



TOP 20 INDIAN HR INFLUENCERS ON SOCIAL MEDIA MARCH 2012

tweetreach



twtrland

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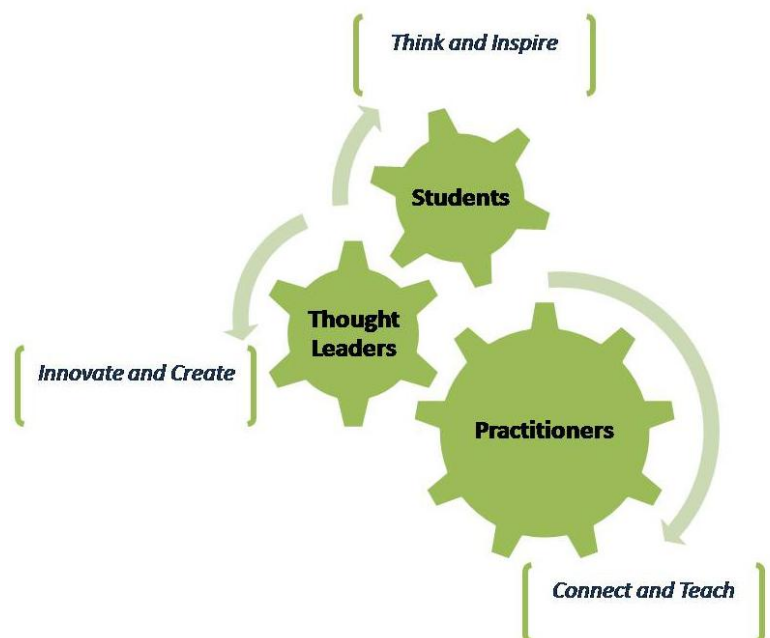
INTRODUCTION

Social Media has affected every business arm, including Human Resources. HR practitioners today use social media in myriad ways such as recruitment, assessment, employee feedback and, most importantly, for trend analysis.

HR, having always been driven by the 'Human' aspect of the acronym, is now unwittingly paving the way for a '**Social HR**' through gradual assimilation of social technology in workplaces.

Drawing from the above thought, we decided that being one of the prime HR bodies functional in the Indian subcontinent, it is important that we make note of what is being spoken on social media regarding HR. While doing so, we also decided to identify who all are creating or contributing to these HR conversations and thereby shaping the perceptions of the larger business community about the use of social media by the HR industry.

If you are a contributor to social HR, then you can use this report to connect with these key conversationalists (i.e. the influencers) in the HR industry and build conversations with them on HR topics of their specialization/ liking.



If you aim to engage and communicate your expertise in HR to these influencers and through them to the world at large, this report will be of utmost importance to you. We hope this report can assist you in understanding the Indian social HR space and contribute to its continued growth.

THE TOP 20 INDIAN HR INFLUENCERS ON SOCIAL MEDIA*

Rank	Twitter Handle	Location	SHRM India Influencer Score
1	@_Kavi	Mumbai, India	98.2
2	@VineetNayar	India	85.28
3	@GautamGhosh	Bangalore, India	73.3
4	@tnvora	Ahmedabad, India	67.83
5	@JoyAndLife	Mumbai, India	52
6	@yuyudin	Gurgaon, India	46.16
7	@Shruti_Tewari	Kolkata, India	45.62
8	@Muralispeak	Chennai, India	43.4
9	@aadilatdell	Bangalore, India	42.82
10	@AbhijitBhaduri	Bangalore, India	42.43
11	@Manish_Pathak	New Delhi, India	41.62
12	@Springurl86	New Delhi, India	37.26
13	@Keerthi_AK	Bangalore, India	34.15
14	@RajanNS	Gurgaon, India	33.46
15	@Jgblr	India	32.73
16	@HimanshuKapadia	Mumbai, India	32.32
17	@RajeshMTHRG	Bengaluru, Pune, Mumbai	31.29
18	@vipulZend	Mumbai, India	28.91
19	@Rajlakshmi_S	Gurgaon, India	28.17
20	@saikatsaha	Kolkata, India	27.89

**As on February 28th, 2012*

PROFILES OF THE TOP 20 INDIAN HR INFLUENCERS

#1 @_Kavi

Kavi - Organsational Learning, Social Media, Long Distance running, Photography, Writing, Connecting! All of this in perpetual Beta!

- Gets retweeted every 9 tweets
- 7.2 Tweets per day
- Retweets every 2.3 tweets
- Favourites every 19 tweets



Kavi @_Kavi

A fulfilling day is not only when new projects are created but also those when old ones are completed successfully!



Kavi @_Kavi

There is no way of building an organisation without building people !



Kavi @_Kavi

Keeping best interests of people helps in getting them to put their best foot forward ! [#leaders](#) [#manager](#)

#2 @vineetnayar

Vineet Nayar - Entrepreneur at heart, CEO of @hcltech, Author of Employees First, Customers Second.

- Gets retweeted every 1.7 tweets
- 2.6 Tweets per day
- Retweets every 3.1 tweets
- Favourites every 121.4 tweets



Vineet Nayar @vineetnayar

The customer sees the company through the eyes of the employee:
bit.ly/xyZfvt



Vineet Nayar @vineetnayar

5 critical attributes of tomorrow's leaders...do you have them?:
bit.ly/y4a3YI



Vineet Nayar @vineetnayar

The customer sees the company through the eyes of the employee:
bit.ly/xyZfvt

#3

@Gautamghosh

- Gets retweeted every 9.1 tweets
- 23 Tweets per day
- Retweets every 8.3 tweets
- Favourites every 20.7 tweets

Gautam Ghosh - Lead - India Marketing @BraveNewTalent. Interested in how Work, People, Careers and Organizations are changing. Talent Management. Learning. Online Communities.



Gautam Ghosh @GautamGhosh

9 Reasons Your Current Resume Will Never Get You A Job At Apple Or Google j.mp/wobXZ5



Gautam Ghosh @GautamGhosh

Don't Confuse Passion with Competence - Scott Anthony - Harvard Business Review j.mp/zYIDwD



Gautam Ghosh @GautamGhosh

Workforce Engagement for the 21st Century: The Social Enterprise | j.mp/xP0fb2 #e20 #socbiz

#4

@tnvora

- Gets retweeted every 26.7 tweets
- 6.8 Tweets per day
- Retweets every 1.9 tweets
- Favourites every 24.1 tweets

A Quality Management Professional, who is passionate about Leadership, Improvement, People and Excellence.



Tanmay Vora @tnvora

People need a space to perform and they need a say in how their work should be performed. bit.ly/wc4dym #hr #od #team



Tanmay Vora @tnvora

"One of the most important intrinsic motivator for people is autonomy in work" bit.ly/wc4dym #leadership



Tanmay Vora @tnvora

Fostering #Autonomy in a #Team: 7 Lessons bit.ly/wc4dym #agile #leadership #quality

#5

@JoyAndLife

- Gets retweeted every 7.4 tweets
- 16.5 Tweets per day
- Retweets every 6.2 tweets
- Favourites every 5 tweets

Leadership & Change. Coaching. Beer/SciFi/Laughter/Single-Malt/Book - lover. Mistake Maker. Risk-Taker. Aspiring Author/Great-Dad. TaiChi. Soulmate forever.



Gurpriet Siingh-Joy @JoyAndLife

The objective of #Coaching is not to fix what's broken, but to make what's good even better #Leadership



Gurpriet Siingh-Joy @JoyAndLife

Driving large scale change is like eating an elephant. You eat it one bite at a time. It takes patience and time. But u get there in the end



Gurpriet Siingh-Joy @JoyAndLife

My interview with #NDTV on how managers can do more to transform the workplace and org performance ow.ly/1Fanbl #OD #Leadership #HR

<p>#6 @yuyudin</p>	<p>Digital marketing manager @EmployWise Writer. TCK turned Expat. Burmese, New Yorker, at large in India. Early adopter. Social media fiend. FOSS cheerleader.</p>
<ul style="list-style-type: none"> • Gets retweeted every 32.6 tweets • 8.7 Tweets per day • Retweets every 1.8 tweets • Favourites every 40.5 tweets 	<div>  <p>yuyudin @yuyudin #connectinghr How should HR and CEOs collaborate to meet challenges of 2012?</p> </div> <div>  <p>yuyudin @yuyudin RT @EmployWise New Post! Checklist for an Effective Performance Management System -> bit.ly/yvIRcc #IN</p> </div> <div>  <p>yuyudin @yuyudin RT @EmployWise New post: How should we get HR a seat at the table? bit.ly/xPwdrk #HRM #in</p> </div>
<p>#7 @Shruti_Tewari</p>	<p>Shruti Tewari - Delhi DPS-RKP NSIT-IT IBM-Bangalore XLRI-HR EY-Kolkata Quote-Don't worry, Be happy!</p>
<ul style="list-style-type: none"> • Gets retweeted every 40.9 tweets • 0.5 Tweets per day • Retweets every 5.2 tweets • Favourites every 409 tweets 	<div>  <p>Shruti Tewari @Shruti_Tewari It is so inspiring to watch business understand #HR and HR understand business and both striving to achieve a bigger objective !!!</p> </div> <div>  <p>Shruti Tewari @Shruti_Tewari RT @SHRMindia: Nearly 72% of 2500 #employees said they would prefer cash bonus as employer-gifted perks this year. onforb.es/uheJiB #HR</p> </div> <div>  <p>Shruti Tewari @Shruti_Tewari Progression & Digression.. #life .. As long as steps forward out-number the ones bkward ...</p> </div>
<p>#8 @muralispeak</p>	<p>Talent acquisition & HR Pro, PR & Communications advisor; 'Happiness' Coach, Blogger.</p>
<ul style="list-style-type: none"> • Gets retweeted every 13.8 tweets • 7.9 Tweets per day • Retweets every 7.3 tweets • Favourites every 36.5 tweets 	<div>  <p>murali @muralispeak If you sap your coworkers rather than inspire chances are you are not a leader.</p> </div> <div>  <p>murali @muralispeak if you are a boss, make it a point to inspire and energize today. seldom sap #leadership</p> </div> <div>  <p>murali @muralispeak I hate if bosses can't begin the day on a positive note! ht.ly/8Jj58 #leadership</p> </div>

#9

@AadilAtDell

- Gets retweeted every 7.7 tweets
- 5.2 Tweets per day
- Retweets every 7.7 tweets
- Favourites every 86.8 tweets

Aadil Bandukwala - I'm the #Talent Acquisition #SocialMedia Advisor for #Dell in #India. Interested in exploring #Career Opportunities at #Dell? <http://facebook.com/DellCareers>



Aadil Bandukwala @AadilAtDell

Don't spend so much time trying to choose the perfect opportunity, that you miss the right opportunity del.ly/6015RL2f #iwork4Dell



Aadil Bandukwala @AadilAtDell

Ranking Employees: Why Comparing Workers to Their Peers Can Often Backfire del.ly/6015R09P #HR



Aadil Bandukwala @AadilAtDell

Employers "must find ways to make the workplace "age friendly"" in order to remain competitive del.ly/6012R0Oe #HR

#10

@AbhijitBhaduri

- Gets retweeted every 2.4 tweets
- 2 Tweets per day
- Retweets every 40.5 tweets
- Favourites every 1215 tweets

Abhijit Bhaduri - Chief Learning Officer of Wipro, author and enthusiastic enuf to try anything.



Abhijit Bhaduri @AbhijitBhaduri

How to answer those predictable questions in an interview bit.ly/AhHjLp #hiring #interview



Abhijit Bhaduri @AbhijitBhaduri

When a superstar leaves, use the opportunity to get other team mates to become stars bit.ly/A3ADHY #Leadership



Abhijit Bhaduri @AbhijitBhaduri

Are younger CEOs better than older ones in being innovative, leading people & making money? on.wsj.com/yfvUNW #Leadership

#11

@Manish_Pathak

- Gets retweeted every 23.3 tweets
- 0.9 Tweets per day
- Retweets every 2.6 tweets
- Favourites every 1027 tweets

Manish Pathak - Co-founder @TriggerO - Interactive Social Rewards and Recognition Network for your Company. Leveraging technology to create Engaged Workplace!



Manish Pathak @manish_pathak

How to be happy at work bit.ly/AxydEV #HR #HRblogs



Manish Pathak @manish_pathak

Conflicts at workplace and how to deal with it? bit.ly/rxEtzE #HR #HRblogs



Manish Pathak @manish_pathak

The relationship between mindset & engagement? Does it really exist? bit.ly/zBkWLu #employeeengagement #HR #HRblogs

#12

@springurl86

- Gets retweeted every 1.7 tweets
- 2.6 Tweets per day
- Retweets every 3.1 tweets
- Favourites every 121.4 tweets

Samantha - BoardingSchool Sikkim/Bangalore/Delhi, Masters in Psychology, HR Creative Recruitment.one Mantra::keep that Smile intact



Samantha @Springurl86

People leave managers not companies.... :):)



Samantha @Springurl86

Different managers can stress out employees in different ways – by being too controlling, too suspicious,too pushy, too critical... #HR



Samantha @Springurl86

When people leave they take knowledge,experience and contacts with them, straight to the competition.. #HR

#13

@Keerthi_AK

- Gets retweeted every 17.6 tweets
- 4.4 Tweets per day
- Retweets every 5.9 tweets
- Favourites every 37.2 tweets

Keerthi Kariappa - Recruitment consultant. OI: Traveling, books, music, movies, Sudoku & Crossword.



Keerthi Kariappa @Keerthi_AK

Yes. Appreciation Matters Much - s.hbr.org/wpmQJw #managers #employers #leaders



Keerthi Kariappa @Keerthi_AK

Focus on training job skills than adding numbers: The Inevitable Shift From Jobs to Skills hrbartender.com/2012/recruitin...



Keerthi Kariappa @Keerthi_AK

Career Lesson For 2012: Learn From Others' Mistakes - glassdoor.com/blog/career-le... #career #learnbyexperience

#14

@RajanNS

- Gets retweeted every 4.5 tweets
- 2.6 Tweets per day
- Retweets every 10.4 tweets
- Favourites every 228.3 tweets

Rajan NS - Personal reflections: invest in people and self, Global Leader - People & Organization, Ernst & Young



N S Rajan @RajanNS

#Code of #Conduct in companies are often a lot like an elephant; you may appreciate its presence, but surely may not wish to own. #HR



N S Rajan @RajanNS

After you start a business, slowly work your way down; lowest common denominator defines the real strength of what u wish to build. #growth



N S Rajan @RajanNS

Some companies go from strength to strength; some from weakness to weakness; others alternate ; rest are lost. #success

#15

@Jgblr

Joseph George - Organisation Development Consultant, Coach, Assessor, SME on L&D for SHRM India, Advisor to start-ups.

- Gets retweeted every 66.6 tweets
- 3 Tweets per day
- Retweets every 2.6 tweets
- Favourites every 299.9 tweets



Joseph George A @Jgblr

9 Things That Motivate Employees More Than Money | [Inc.com](#) - [goo.gl/7qg4N](#) Social Connect [#in](#)



Joseph George A @Jgblr

How leaders kill meaning at work [lnkd.in/QjN8Dc](#)



Joseph George A @Jgblr

Organisations which provide concrete opportunities for employees to engage with its external environment more capable in the long run.

#16

@HimanshuKapadia

Himanshu Kapadia - Passionate HR person, Sufi, Folk & Indian Classical Music Lover, Reader, Sports Junkie, , Foodie, Coffee Addict, Movie Buff , Hopelessly Romantic Madcap

- Gets retweeted every 20.4 tweets
- 7.5 Tweets per day
- Retweets every 6.7 tweets
- Favourites every 1894 tweets



Himanshu Kapadia @HimanshuKapadia

No-one has traveled road of success w/o crossing streets of failure. God never promised easy journeys, he only promised gr8 destination!



Himanshu Kapadia @HimanshuKapadia

Fastest way to acquire customers, is to give them/share more information [#Wisdom](#)



Himanshu Kapadia @HimanshuKapadia

Exceptional leaders ask better questions- than making statements. Better Questions lead to better results. [#Wisdom](#)

#17

@RajeshMTHRG

Rajesh Kamath - Specialist - un-Learning & Development, Knowledge communities. Principal Consultant - Cerebrus; Co-Founder - MTHR Global; Advisor - CIPL; music buff: love life

- Gets retweeted every 24.2 tweets
- 6.5 Tweets per day
- Retweets every 8.2 tweets
- Favourites every 1599 tweets



Rajesh Kamath @RajeshMTHRG

Talent for an organization is always at risk of attrition. They may consider exit if they're unhappy or if they're happy & in market demand!



Rajesh Kamath @RajeshMTHRG

It is not the size of the [#Team](#); larger the purpose to which team members have committed, greater the success! [#WisdomOfTeams](#)



Rajesh Kamath @RajeshMTHRG

Great [#talent](#) is forever in demand - in good times: to manage growth, in down times: to spur innovation [#Fact](#)

#18

@vipulZend

Vipul Agarwal - Recruiter, Headhunter, Book Lover, Dreamer and sometimes a Doer !! Owner, Zend Consulting; Co-founder More Than HR Global a Non-profit HR Community!

- Gets retweeted every 17.7 tweets
- 0.7 Tweets per day
- Retweets every 5.1 tweets
- Favourites every 172.3 tweets



Vipul Agarwal @vipulZend

9 Things that Motivate Employees more than Money - [inc.com/ilya-pozin/9-t...](http://inc.com/ilya-pozin/9-things-that-motivate-employees-more-than-money)



Vipul Agarwal @vipulZend

Non-Functioning vs. Malfunctioning Recruiting bit.ly/vur6sE



Vipul Agarwal @vipulZend

Success is getting things done efficiently, getting results you want, and being at peace with yourself & others at the same time.

#19

@Rajlakshmi_S

Rajlakshmi Saikia - Beauty of my profession HR: it involves the largest living species on earth. People. I enjoy their company and being Indian I love the diversity.

- Gets retweeted every 15.9 tweets
- 4.5 Tweets per day
- Retweets every 3.4 tweets
- Favourites every - tweets



Rajlakshmi Saikia @Rajlakshmi_S

HR Entrepreneurship - the opportunity to create a scalable and profitable business. Read and leave your comments lnkd.in/2JYYVd



Rajlakshmi Saikia @Rajlakshmi_S

An alternate take on diversity - moving the story beyond gender - my story in #Peoplematters2 bit.ly/wQ6JRC



Rajlakshmi Saikia @Rajlakshmi_S

12 trends that will redefine Talent Management in 2012 #12trends lnkd.in/eQsKb6

#20

@saikatsaha

Saikat Saha - HR Enthusiast,Active Blogger,Theatre,Spirituality, Cinema, Cricket,DPS R K Puram,Madras Christian College,Madras School of Social Work,Cognizant

- Gets retweeted every 39 tweets
- 2 Tweets per day
- Retweets every 3.1 tweets
- Favourites every 114.1 tweets



Saikat Saha @saikatsaha

"There is no formula for success except, perhaps, an unconditional acceptance of life and what it brings. ~Arthur Rubinstein



Saikat Saha @saikatsaha

Improve your Listening Skills goo.gl/DsZp6 #Communication #HR



Saikat Saha @saikatsaha

Where do #future #jobs lie? <http://goo.gl/Z33kq>

RESEARCH METHODOLOGY

Identifying influencers is an important part of social media marketing. However when undertaking influencer analysis, considering both aspects of the coin are essential for a balanced perspective i.e. using quantitative as well as qualitative measures.

Platform Selection - Twitter

Although SHRMIndia is present on other social media platforms, apart from Twitter, given the fast paced nature of the medium, Twitter was selected as the platform of choice. Also as compared to other social media, Twitter is more real-time.

In addition, Twitter users are bloggers, vloggers, community members and active online participants in Internet culture (<http://thenextweb.com/twitter/2011/08/18/twitter-users-are-more-likely-to-impact-your-brand-than-any-other-social-network/>) thus, making them an apt audience to monitor for online conversations.

Relevancy

We decided to first and foremost define who is relevant to us. We researched on people who conversed on HR, employee relations, HR practices, industry trends, job diversity, etc. and who were influencers on Twitter in terms of number of followers (i.e. greater than 1000 followers). A complete list of 50 such Twitter influencers was collated, out of which 20 were shortlisted as being most relevant to us.

Topics Explored To Ensure Relevancy



Created By: WATConsult

Use of Influencer Tools

Next we decided to use Influencer Tools as a starting point to help us find the general direction to move forward.

Tweetlevel was used to calculate the influence score. The reason we selected this tool is because it not only measures influence but also considers trust, engagement and popularity. For more details on this tool: www.tweetlevel.com

Twtrland was used to create a detailed summary of a person's Twitter activities since the start, thereby helping identification of influence indicators such as Retweets, Followers and @Mentions.

For more details on this tool: www.twtrland.com

Tweetreach was used in order to calculate the number of overall impressions generated by the tweets of the influencers.

For more details on this tool: www.tweetreach.com

Integration with Other Data to Gain Clarity

We used percentiles to determine the relative standing of an individual influencer in the sample set.

Two percentile ranks were established:

A: Number of followers

B: Impressions generated

An average of the two percentile ranks was taken for each individual influencer and this was marked as Score 1.

To this, the Tweetlevel Score was added and then an average of the two was considered.

The resultant score was then considered to rank the influence of the influencers and is also known as the **SHRMIndia Influencer Score**.



SHRM India is a part of the world's largest professional, not-for-profit Human Resource association, SHRM – the Society for Human Resource Management, with over 2,60,000 members in 140 countries.

In a global, boundary-less world, SHRM India is a one-stop shop for solutions and services to handle people-management challenges.

SHRM India facilitates knowledge-networking, thought leadership, education and research covering the entire spectrum of Human Resources information and knowledge, preparing our patrons for the global future of HR.

Our focus is on professional development and providing a platform for networking and exchange of knowledge resources and practices within the Indian and global HR communities with the core agenda to release the latent potential of worldwide knowledge exchange in the space of business HR.

Reach out to SHRM India's Advisory Services, our consulting arm, which offers consulting and design services in different aspects of HR to find out about how you can leverage Social Media for effective HR Management in your organization. Please contact Michael Fernandes - Head Advisory Services at michael.fernandes@shrm.org

Contact Us:

SHRM India Office
702, 7th Floor, Vibgyor Towers,
Next to Citibank Building, C-62, G Block,
Bandra Kurla Complex, Bandra (E),
Mumbai - 400051
Phone: +91 – (080) 49042000
Email: marketing.india@shrm.org
Our other Locations: Gurgaon and Bangalore

Connect with us:



<https://www.facebook.com/SHRMIndia>



<https://twitter.com/shrmindia>



<http://linkd.in/SHRMIndia>

DISCLAIMER

This report is by no means exhaustive; nor is it the only manner in which to measure Indian HR influencers on social media. In fact it is a starting point for developing insights into online HR conversationalists and their online conversations.

The few twitter handles that may have slipped through can be added to the list with your help. Do provide us with the missing HR conversationalists either by mailing us at **shrmindia.2010@gmail.com** or direct messaging us on **@shrmindia** and we'll add them over time.

The data included in this report has been compiled over a period of four months i.e. November 2011 - February 2012. Any changes beyond this period would be excluded from the analysis in this report.

This report is a snapshot in time, thereby implying that just because a person is an influencer today does not indicate the person will continue to be one from now on. Similarly just because someone is on number ten does not indicate the person will remain in that position throughout. The insights and learnings included in this report are a result of the research conducted by SHRMIndia and are not meant to impose opinions on others.

The results published have been arrived at on the basis of analysis and methodology followed and do not represent any bias towards an individual or the personal views of SHRM India.

The Tweetlevel, Tweetreach and Twtrland information used for calculating the SHRM India Influencer score published in this report has been considered with due permissions from the concerned authorities and is not in violation of any laws; nor does the use of the Tweetlevel, Tweetreach and Twtrland measurement platforms in this report constitute an endorsement by SHRMIndia of such platforms.

SRM India®

WAT Consult

Social Media Conversation Consulting