



SOCIAL

NETWORKING

FOR YOUR CAREER DEVELOPMENT



ABOUT ME

Catherine Ikadewi C

FOUNDER & CEO OF RECTRA CONSULTING

22 years of experience in HR especially in Recruitment & training for Private Companies and Public Companies. A visionary with highly communication ability with different level of people. A dreamer who believe that networking is a must to make your dream come true

MY PROFESSIONAL THOUGHT

Dedication , Profesionalism, Communication

COMMUNITY MEMBER

Development Community (Admin)

HR Café

IHRI /Inclusive HR Indonesia

HR Cevest

Bandung Raya /HR&LEGAL/

One HR



Catherine Ikadewi




Cath_rectra



Catherine Ikadewi



Networking is
marketing.
Marketing
yourself,
marketing your
uniqueness,
marketing what
you stand for. -
Christine Comaford-Lynch



Networking is not about just connecting people. It's about connecting people with people, people with ideas, and people with opportunities.

Michele Jennae

Social Networking

SANGAT DIBUTUHKAN SELAIN PERFORMA KERJA

Membuka peluang
bisnis atau karir baru



Salah satu bentuk
investasi jangka
panjang



Sumber ide-ide baru



Meningkatkan
percaya diri



Mendapatkan
banyak dukungan




Mendorong
penilaian kerja yang
baik

MEMBANGUN NETWORKING DALAM KARIR



- Jangan menutup diri
- Mengetahui trend baru
- Percaya diri
- Membina hubungan terus menerus
- Bergabung di jejaring social & komunitas
- Bergabung dengan komunitas

A top-down view of a wooden desk. In the upper right corner, a portion of a silver laptop is visible, showing several keys. In the center-right, a white ceramic cup filled with coffee and latte art sits on the desk. The latte art features a heart shape and a swan-like design. Below the cup, a spiral-bound notebook with lined pages is open, and a black pen lies across it. The background is a dark, textured wooden surface.

I think for any
relationship to be
successful, there needs
to be loving
communication,
appreciation, and
understanding.

Miranda Kerr

NETWORKING SKILL @Office



PERSONAL BRANDING

Perlu meningkatkan Personal Brand melalui social media atau menghadiri berbagai acara gathering/seminar . Jangan lupa performance & kartu nama



BISA DIMANA SAJA

Bangun mindset bahwa kamu dapat membangun *social networking* dimana saja kamu inginkan. Cara seperti ini tentu saja akan lebih memudahkan



MENEMUI ORANG BANYAK

tidak perlu memilih jenis orang tertentu untuk membangun *social networking*, berhubunganlah dengan siapa saja yang kamu temui.



CARILAH MENTOR

Ada banyak sekali teka-teki yang mungkin kamu temui dalam kehidupan kariermu, di situ lah peran mentor bekerja untuk membatumu memecahkan teka-teki tersebut



PERTEMANAN BARU DI KANTOR

membuat lingkungan kerjamu lebih nyaman dan bekerja lebih menyenangkan, membangun pertemanan akan lebih memperkuat social networking kamu dibanding kamu hanya menganggap rekan kerja sebagai rekan semata.



SUKSES BERGAUL

A. PERCAYA DIRI

- Mengenal diri sendiri
- Memperluas wawasan
- banyak membaca dan diskusi
- Bertanya dan Terbuka pada kritikan
- Menerima saran yang kondusif

B. KESAN PERTAMA

- Menjaga penampilan diri
- Berbagi pengalaman yang sama
- Bersikap ramah dan bersahabat
- Mampu menghangatkan suasana
- Responsif (bersedia menanggapi orang lain)

BRAND

YOU

Your
Image

Your
Mission

Your
Values

Your
Vision

ADVANTAGE

BUILDING YOUR PERSONAL BRAND



GET YOUR
SELF OUT
THERE



EMERGE
AS AN
EXPERT IN
YOUR
FIELD



CATCH THE
ATTENTION
OF
RECRUITERS



GROW
YOUR
PROFESSIO
NAL
NETWORK



STAND
OUT
AMONG
OTHERS



GET MORE
OPPORTU
NITIES

DEFINISI

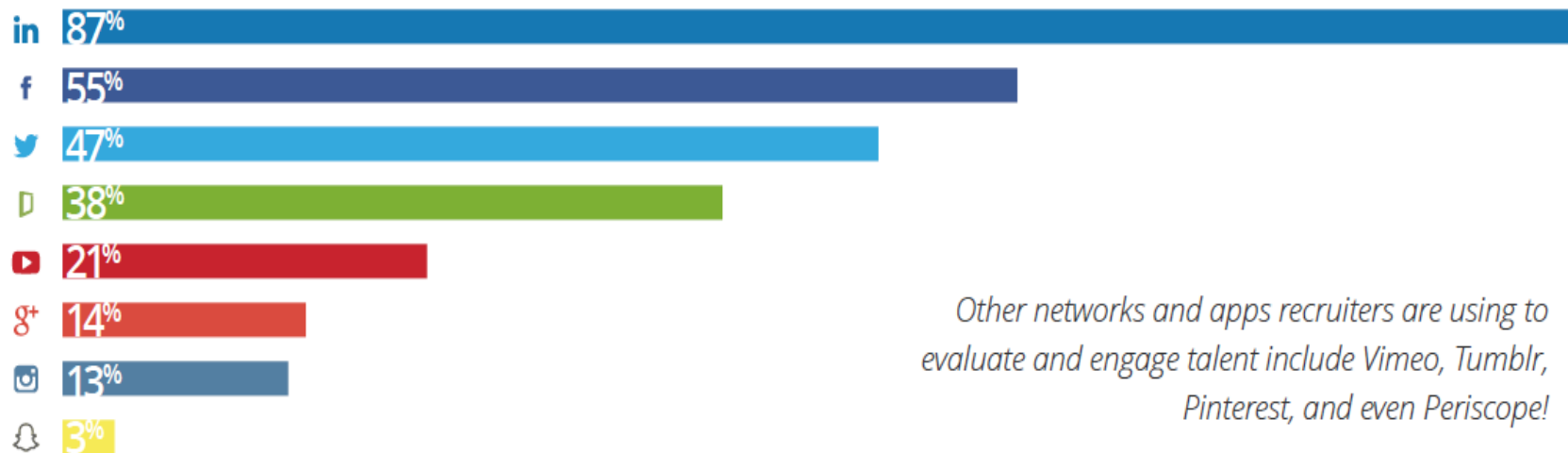
SOCIAL NETWORKING

A social media service is a web application that people use to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections



SOCIAL

Only 4% of recruiters DON'T use social media in the recruiting process. 4% aren't sure, but the 92% of recruiters that do use social media cast a wider net than ever:



Other networks and apps recruiters are using to evaluate and engage talent include Vimeo, Tumblr, Pinterest, and even Periscope!

EMPLOYERS LOVE SOCIAL RECRUITING

We need someone good. Have you searched online?



65%

of **small** businesses use social media for recruiting



51%

of **medium** businesses use social media for recruiting



44%

of **large** businesses use social media for recruiting

Over **80%** of employers who use social media for recruiting use **LinkedIn**

SUARAA.com
Video

Alasan Media Sosial Penting Saat Cari Kerja

Arkadia
PRODUCTION

How to Stand Out on Social Media



Create a
Compelling
Profile



Engage
and
SHARE



Show
your
Personality

Let's **Build** Our **Network**
For The **Future Career**



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Thank You !