



# Employer Branding with XING & kununu<sup>®</sup>

Find and retain great staff.

[recruiting.xing.com](http://recruiting.xing.com)



NEXT LEVEL RECRUITING

XING<sup>®</sup>

# Next Level Recruiting with XING

XING is the social network for business professionals. More than 13 million members worldwide - more than 6.5 million of whom are based in German-speaking countries - use XING to boost their business, job, and career. XING is a platform where professionals from all kinds of different industries can meet up, find jobs, colleagues, new assignments, cooperation partners, experts and generate business ideas. Members can meet and exchange views in around 50,000 specialist groups, while also getting together at networking events.

Social media recruiting.  
Recruiting for today's working world.

Companies can satisfy all of their HR needs with XING. Thanks to our four recruiting solutions, you can maximise your recruiting and Employer Branding activities. Get in touch with active and passive job-seekers by using the XING Talentmanager and XING Jobs. Find service providers and experts with XING Projects. And show that you're a great company to work for with the Employer Branding Profile. Put simply, XING takes your recruiting work to the next level.



*“kununu is the ideal platform for presenting Siemens as we stand for transparency with open and genuine communication. Our employees feel right at home, and this is reflected in our kununu reviews.”*

**HANS-CHRISTOPH KÜRN,**  
Head Social Media &  
e-Recruiting, Siemens AG

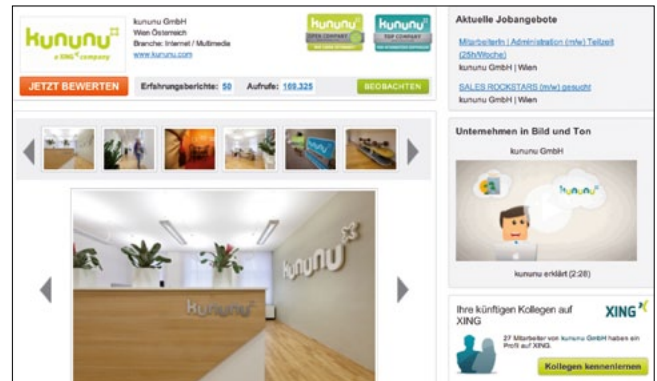
## **Employer Branding Profile. Find and retain great staff.**

An Employer Branding Profile allows you to actively shape your reputation as an employer and benefit from over 6.5 million monthly visitors to kununu, Germany's largest employer review platform. Harness this range to attract the best candidates to your company and build up long-term loyalty. Employer reviews on kununu are an authentic way of boosting your company's trust and credibility levels by showing that you're an open employer. Get your Employer Branding Profile today!

# Employer Branding Profile overview

## Appealing company presentation.

What makes you stand out as an employer? Modern offices? Flexi-time? Use photos, videos and presentations to provide insights into your company so people can see how things work there.



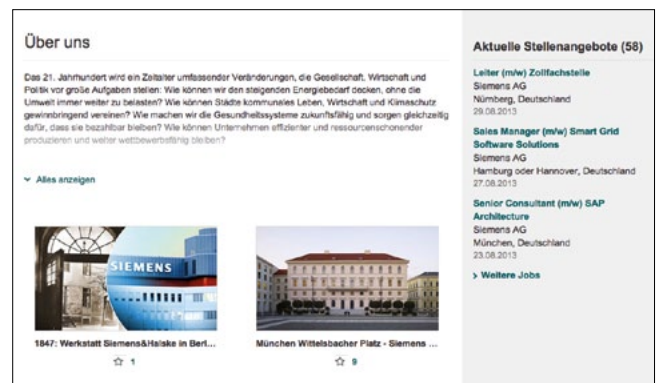
## Includes advertising.

We show your company on the pages of your competitors who don't have an Employer Branding Profile yet. That helps you to expand your range among your target group.



## Attract and retain great staff.

Your job ads enjoy a prominent placement: When posting a job ad on XING, it will also appear on your kununu profile as well.



## Get found faster.

Your Employer Branding Profile on XING and kununu means that people can find you faster with search engines such as Google, Bing, Yahoo!, etc.



# Employer Branding Profiles on XING.

## Your benefits:

**Positive employer image on XING**

**Authentic employer reviews help to build credibility**

**Profile featured on the kununu homepage**

**Job ads integrated into your profile**

**Get found faster on XING**

**Advertise your business on competitor profiles**

### Want to know more?

Just send us your contact details, number of employees, company type (e.g. advertising agency, HR consultancy) and your post code by e-mail together with your questions to: **[employer-branding@xing.com](mailto:employer-branding@xing.com)**

If you'd like to speak to us, just call **+49 40 419 131 784**.

[recruiting.xing.com](http://recruiting.xing.com)

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