



# TOP



Indian HR Influencers on  
**Social Media**

**August 2013**



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# INTRODUCTION

Social Media has created its own niche in business and mainstream communication today. Transitioning from a virtual meeting place for an exchange of ideas, memories and updates with friends and social networks, it has now become an important tool in how businesses are carried out, communication is handled, brands connect with the community and people collaborate and engage with each other at both work and personal fronts.

The leading force behind this transition is the emerging workforce that is young, bold and more social than ever. This Gen Y in the workforce believes in sharing experiences with people and learning from shared experiences of others around, some of whom they may be acquainted 'physically' and with others connected only 'virtually.'

## **So, what role can Social Media play in HR?**

To understand, influence and harness the potential of the younger generation, HR needs to leverage the power of Social Media to recruit, collaborate and engage with this future talent pool. Social Media influencers from the field of HR play a key role in enabling this process by connecting with the community, leading conversations, generating ideas, and creating and sustaining a buzz about the industry.

## **Who are these influencers?**

Strong voices that cut through the noise of Social Media and rise to wield influence on the business, industry and practice of HR.

In 2012, we published the first report on Top 20 Indian HR Influencers on Social Media through which we identified influencers who had a real voice, great following, tweeted regularly and conversed with people on HR. This year, we just built on what we started and took it a step further by also paying attention to the content of the conversations on HR in Social Media. The outcome is a fresh list of Indian mavens who are leading and influencing the conversations about HR in Social Media in 2013!



The methodology followed this year is similar to the last year with one core addition. In 2012, we identified specific HR keywords and monitored them on Twitter but this year we looked at the influencers from **Learning and Development, Social Media, Talent Management and Leadership** domains and captured their influence on Twitter.

### Why is it important to know Social Media influencers?

Social Media influencers connect with the community and while leading conversations and generating insights, they also help to crowd source solutions in various specialized areas of HR. By having a ready reference of these influencers and their areas of expertise, readers can not only connect with and follow them but also tap into and contribute insights on the trending topics and conversations.

Knowing who is an influencer is an important step towards building networks and connections. This report gives readers a starting point to help identify and get in touch with the right audience.

As a seasoned HR professional or a newbie, a successful connection can serve to grow and strengthen your own social reach and influence.

With this in mind, we are happy to present the only and updated listing of Social Media Influencers in the field of HR for the year 2013.





# TOP 20 INDIAN HR INFLUENCERS ON SOCIAL MEDIA



#1

Gautam Ghosh

@GautamGhosh

New Delhi, India

@HRPhilips. Social technology. Work, People, Careers and Organizations. Interested in: Talent Management, Learning, Online Communities

Tweets per day: 31

RTs per 100 tweets: 146

Replies per 100 tweets: 137



Abhijit Bhaduri

@AbhijitBhaduri

Bangalore, India

#2



Tweets per day: 2

RTs per 100 tweets: 104

Replies per 100 tweets: 142

Chief Learning Officer of Wipro, author and enthusiastic enuf to try anything. Latest book: Don't Hire The Best. <http://abhijitbhaduri.com> or [abhijitbhaduri@live.com](mailto:abhijitbhaduri@live.com)

★ : New Entrant





# #3

## Tanmay Vora

### @tnvora

#### Ahmedabad, India

Blogger, Author and Quality Evangelist who is passionate about Leadership, Improvement, People and Excellence.

Tweets per day: 7

RTs per 100 tweets: 24

Replies per 100 tweets: 56

- 
**Tanmay Vora** @tnvora 11 Apr  
 @Manoj\_Pawar @vincentnix Idea is still crucial, without which thought leadership is not possible. As Godin says, "Ideas that spread, win"  
 Expand
- 
**Tanmay Vora** @tnvora 11 Apr  
 @Manoj\_Pawar @vincentnix Thought-Leadership happens when disruptive ideas get a medium to spread. Campaign is for better use of medium.  
 Expand
- 
**Tanmay Vora** @tnvora 25 Mar  
 "Away from" can start a revolution, but only "toward" can finish it. - shar.es/eL @JonathanFields  
 Expand

## Sahana Chattopadhyay



### @sahana2802

# #4

#### Mumbai, India



Learning Design Head--Future Sharp, ex-ThoughtWorker, instructional designer, community manager, social media evangelist, learner and explorer.

- 
**Sahana Chattopadhyay** @sahana2802 8 Apr  
 Major Celebrities Could Hire Community Managers to Guide Their Fan Communities [bit.ly/Y9u1P3](http://bit.ly/Y9u1P3)  
 Expand
- 
**Sahana Chattopadhyay** @sahana2802 25 Mar  
 Encouraging Existing Members of Your Community to Participate Without Nagging Them to Death [bit.ly/XBxo8](http://bit.ly/XBxo8)  
 Expand
- 
**Sahana Chattopadhyay** @sahana2802 6 Mar  
 Facilitating a 3-day workshop on instructional design & workplace learning for the L&D department of a large IT company. #excited #learning  
 Expand

Tweets per day: 10

RTs per 100 tweets: 12

Replies per 100 tweets: 18



# #5

## Vineet Nayar

### @VineetNayar




#### Noida, India

Entrepreneur at heart, VC & JMD of @hcltech, Author of Employees First, Customers Second.

Tweets per day: 3

RTs per 100 tweets: 440

Replies per 100 tweets: 182

- 
**Vineet Nayar** @vineetnayar 4 Apr  
 People feel inspired only when you can help them discover what they want to do and not what you want them to do.  
 Expand
- 
**Vineet Nayar** @vineetnayar 3 Apr  
 Life is short and precious - do only stuff that you believe in and do it only with people who believe in you.  
 Expand
- 
**Vineet Nayar** @vineetnayar 1 Apr  
 A river flows down a mountain-does not seek pathways.it makes them. When in a corner flow as a river- new paths will emerge  
 Expand

★ : New Entrant





# #6

## Tanmay Kumar



### @tanmaykverma

#### Gurgaon, India

Director, India SubCon, Yum!

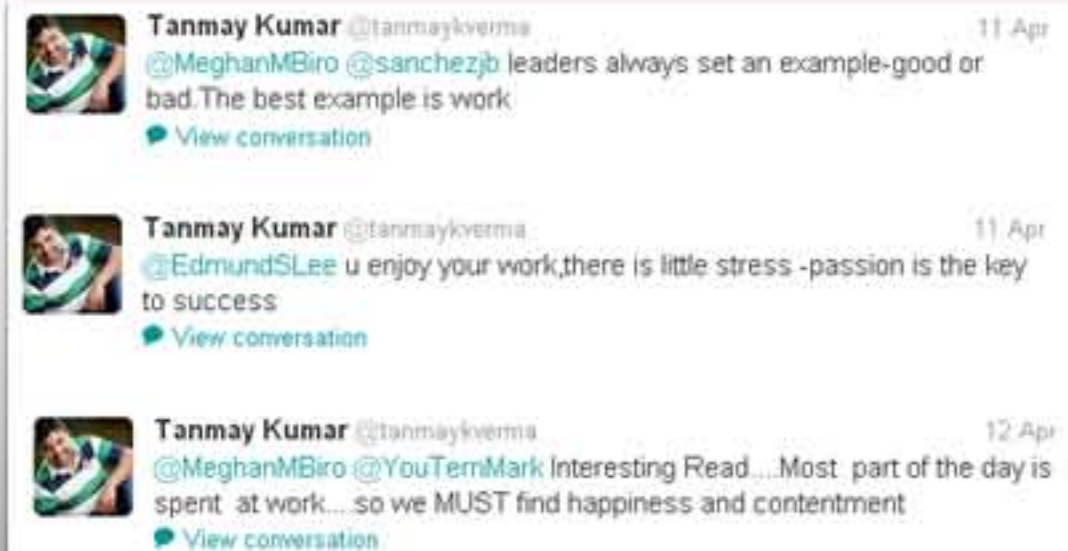
Brands [Personal Views on Strategy | Finance]

<http://www.linkedin.com/in/kumartanmay>

Tweets per day: 1.6

RTs per 100 tweets: 7

Replies per 100 tweets: 28



## Gurpriet Siingh

### @JoyAndLife

# #7

#### Mumbai, India



Tweets per day: 16

RTs per 100 tweets: 89

Replies per 100 tweets: 41



Coaching.Change.Leadership.  
Beer/SciFi//SingleMalt/Books.Mist  
akeMaker.  
RiskTaker.TaiChi.Soulmate  
forever. India-head  
<http://www.ysc.com>  
ÜT: 19.066365,72.829914



# #8

## Yu Yu Din

### @yuyudin

#### Gurgaon, India

Digital strategist @GenesisBM.  
TCK turned Expat. #FOSS  
cheerleader.

Tweets per day: 9

RTs per 100 tweets: 16

Replies per 100 tweets: 81



★ : New Entrant





#9

Paromita Deb Areng



@suddentwilight

Mumbai, India

Lifestyle & People Photographer, IIM  
Alumnus, HR professional, , Random Blogger,  
Bathroom Singer, Crazy about shopping, I am  
a Rootless Wanderer.

Tweets per day: 28

RTs per 100 tweets: 6

Replies per 100 tweets: 63



Paromita Deb Areng @suddentwilight

9 Apr

One can become a millionaire in the forged documents business ... Yes I  
see a huge potential there. #hr

Expand



Paromita Deb Areng @suddentwilight

12 Mar

eeeeeeeeee... getting an opportunity to interact ( and perhaps collaborate)  
with the global team on social media. This sounds exciting !

Expand



Paromita Deb Areng @suddentwilight

12 Mar

@SaaliKhushi @mizarcle even sharing images on social media/ website  
needs consent. Keep everything written

View conversation



Anand Pillai @Anand\_Pillai

12 Apr

Give yourself the credit you deserve. If you don't, no one else will.  
#BelieveInYourself

Expand



Anand Pillai @Anand\_Pillai

11 Apr

Check out "#PhilipsHRTalks Session #1 on "PersonalBranding" by  
@Anand\_Pillai CLO of Reliance" philipshrtalks-estw.eventbrite.com

View summary



Anand Pillai @Anand\_Pillai

4 Apr

If your desire is diluted for any reason, you'll never make it. —Diana Nyad  
#FireInTheBelly #PassionAtWork

Expand



Anand Pillai

#10

@Anand\_pillai

Mumbai, India



Tweets per day: 4

RTs per 100 tweets: 58

Replies per 100 tweets: 10

ChiefLearningOfficer@Reliance <http://ril.com>

#PersonalBranding #HR #Innovation #Strategy

#EmployeeEngagement #Bible #Intrapreneurship

gmail@anandpillai.in.



#11

Achyut Menon



@achyutmenon

Hyderabad, India

Career Architect. Helping companies find best  
LOCAL talent GLOBALLY! Hiring of returning Indians  
for CXO roles. Nudging people to find their calling!  
Learning.

Tweets per day: 1.3

RTs per 100 tweets: 20

Replies per 100 tweets: 22



Achyut Menon @achyutmenon

15 Dec

Insights from an exCEO of a global MNC. "there are "no HR problems"  
and only "business problems that HR can help mana... [lnkd.in/a7czWD](http://lnkd.in/a7czWD)

Expand



Achyut Menon @achyutmenon

14 Dec

Hunting for a Senior Materials Scientist at Kuantan Malaysia #jobs [lnkd.in/nF5Cq](http://lnkd.in/nF5Cq). Referrals welcome!

Expand



Achyut Menon @achyutmenon

3 Apr

A profitable startup in K12 space is looking to expand in Hyd'bad &  
Bangalore. Wish to hire those with passion in education. PI refer!

Expand



Rajesh Kamath @RajeshMTHRG

12 Apr

People quit organizations when they have given up on their dreams with  
those organizations! #HR

Expand



Rajesh Kamath @RajeshMTHRG

12 Apr

Rarely do people express when they first thought of moving out of an  
organization. That moment holds the real reason for quitting! #HR

Expand



Rajesh Kamath @RajeshMTHRG

12 Apr

There are many people who quit organizations due to Managers- half due  
to a Bad Manager, the other to follow a Good Manager elsewhere! #HR

Expand

Rajesh Kamath

#12

@RajeshMTHRG

Bengaluru, Pune, Mumbai



Tweets per day: 8

RTs per 100 tweets: 16

Replies per 100 tweets: 16

Passionate about Life, Learning, Leadership; tweet

about HR, Music, Customer Service, Chanakya's

wisdom. Also Business Consultant, MTHRG

Cofounder, CIPL advisor.



: New Entrant





#13

Keerthi Kariappa

@Keerthi\_AK

Bangalore, India

Career advisor, recruitment professional.  
 Ol: Traveling, books, music, movies, Sudoku  
 & Crossword. Madikeri (Coorg).

Tweets per day: 6  
 RTs per 100 tweets: 21  
 Replies per 100 tweets: 37



Keerthi Kariappa @Keerthi\_AK

9 Apr

RT @TanveerNaseer Employee Engagement And Your Operational  
 Strategy [bit.ly/12GTnXl](http://bit.ly/12GTnXl) via @LeadshpAdvisor

Expand



Keerthi Kariappa @Keerthi\_AK

9 Apr

RT @JoyAndLife: The biggest trends in Talent Management-  
[tnt.com/2013/04/09/the...](http://tnt.com/2013/04/09/the...) #HR

Good read!

[View summary](#)

Keerthi Kariappa @Keerthi\_AK

10 Apr

What I Wish I Knew as a CEO That I Learned Later in HR - [bit.ly/10LuBS2](http://bit.ly/10LuBS2)  
 via @jesselynstoner An excellent post by Les Hayman.

Expand



simpleton @muralispeak

10 Apr

How Recruiters Really Read Your Resume: 7 Steps in 7 Seconds #hr  
[recruitment.zite.to/YLgBbw](http://recruitment.zite.to/YLgBbw)

Expand



simpleton @muralispeak

3 Apr

Candidates Must Be Treated as Well as Customers #recruitment  
[smartrecruiters.com/blog/candidate...](http://smartrecruiters.com/blog/candidate...)

Expand



simpleton @muralispeak

3 Apr

Best Start-up Job-Description Ever #JD [inc.com/margaret-heffe...](http://inc.com/margaret-heffe...)

[View summary](#)

Muralidharan Dhanapalan #14

@muralispeak

Chennai, India



Tweets per day: 10  
 RTs per 100 tweets: 17  
 Replies per 100 tweets: 43

HR, PR & Communications pro; 'Happiness'  
 Coach, Author, Blogger - tweets personal  
 views, not any orgn. associated with!



#15

Kavi Arasu

@Kavi

Mumbai, India

Organisational Learning | Social Media | Long  
 Distance running | Photography | Writing |  
 Connecting ! All of this in perpetual Beta !

Tweets per day: 11  
 RTs per 100 tweets: 17  
 Replies per 100 tweets: 20



Kavi @\_Kavi

12 Apr

College itself is losing leverage! RT @DanielPink: Your College Major Is a  
 Minor Issue, Employers Say ... [blogs.wsj.com/atwork/2013/04...](http://blogs.wsj.com/atwork/2013/04...) via  
 @WSJ

[View summary](#)

Kavi @\_Kavi

10 Apr

A leader is human! To expect a Superman in every aspect of a leaders life  
 & work is perfectly setting him up for disaster!

Expand



Kavi @\_Kavi

4h

An understanding of field level sales is super critical for any person  
 working out of the corporate office!

Expand



Nabomita Mazumdar @nabomita\_smiles

16h

+∞ @AndrewWarner An Interview with Amit Mehta, Who Talks About His  
 Inner Critic- [mixergy.com/amit-mehta-mob...](http://mixergy.com/amit-mehta-mob...) via @sidhartharoy #startup

[View conversation](#)

Nabomita Mazumdar @nabomita\_smiles

17h

Harness the entrepreneurial energy @S\_Sivakumar BIASed growth is  
 good for Indian Economy, says yours truly [thehindu.com/todays-paper/t...](http://thehindu.com/todays-paper/t...)

#Startup

[View conversation](#)

Nabomita Mazumdar @nabomita\_smiles

13 Apr

How legal is it to frame Training-Cost clause, in an employee agreement  
 ?...CiteHR [citehr.com/457074-framing...](http://citehr.com/457074-framing...) #HR #Legal

Expand



Nabomita Mazumdar #16

@Nabomita\_smiles

Pune, India



Tweets per day: 16  
 RTs per 100 tweets: 32  
 Replies per 100 tweets: 117

Happy to be Community Manager  
 @citecommunity , #HR, #Insomniac, #XLRI  
 Alum, #Blogger.



: New Entrant





#17

Aadil Bandukwala

@aadil

Bangalore, India

Social Media Buff. Food Evangelist. Recruitment Product Consultant at LinkedIn.  
Nomadic Traveler. Formerly @AadilAtDell.  
Views expressed are my own.

Tweets per day:6

RTs per 100 tweets: 78

Replies per 100 tweets: 9



Aadil Bandukwala @aadil

29 Ma

A5: Diversity Challenges: 1) Recognizing the value of differences 2) Implementing D&I vis a vis just discussing it #Indiahrchat

Expand



Aadil Bandukwala @aadil

29 May

The real key to crossing cultures is being able to adjust your behavior to actually take the differences into account [ow.ly/IgSDx](https://ow.ly/IgSDx)

Expand



Aadil Bandukwala @aadil

28 May

Make Stress Your Ally: 1) Change your lens 2) Find meaning in your work 3) Gain control over job demands [ow.ly/IgQWl](https://ow.ly/IgQWl)

Expand



Himanshu Kapadia @HimanshuKapadia

16h

Branch visits & 1 on 1 interaction with employees on the ground is the best learning for an #HR manager! Insights galore! :)

Expand



Himanshu Kapadia @HimanshuKapadia

2 Apr

Why academic institutions should facilitate longer internship programmes - #HR Times [ecoti.ms/ovfT8Y](https://ecoti.ms/ovfT8Y)

View summary



Himanshu Kapadia @HimanshuKapadia

2 Apr

50% of the employees in Oil & Gas due for retirement in the next 5 to 7 years - #HR [ecoti.ms/8PM0ib](https://ecoti.ms/8PM0ib)

View summary

Himanshu Kapadia

#18

@HimanshuKapadia

Mumbai, India

Tweets per day:10

RTs per 100 tweets:12

Replies per 100 tweets: 24

Passionate HR person | Sufi, Folk & Indian  
Classical Music Lover | Reader | Sports Junkie  
| Foodie | Coffee Addict | Evangelizing the art  
of conversation.



#19

N S Rajan

@RajanNS

Mumbai, India

Member - Group Executive Council and  
Group Chief Human Resources Officer,  
TATA Sons : personal reflections.

Tweets per day: 6

RTs per 100 tweets: 63

Replies per 100 tweets: 13



N S Rajan @RajanNS

10 Apr

When the targets set are just way beyond reach, variable pay is like being shown a picture of a cake, never really getting to taste it. #HR

Expand



N S Rajan @RajanNS

10 Apr

If as an HR practitioner one had the opportunity to erase just one debilitating aspect, I would choose to eliminate politics within. #HR

Expand



N S Rajan @RajanNS

10 Apr

Only one in many organizations can unite many in one shared vision. #HR

Expand



Jaya Narayan @nohrgyan

4h

This week i am meeting 2 new clients. Both in some ways want to explore coaching capability building in their organization. Fingers crossed

Expand



Jaya Narayan @nohrgyan

10 Apr

Is working in org for women really so tough? I heard a lot about the issues i used to hear / experienced a decade ago. HAs nothing changed ?

Expand



Jaya Narayan @nohrgyan

10 Apr

Attended a discussion "Feminism at the work place" Someone who deeply believes in working inside out, find the externalizing a bit worrying

Expand



Jaya Narayan

#20

@nohrgyan

Bangalore, India

Tweets per day: 4

RTs per 100 tweets: 9

Replies per 100 tweets: 78

Expressive art & human processes in  
Coaching, OD & Leadership devpt. Believes  
that Inner change is long lasting. Has a strong  
intuition. Blogger. Mother of 2.



: New Entrant



# RESEARCH METHODOLOGY

Identifying influencers is an important aspect of Social Media marketing. We have taken a balanced perspective by identifying influencers from the field of HR, using both quantitative (tweetlevel score, follower count, and so on) and qualitative measures (keywords).

## Platform Choice

Although SHRM India is positioned on several Social Media channels, Twitter was selected as the platform of choice given its fast pace and real time interactions. In addition, often Twitter users are bloggers, vloggers, community members and active online participants, making them a pertinent audience to monitor for online conversations.

## Relevance

We began the study by defining who is relevant to us, based on specific parameters. We researched people who conversed on topics including HR, Employee Relations, HR Practices, Industry Trends and Job Diversity, and were influencers on Twitter in terms of number of followers (more than 1000 followers). A complete list of 50 such Twitter influencers was then collated, of which 20 were shortlisted as being most relevant to us.





# RESEARCH METHODOLOGY

## Influencer Tools

We used Influencer Tools to help us refine our research.

- **Tweetlevel** was used to calculate the influence score. We selected this tool because it not only measures influence but also considers trust, engagement and popularity. For more details on this tool: [www.tweetlevel.com](http://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](http://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](http://www.tweetreach.com)

## Integration with Other Data to Gain Clarity

We then 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. This was marked as Score 1. To this, the Tweetlevel Score was added and an average of the two was calculated. The resultant SHRMIndia Influencer Score was then used to rank the influencers.



## ABOUT SHRM INDIA

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 how you can leverage Social Media for effective HR Management in your organization. Please contact Puneet Nagpal, Lead-Interactive Marketing, SHRM India at [puneet.nagpal@shrm.org](mailto:puneet.nagpal@shrm.org)


### Contact Us:

#### Gurgaon address:

605, 6th Floor, Global Business Park,  
Tower B, DLF-III, Gurgaon,  
Sector 26, Haryana - 122002  
Phone: (0124) 4200243  
Email: [Puneet.Nagpal@shrm.org](mailto:Puneet.Nagpal@shrm.org)

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# DISCLAIMER

This report is by no means exhaustive; nor is it the only manner in which to measure the 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 information about the missing HR conversationalists either by mailing us at [puneet.nagpal@shrm.org](mailto:puneet.nagpal@shrm.org) or direct messaging us on @shrmindia and we will add them over time.

The data included in this report has been compiled over a period of six months . Any changes beyond this period would be excluded from the purview of 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 SHRM India and are not intended to be construed as imposing opinions on others.

The results published have been arrived at on the basis of analysis and a certain methodology followed and do not represent any bias toward 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.



