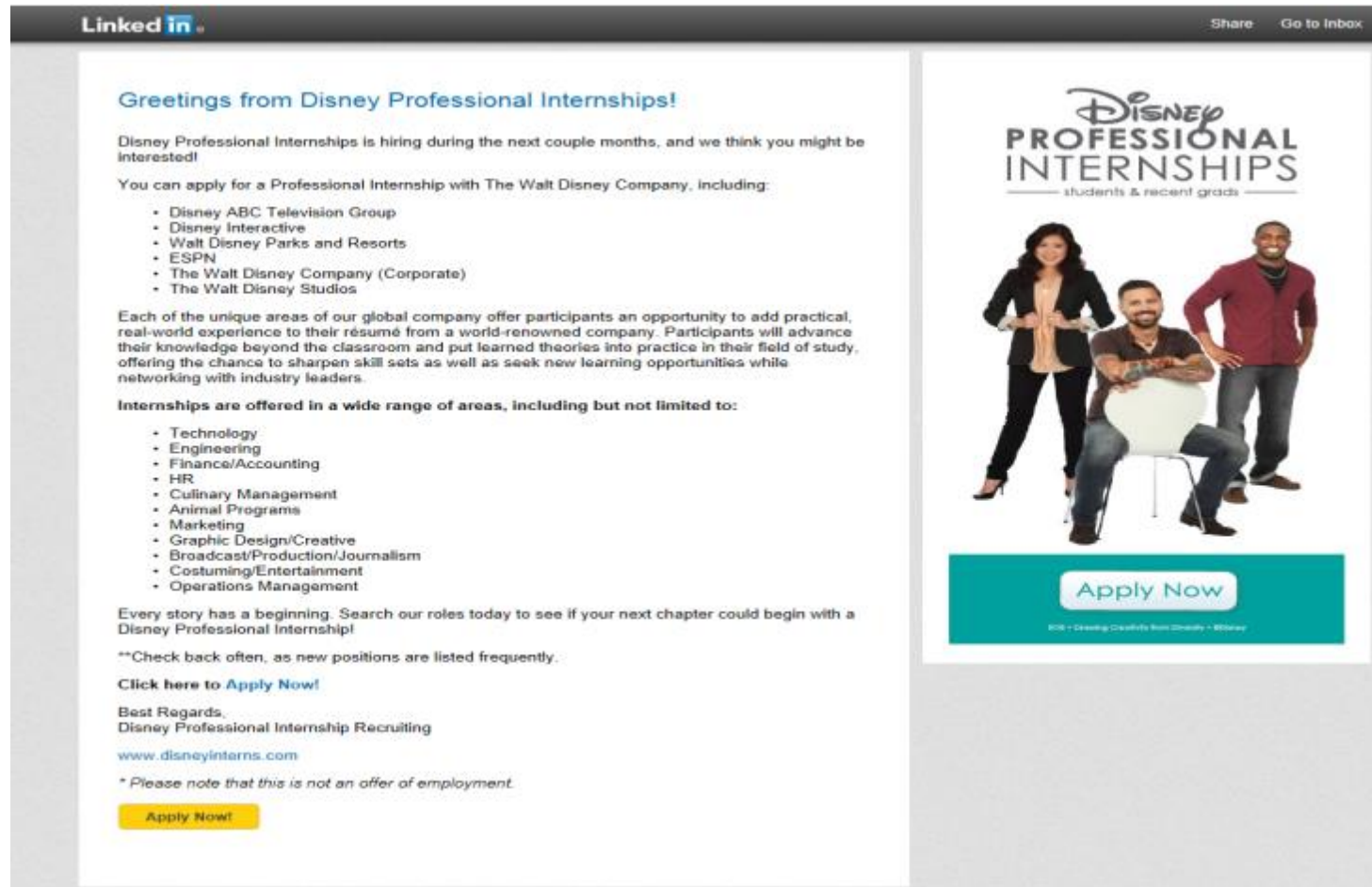
Your ideal passive candidate

500+
Connections

Alcanzar al target en
cualquier espacio
dentro de LinkedIn

Talent Direct, el disparo del recruiting

- Un mensaje personalizado dirigido al target preseleccionado
- Un solo envío que puede alcanzar a 2500 usuarios



The image shows a screenshot of a LinkedIn Talent Direct email. The email is titled "Greetings from Disney Professional Internships!" and is addressed to a specific user. The content includes a welcome message, a list of departments where internships are available, a description of the program, a list of areas where internships are offered, and a call to action to "Apply Now". The email is visually appealing with a clean layout and a professional tone.

LinkedIn Share Go to Inbox

Greetings from Disney Professional Internships!

Disney Professional Internships is hiring during the next couple months, and we think you might be interested!

You can apply for a Professional Internship with The Walt Disney Company, including:

- Disney ABC Television Group
- Disney Interactive
- Walt Disney Parks and Resorts
- ESPN
- The Walt Disney Company (Corporate)
- The Walt Disney Studios

Each of the unique areas of our global company offer participants an opportunity to add practical, real-world experience to their résumé from a world-renowned company. Participants will advance their knowledge beyond the classroom and put learned theories into practice in their field of study, offering the chance to sharpen skill sets as well as seek new learning opportunities while networking with industry leaders.

Internships are offered in a wide range of areas, including but not limited to:

- Technology
- Engineering
- Finance/Accounting
- HR
- Culinary Management
- Animal Programs
- Marketing
- Graphic Design/Creative
- Broadcast/Production/Journalism
- Costuming/Entertainment
- Operations Management

Every story has a beginning. Search our roles today to see if your next chapter could begin with a Disney Professional Internship!


**Check back often, as new positions are listed frequently.

[Click here to Apply Now!](#)


Best Regards,
Disney Professional Internship Recruiting
www.disneyinterns.com

** Please note that this is not an offer of employment.*

[Apply Now!](#)



students & recent grads



[Apply Now](#)

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Ser parte de un ecosistema



Ingeniero AND (Civil OR Mecánico OR Químico) AND (Inglés OR English) AND Manager



Gerente de Serviços at Lumis
Rio de Janeiro Area, Brazil | Information Technology and S

Previous Sonda, Neoris, Lumis
Education UFRJ - COPEE

Connect View in Recruiter

500+ connections

Previous Sonda, Neoris, Lumis
Education UFRJ - COPEE

Connect View in Recruiter

Engenheiro
Macaé, Rio de Janeiro, Brazil | Oil & Energy

Current Petrobras - Petróleo Brasileiro S.A.
Previous Petrobras - Petróleo Brasileiro S.A.
Education Universidade Petróbras

Connect

Engenheiro de Petróleo Pleno na Petrobras
Macaé, Rio de Janeiro, Brazil | Oil & Energy

Current Petrobras - Petróleo Brasileiro S.A.
Previous Petrobras - Petróleo Brasileiro S.A.
Education Universidade Petróbras

Connect View in Recruiter

136 connections

Gerente de Contrato at Petrobras
Rio de Janeiro, Rio de Janeiro, Brazil | Oil & Energy

Previous Petrobras, Grupo CAEMI
Education UFF - Universidade Federal Fluminense

Connect View in Recruiter

Engenheiro de Petróleo
Macaé Area, Brazil | Oil & Energy

Current Petrobras - Petróleo Brasileiro S.A.
Previous Petrobras - Petróleo Brasileiro S.A.
Education Universidade Petróbras

Connect View in Recruiter

Engenheiro de Petróleo @CMP-SS/OMS/DS
Macaé Area, Brazil | Oil & Energy

Current Petrobras
Previous Petrobras, Tectoy Digital
Education Universidade Petróbras

Connect View in Recruiter

195 connections

Engenheiro
Macaé Area, Brazil | Oil & Energy

Current Petrobras - Petróleo Brasileiro S.A.
Previous Petrobras - Petróleo Brasileiro S.A.
Education Universidade Petróbras

Connect

3

8

Rio de Janeiro

Posgrado

Operaciones

3-5 años

Macaé

¡Muchas gracias!



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