



XING 

XING
Company Profiles
Guide

Showcase your business

www.xing.com

XING Company Profiles

All the information you need to create a professional Company Profile

Congratulations on creating your professional Company Profile on XING!

This guide should help you when editing and customizing your Company Profile. Please contact our Customer Relations team by sending an email to companyprofiles@xing.com if you have any questions.

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Basic information

The screenshot shows the 'Basic information' form for editing a company profile on XING. The form is for 'Chef AG' and is divided into two main sections. The left section contains: a logo upload field (1), a company name field 'Chef AG', a short description field (3) with a 'maximal 150 Zeichen' limit, a dropdown for 'Branche' (Beratung/Consulting), a dropdown for 'Organisationstyp' (Personengesellschaft), a dropdown for 'Firmengröße' (501-1000 Mitarbeiter), and a 'Produkte und Dienstleistungen' field (74 characters). The right section contains: a 'Straße und Hausnr.*' field (2), 'PLZ', 'Ort*', 'Land/Region*' (Deutschland), 'Unternehmenswebsite', 'Telefon', 'Anrufkosten', and 'Fax'. A 'Speichern' button is at the bottom right.

01. Upload a company logo

To upload your company's logo, make sure you're logged in and then click on: Companies > My companies and select the profile you want to edit. There you can see the fields allowing you to edit your profile.

The company logo must be in JPEG, GIF, BMP, or PNG format, with an image size of 285 x 70 pixels, and no larger than 5 MB.

02. Add the company's business card

You can add a brief description of your company below the logo.

This description is visible to everyone who visits your Company Profile and must not exceed 150 characters. It also improves the chances of your Company Profile being found via a search.

If you have a STANDARD or PLUS profile you can add tags for your company by entering them in the Products & Services field on the left-hand side.

You can find more information about tags on page 9.

As an editor you can modify your address, homepage, telephone number and fax number. You will not be able to change the company name yourself. Here the exact name and spelling of the company will be used that the majority of the listed employees entered in their personal XING profiles. Please contact the Customer Relations team if you would like to change the name.

Email: companyprofiles@xing.com

Please note the maximum number of characters available in each case:

Street + house number: 80 characters

ZIP code: 8 characters

City: 50 characters

Homepage: 128 characters

Basic information

03. Add a description in the 'About us' tab

The 'About us' tab allows you to describe your company, its products, services and projects to existing and potential customers and potential job applicants in more detail. This tab is available for XING members to click on once you have added text.

To edit this section, click on the 'About us' tab in your Company Profile followed by 'Edit'. You can enter a maximum of 6,000 characters in this field, which equates to about 2 DIN A4 pages of text with a size 12 font.

Tip:

Write your text in a word processing program and then copy it into the field.

Information about formatting:

- Line breaks will be retained.
- Links and email addresses will be automatically displayed as hyperlinks.
- Images and logos cannot be entered in this section.
- You can also use HTML tags for any other formatting requirements you may have (you can find a list of accepted formatting next to the editing field).

Once you've previewed the text and are happy with the content and layout, you can then publish your content and make it visible to people who visit your profile.

04. Your logged-out Company Profile

04

Your Company Profile can be found by search engines and viewed by non-XING members. That way you can achieve higher visibility and more attention outside of XING. The link to your profile can be embedded in your homepage or your firm's flyer. People interested in your company can go directly to your profile without having to log in. The logos, company description and the company updates are all visible. Employees and followers are not visible, however, in order to protect the privacy of our members.

If you don't want your Company Profile to be visible when people are logged out, you can deactivate this option in "Settings" in the right-hand column.

05. Adding contact persons (STANDARD and PLUS profiles only)

The 'Contact' tab enables you to add contact persons for your company and to include additional information such as a phone number or areas of responsibility. That way, visitors to your Company Profile can quickly find the information they need and the right person to contact. In order to add a contact person, just click on

the relevant button and type in the name of the employee. Our system will automatically display the person's profile provided that he or she is listed as an employee on the Company Profile. You can add up to four people with a STANDARD profile and ten with a PLUS profile.

The screenshot shows a form titled "Ansprechpartner hinzufügen". It has two main input fields: "Name des Ansprechpartners" (with a "Pflichtfelder" label) and "Kurzbeschreibung" (with a "max. 300 Zeichen" label). At the bottom right of the form, it says "Noch: 300". There are two buttons at the bottom: "Hinzufügen" and "Abbrechen".

Additional features

06. What to do if employees are not listed in the Company Profile

Are there company employees who are XING members but aren't listed in your Company Profile? If so, please check the following points:

- A) Is the company name written in exactly the same way?
- B) Has the employee entered his or her status as being a 'student'?
- C) Does the word 'present' appear in the period column next to the entry under professional experience?

All of the above criteria must be met in order for an employee to be listed in the Company Profile. Employees can change their profile status accordingly to ensure the above criteria are fulfilled, or they can use the 'I work here' function on the Company Profile page to assign themselves to the company. Please note that it may take 24 hours for these changes to come into effect.

07. Additional editors (STANDARD and PLUS profiles only)

As the main editor of a STANDARD profile you can add up to 5 co-editors while companies with a PLUS profile can add up to 10.

If you want to have more than one Company Profile editor, all you need to do is have the main editor send an email to the Customer Relations team. Please make sure that the email includes links to the XING profiles of the people who are to become editors. If an editor is to be replaced or removed, just have the main editor send us an email informing us of this.

Email: companyprofiles@xing.com

08. Change main editor

If you want to change a main editor, the current main editor needs to send an email to the Customer Relations team including the link to the new main editor's XING profile. The new editor must be listed as an employee in the Company Profile.

Email: companyprofiles@xing.com

09. Merge several Company Profiles

Your company may have several profiles here on XING due to various spellings or a number of different branch offices.

In principle, you could merge all of these different XING Company Profiles into one single profile. To do this, you need to send the Customer Relations team the links to the corresponding Company Profiles which you can copy from your browser's input field.

Please note that after merging several Company Profiles into one, the most frequent spelling used by employees in their personal profiles will be adopted. Only the Customer Relations team is able to change your company's name.

Email: companyprofiles@xing.com

10. Recommend and advertise your Company Profile

The following items are automated:

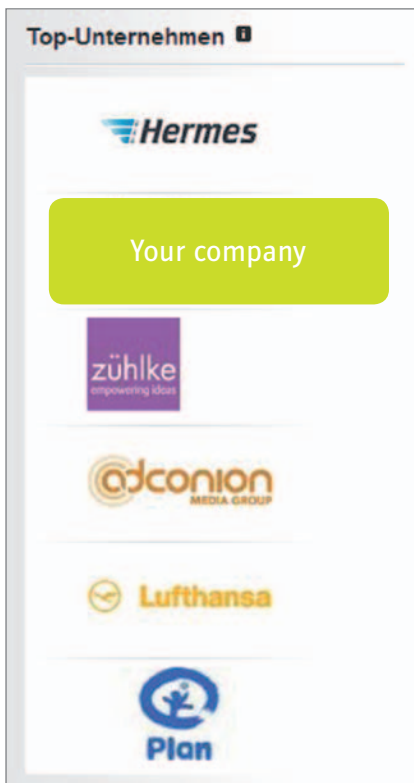
- Your company will appear in the 'New Company Profiles' section under 'All Companies' about 48 hours after being activated.
- Your company is recommended to members whose profile details have some connection with your business.
- If your company receives a lot of visits, it will appear in the 'Most visited companies' section on the right-hand side of the page when users are logged out.

You can also use a few simple tricks to improve your profile's presence:

- Use your personal XING status update and 'Recommend this company' function to advertise your Company Profile and recommend your company to your Facebook and Twitter contacts
- Send an email to your employees to let them know about the work you do on the XING platform on behalf of the company
- Add a link to your Company Profile to your email signature and website to let potential customers and partners know about it

You can also visit other Company Profiles, follow their updates, and recommend them to others. If you're active on the XING platform, there's a far greater chance of you being noticed. But don't just do this at the beginning - make sure you stay active all the time. It really is worth spending some time working on your profile.

06



11. Your company in 'Featured Companies'

Do you want to increase your company's presence on XING?

One way you could do this is by adding your company to the 'Featured Companies' section on the Company Profiles homepage.

Your company logo then appears in a scrollbar containing featured companies and is visible as soon as a XING member visits the Company Profiles section.

The company logo must be in JPEG, GIF, BMP, or PNG format, with an image size of 120 x 60 pixels.

If you like this idea and want to know more, please get in touch with our Customer Relations team. Who would be happy to provide you with a personal quote.

Email: companyprofiles@xing.com

Additional features

12. Upgrade to a STANDARD or PLUS Company Profile

It is generally always possible to upgrade your Company Profile. For more information or a direct upgrade, please contact the Customer Relations team.

Email: companyprofiles@xing.com

13. Integrate kununu employer reviews (STANDARD and PLUS profiles only)



07

XING's cooperation with employer review platform kununu means that you can add a summary of employer reviews posted on kununu in your Company Profile. The 'About us' tab then provides an overview of working environment, career opportunities, and application process as well as a list of any special benefits.

If your company has a kununu profile, the photos and video used there will also appear in the overview.

You can edit your settings by going to 'Company Profile settings'.

If you experience any problems integrating kununu reviews into your Company Profile or would like to know more about this, please get in touch with kununu by visiting their website: <http://www.kununu.com/info/kontakt>. Please note that kununu employer reviews and the kununu website are only available in German.

Additional features

Neuen Beitrag einstellen

Überschrift *Pflichtfelder
Überschrift hier eingeben

Beitragstext
Text des Beitrags hier eingeben (maximal 1000 Zeichen)
Noch: 1000

Anmerkung zur Darstellung des Textes: Zeilenumbrüche werden beibehalten, Links und Mailadressen werden klickbar dargestellt. Weitere Formatierungen sind durch Verwendung von HTML-Tags möglich.

Veröffentlichen **Abbrechen** Vorschau unten anzeigen

14. Add company updates and/or Twitter feeds

You also have the option of adding company updates and, if you have a PLUS profile, Twitter feeds. Please refer to page 8 for tips and tricks on content and design.

The 'Company updates' tab is only available to employees and people who visit your profile once you have added content. Each update header accepts a

maximum of 150 characters while the main body of the update can be up to 1,000 characters in size and can include a link. You can also use HTML to format your update, as is the case with the 'About us' tab (please see page 4 for information about formatting).

If your company has a PLUS profile and a Twitter account, you can integrate it

with tweets automatically updated every 30 minutes.

15. Follow company updates

Every XING member can follow their company's updates to keep up to date on the company's latest offers, product developments, and news.

The number of followers appears in the 'Followers' tab.

Anyone who follows your company updates will be notified in their 'My network' overview.

Notifications contain the header of the update along with a link you can click on to take you directly to the Company Profile.

Company employees will be automatically added as followers. Of course every employee can also terminate his subscription.

16. Comment feature

All of your company updates can be commented on by members as this feature is activated by default. You can of course deactivate and reactivate it at any time.

This feature helps you to boost your profile's activity levels and interact with your followers.

17. Tips and tricks on content and design

Reach out and appeal to a large audience

A wide range of information is vital when it comes to drawing XING members' attention to your Company Profile. Don't just post updates and links aimed at industry gurus or people looking for jobs - add a bit of variety to keep things interesting. Perhaps not every update is of interest to every follower, but it could be of use to his or her contacts. The attention you generate can be spread virally throughout the entire network.

Boost your company's image as an employer

XING Company Profiles give you the opportunity to present your company as an attractive employer in order to attract and recruit new talent. Your Company Profile also serves to provide useful information to potential candidates who are interested in your company's current job vacancies.

Make your Company Profile interesting from a content and design perspective,

and let visitors know about job vacancies by adding a link to your career site in the header graphics. Visitors to your Company Profile can also click view job ads you've posted and followers will be automatically notified when you post new ads.

Advertise your products and services

Your Company Profile gives you the opportunity to inform more than 11.7 million professionals about your products and services. More than 11.7 million XING members means more than 11.7 million opportunities for new business, deals and partnerships.

Take advantage of this opportunity to actively market your products and offer your company's latest news. An interesting example would be if you already incorporated customer feedback when developing new products. Maybe you've got a special offer or competition running at the moment? If that's the case, your Company Profile is the ideal place to advertise it!

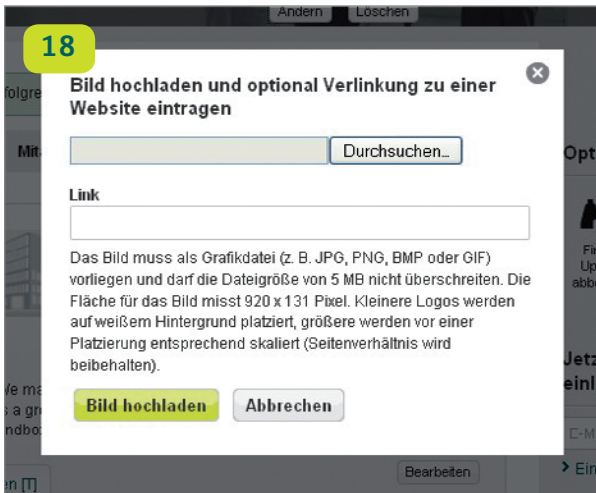
Customers and followers are curious to know more about what goes on behind your company's closed doors, and don't be afraid to report on any charity work your company does.

The more active you are as a company on XING, the more interesting you are as a person to others. Regular updates help to ensure that you retain the interest of your followers. People will only remain active on your Company Profile if they are sure you maintain it and keep it up to date.

Make your company more visible on XING (STANDARD and PLUS profiles)

XING's STANDARD and PLUS profiles each have a business card with a space to enter tags which can then be used to make your Company Profile more visible on XING. With a STANDARD profile you can enter 5 words, where a PLUS profile allows you to enter 10. Tags could be keywords that describe your products, services or trade, for example. Keywords make it easier and quicker for people to find your company, which will also appear more often in searches.

Additional PLUS profile features

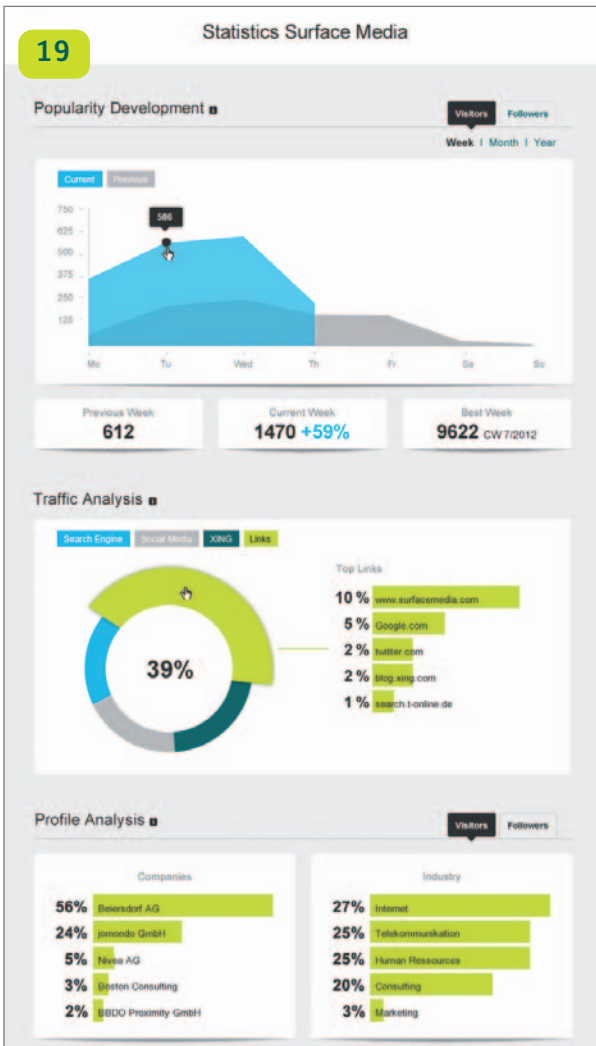


18. Upload header graphics (PLUS profiles)

The upload graphics section in the XING Company Profiles header accepts image sizes of 920 x 131 pixels. To upload graphics, just click on 'Edit' and select the file you want to add. You can also add a link to go with the graphics.

Tip:

Update your graphics files and the accompanying link on a regular basis to emphasize the various areas and departments within your company (HR activities, in-house fairs, special offers, etc.) and improve the appeal of your profile.



19. Statistics (PLUS profiles)

Companies with a PLUS profile can view visitor statistics that include detailed information about the development of visitor and follower numbers. You can compare various time periods and see how traffic has developed over time.

20. Visitors to your Company Profile (PLUS profiles)

Just like your personal profile, companies with a PLUS profile can now also see who visited their profile in the last 30 days.

21. Highlighting in search results (PLUS profiles)

If your profile appears in the search results, we will then highlight it for you to draw more attention to your Company Profile.

Contact

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