

Some-markkinointi ja -rekrytointi

Turku 20.11.2018



Riikka Annika Keskitalo

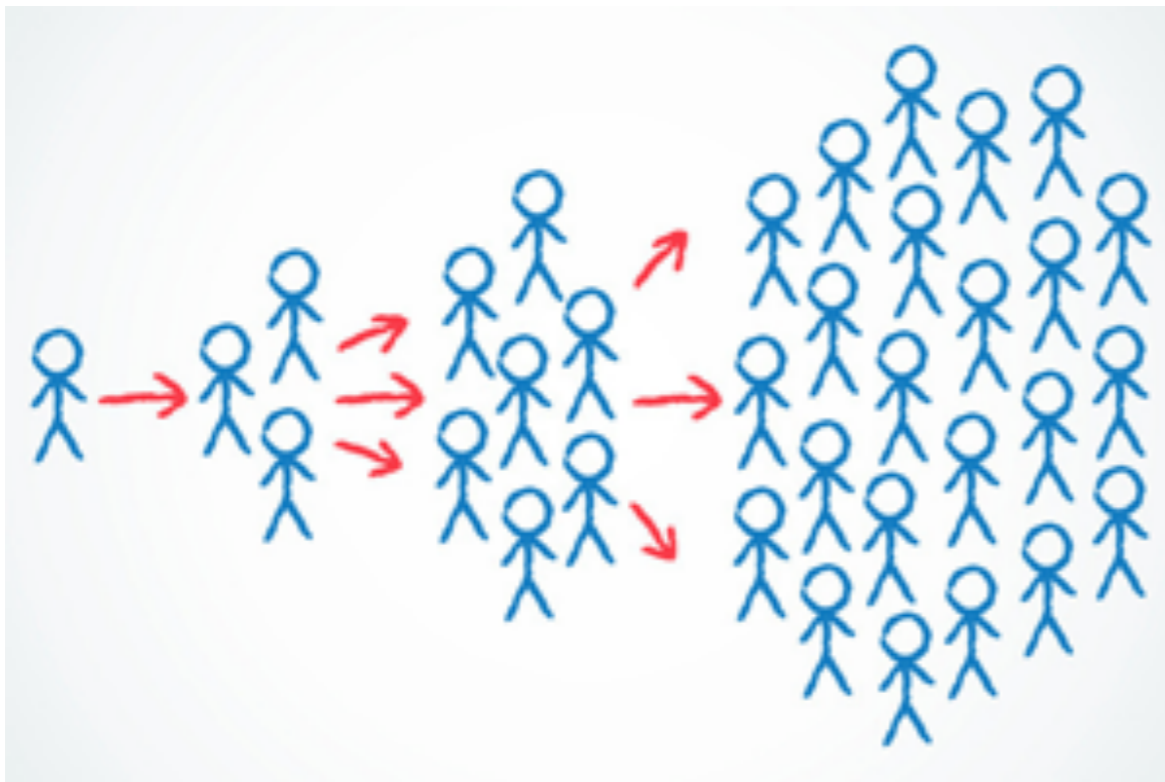
- Yrittäjä, kouluttaja, sisällöntuottaja
- Social selling, some-rekry, henkilöbrändäys, LinkedIn
- Tom Laine, HC Services Oy

Miksi some



- Word-of-mouth & Word-of-mouse
- Luottamuksen rakentaminen
- Verkostot yli rajojen

Miksi some



- Vuorovaikutus suoraan yleisön kanssa
- Tarinoiden kertominen ja jakaminen
- Tiedonvälitys

Asiakas- kokemus



- Alkaa jo tiedonhaun aikana
- Saavuttaa huippunsa kun tarina jaetaan
- Tunnettaanko yleisö?

Asiakas- kokemus



- Löytyykö tarpeeksi tietoa?
- Kenen kertomaa sisältö on? Kenestä kerrotaan?
- Kannustetaanko jakamaan tarina?

Table 1. Reasons for sharing travel experiences and information

Reasons	Number of Respondents
Adaptation to social group	30
Gaining respect and recognition	28
Recording the moments lived	27
Encouraging loved ones to visit the places travelled	26
Suggestions and providing information	26
Claiming that “I was there.”	22
Snobbism	20
Nostalgia	19
Collecting memories	18
Feeling important	18
Determining trends	18
Reviving experiences/memories	16
Proof of experiences lived	15
Desire for superiority	14
Drawing attention	12
Considering travel experience as a success and desire of showing success	12

Storytelling on Social Media: The Motives for Telling the Tourist Experience to the Connected Others // AUDC, Vol. 10, no 2/2016

Työnantaja -mielikuva



- Luottamuksen rakentaminen
- Kasvot johtajille
- Yhteisöllisyys, tiimihenki

Työnantaja -mielikuva



- Ketä meillä on töissä?
- Välittykö viestinnästä arvot?
- Rekryjen markkinointi

Instagram



Instagram

- Kuvablogipalvelu
- Nopeasti kasvava
- IG Stories, hashtagit #, postaukset



bearhillhusky • [Follow](#)

Rovaniemi, Finland

bearhillhusky Introducing Mango! Most driven dog I had when he was younger. Now happily retired at the kennel.

[#huskiesofinstagram](#) [#bearhillhusky](#)
[#visitrovaniemi](#) [#sleddog](#) [#laplandfinland](#)
[#toughdog](#) [#lapland](#) [#huskysafari](#)
[#alaskanhusky](#) [@joelforsmanphotography](#)

bearhillhusky Introducing Mango! Most driven dog I had when he was younger. Now happily retired at the kennel.

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[#laplandfinland](#) [#toughdog](#) [#lapland](#)
[#huskysafari](#) [#alaskanhusky](#)
[@joelforsmanphotography](#)



sina_78_kmr I really like to hear about the characters of the dogs. It shows that even if you have a lot dogs you know, love and respect every single one. That's really nice! 👍



635 views

5 DAYS AGO

Add a comment...





bearhillhusky • [Follow](#)

Lapland (Finland)

bearhillhusky Inkku joined our team last spring. Her dog training skills and dedication to the well being of the huskies are much appreciated. Inkku lives and breaths dogs. She has 5 of her own, some for her own dog team, but also for search and rescue. Just because having 5 own dogs, and working at the kennel is doesn't keep her busy enough, she also enjoys foraging for mushrooms and other natural foods. #visitrovaniemi #bearhillhusky #employeeappreciation #doghandler #laplandfinland #musher

greg_evol And she has rad locks
#dreadlocks 🙌



bearhillhusky @greg_evol yep she has



167 likes

3 DAYS AGO

Add a comment...





bearhillhusky 7h



We retire our dogs when we believe that they are ready!
Rex is exploring his new home!



bearhillhusky 7h



And seems to be happy with his new home!

Facebook

facebook®

- Suurin yhteisöpalvelu
- Menettää suosiotaan mutta silti merkittävä
- Asiakaspalvelu, markkinointi, myynti



Bearhill Husky

3 hrs · 🌐



The sun came out yesterday, and the temperature has dropped below freezing! All that sun reminded me of one of the last sunny walks I did with the puppies earlier this autumn. Now they are already bigger and getting ready to pull for the first time. #laplandfinland #husky #musher #visitrovaniemi #bearhillhusky #alaskanhusky #huskiesofinstagram #puppy #puppylove

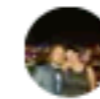


👍❤️ 39

1 Comment

🔍 Search for posts on this Page

Visitor Posts



Mar Tina

2 March at 21:18 🌐

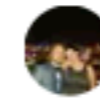


📌 Our TEAM 🥰🥰🥰🥰🥰🥰🥰🥰 Gilles Rehaczek

2 Likes



Like · Comment



Mar Tina

2 March at 21:17 🌐

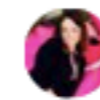


📌 It was awesome 🥰🥰🥰🥰🥰🥰🥰🥰 Thankyou to our New Zealand Coach 🥰🥰 We had a great Team 🥰🥰

5 Likes



Like · Comment



Jo Richardson

6 February at 13:07 🌐



📌 What an amazing experience! Thank you Tia and the team for an incredible adventure!



English (UK) · English (US) · Suomi · Svenska · Español



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Michael Shelkovin You are lucky to have such great people in your team

Like · Reply · 3d



Bearhill Husky We are indeed

Like · Reply · 3d



Meenal Jain Bearhill Husky are the husky rides available now. We are reaching Rovaniemi on Monday and staying in Guesthouse Arctic heart. How far is your place from out stay place?

Like · Reply · 2d



Bearhill Husky Meenal Jain we are running our born to run tours at the moment. The next few spaces are on Monday. You can contact booking@bearhillhusky.com for more info. I don't know where your guest house is, but we pick up from most locations in town

Like · Reply · 1d



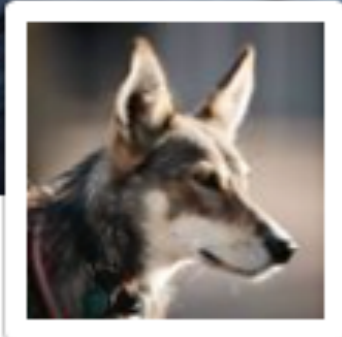
June Gemma reviewed **Bearhill Husky** – 5★

3 December 2017 · 🌐

Did the Happy Trail tour & it was simply my fav activity of the year! The dogs are most beautiful & friendly. They are also really strong! So miss the dogs! Instructors are fabulous esp the lead instructor from New Zealand with a great sense of humour!

Join Bearhill when you are @ Rovaniemi, no 2nd doubt about it.

Most importantly, the dogs are well taken care of! Never join tour companies that do not treat their animals well!



Bearhill Husky
Kennel · 2,924 Likes



Recommendations and reviews

★ Recommended by 28 people



very nice place managed by someone who loves and understand dog. On top of that with a longtime project.



kids were happy to get up for that safari from rovaniemi !
3 November



A very great experience! Nice people, lovely dogs,... We are thinking in return soon. Thanks for this opportunity



9 October



I researched 3 husky ride providers in total and have no hesitation in recommending Bearhill Husky. We did the morning Call of the wild and arrived to get suited up in warm winter wear. The huskies were already eager and excited for their morning mush. We had plenty of time to ask questions, take photos and learn the art of mushing. A fantastic once in a lifetime experience especially for us who've come all the way from Australia!

26 March

TripAdvisor


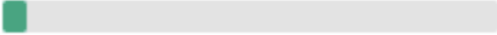
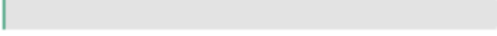
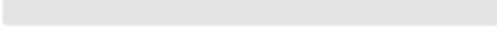
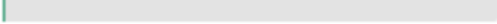


- Matkailijoiden sosiaalinen verkosto
- Arvostelut
- Palaute

Reviews (620)

Write a Review

Traveler rating

- Excellent  582
- Very good  31
- Average  4
- Poor  1
- Terrible  2

Traveler type

- Families
- Couples
- Solo
- Business
- Friends

Time of year

- Mar-May
- Jun-Aug
- Sep-Nov
- Dec-Feb

Language

- All languages
- English (385)
- French (92)
- Chinese (Sim.) (45)
- [More languages](#) ▼

Show reviews that mention

- All reviews
- bearhill husky
- afternoon safari
- amazing experience
- husky team
- highlight of our trip
- friendly dogs
- frozen lake
- cookies
- beautiful scenery
- juice
- sled ride
- dog sledding
- warm clothes
- ask questions
- winter gear
- once in a lifetime
- these guys

Most Helpful Positive Review



Shariq A
Mumbai

📄 20 👍 10

🌟🌟🌟🌟🌟 Reviewed February 21, 2015

Breathtaking, surreal, beautiful and unforgettable

My wife and I did this as part of our 4 week honeymoon - we went to Svalbard, Denmark, Sweden, Finland and Norway - did snowmobiling, ice caving, mountaineering, reindeer sleighs, cruises etc. But by far the best and the most memorable experience of this... [More](#)

👍 4 Thank Shariq A

Most Helpful Critical Review



TinaZnyc
New York City,
New York

📄 35 👍 51

🌟🌟🌟🌟🌟 Reviewed November 4, 2017 📱 via mobile

Total tourist trap

We took the BEARHILL KENNEL TOUR and it was the most awful thing I have ever done! The dogs looked stressed and not being taken care off. It wasn't well curated at all and we are sorry wasting our time and money in this. Avoid! [More](#)

👍 6 Thank TinaZnyc

Valentijn B, Owner at BearhillHusky, responded to this review

Responded November 7, 2017

Hi Tina Thank you for taking the time to review our program! We are truly disappointed that you did not enjoy the tour, and would like to apologise for not meeting your expectations and wasting your time and money. It seems that we failed horribly... [More](#)



Certificate of Excellence



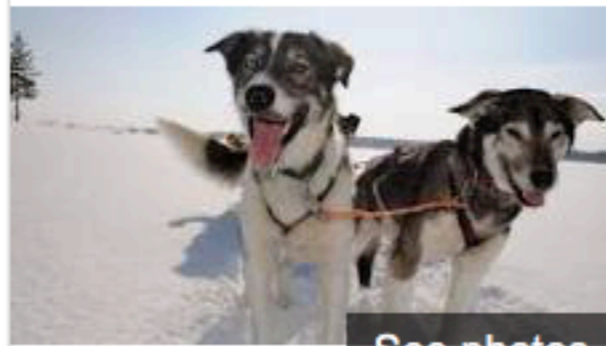
📷 All photos (586)



Google My Business



- Arvoaan nopeasti kasvattava
- "Uusi TripAdvisor"
- Arvostelut, löydettävyys



See photos

Bearhill Husky



Bearhillhusky

Website

Directions

Save

4,9 ★★★★★ 18 Google reviews

Kennel in Rovaniemi

Address: Sinettäjärventie 22, 97220 Rovaniemi

Phone: 040 7600020

[Suggest an edit](#)

Add missing information


[Add business hours](#)

Know this place? [Answer quick questions](#)

Questions & answers

[Be the first to ask a question](#)

Ask a question

 **Send to your phone**

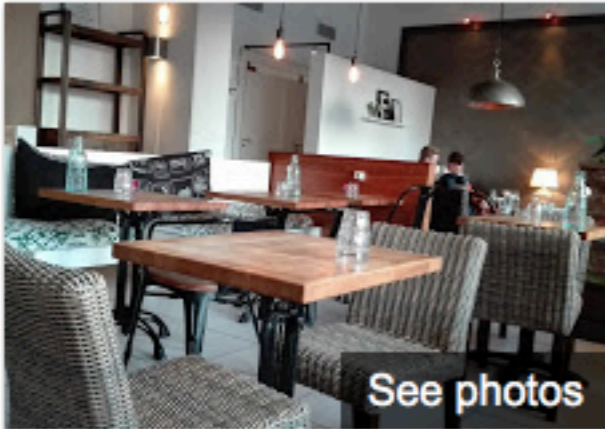
Send

Reviews

18 Google reviews

Write a review

Add a photo



See photos



See outside

Fontana Cafe

Website

Directions

Save

4,2 ★★★★★ 408 Google reviews

Restaurant

Address: Aurakatu 1, 20100 Turku

Hours: Open · Closes 10.00PM ▾

Phone: 02 2501444

[Suggest an edit](#)

Know this place? [Answer quick questions](#)

Questions & answers

[See all questions \(1\)](#)

[Ask a question](#)

Reviews from the web

Facebook

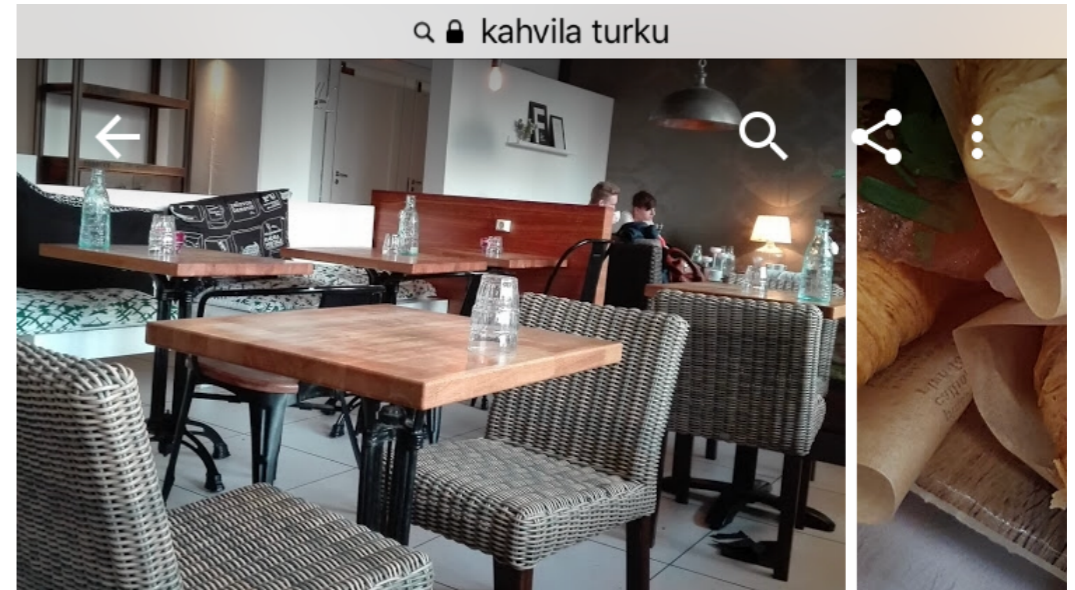
4/5

194 votes

Eat.fi

3,3/5

69 votes



Fontana Cafe

4,2 ★★★★★ (408)

Ravintola · [Avoinna](#)

ESITTELY

ARVOSTELUT

TIETOJA



SOITA



AJO-OHJEET



TALLENNAVERKKOSIVUSTO



Syö niin paljon kuin jaksat · Viihtyisä · Rento >



Aurakatu 1, 20100 Turku



Avoinna · Suljetaan 22.00 ▾

LinkedIn



- Asiantuntijoiden somekanava #1
- B2B-kauppapaikka
- Rekrykanava

LinkedIn



- Työpaikkailmoitukset
- "We're hiring" & "Looking for -"
- Työnantajan ja työntekijöiden osaamisen esittely




Riikka Annika Keskitalo

Freelancer - Personal Branding & Social Media Coach -
LinkedIn - Future of Work - Content Producer - JCI

Helsinki Area, Finland

 Tom Laine, HC Services Oy

 Oulu University of Applied Sciences

 See contact info

 See connections (500+)

Add profile section ▾

More...

•• riikka@tomlaine.com •• tw: @KeskitaloRiikka •• ig: @riikkannika •• Explorer, Freelancer, Traveller.
Inspiring others to make the change. • Developing visual and verbal content for digital purposes •
Sharing secrets of Personal Branding, LinkedIn and Social Media for job seekers, students, and organ...



Show more ▾

- Yhteystiedot
- Yhteenvedo
- Palvelut/ydinosaaminen
- (Suomeksi)
- Avainsanat
- Media ja linkit, työnäytteet

•• riikka@tomlaine.com •• tw: @KeskitaloRiikka •• ig: @riikkannika ••

Explorer, Freelancer, Traveller. Inspiring others to make the change.

- Developing visual and verbal content for digital purposes
- Sharing secrets of Personal Branding, LinkedIn and Social Media for job seekers, students, and organizations
- Working in Finnish and English

Currently

- Composing communications and giving workshops for HC Services and Tom Laine
- Creating marketing plans
- Studying communications and storytelling

Offering

- LinkedIn, personal branding and social media training & workshops.
- Producing written content for different purposes
- Marketing services for events, companies, and individuals

Familiarized with

- LinkedIn, personal branding and networking
- Stories in marketing & communications
- Social Impact

I'm open-minded, filled with positive vibes and will to learn, spiced up with Lappish mentality and persistence. The innovative atmosphere and entrepreneurial way of doing things inspire me. Curiosity for cultures and business led me to study International Business, whereas enthusiasm for writing, communications and certain kind of freedom made me a freelancer.

I want to encourage people to take their own path and make things their own way. Get out of the comfort zone.

Keywords: LinkedIn, Trainer, Social Media Recruitment, Job Hunting, Consulting, Content Producer, Freelancer, Communications, Social Impact, LinkedIn Consulting, sosiaalinen media, Some, työnhaku, koulutus, kouluttaja.



Kysyttävää?



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