

**XING erfolgreich für Ihr  
Unternehmen nutzen**

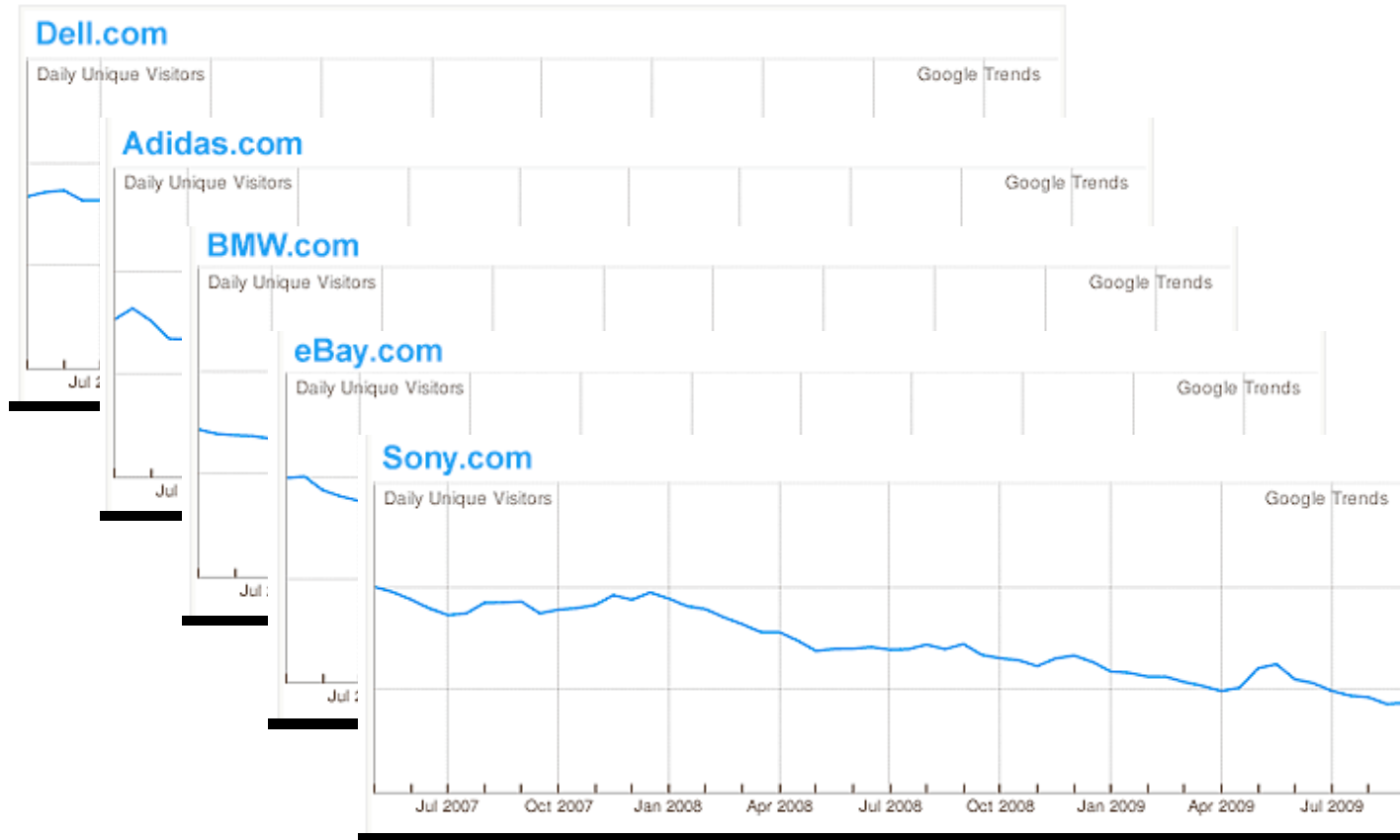
**XING** 

**Jörn Steinz**  
**Manager Corporate Development XING AG**  
Zwickau, 10.11.2010

- 1. Paradigmenwechsel für Unternehmen im Netz**
- 2. Kategorien von Internet-Netzwerken**
- 3. Demographie des XING Netzwerks**
- 4. XING Plattform und Funktionen in der Übersicht**

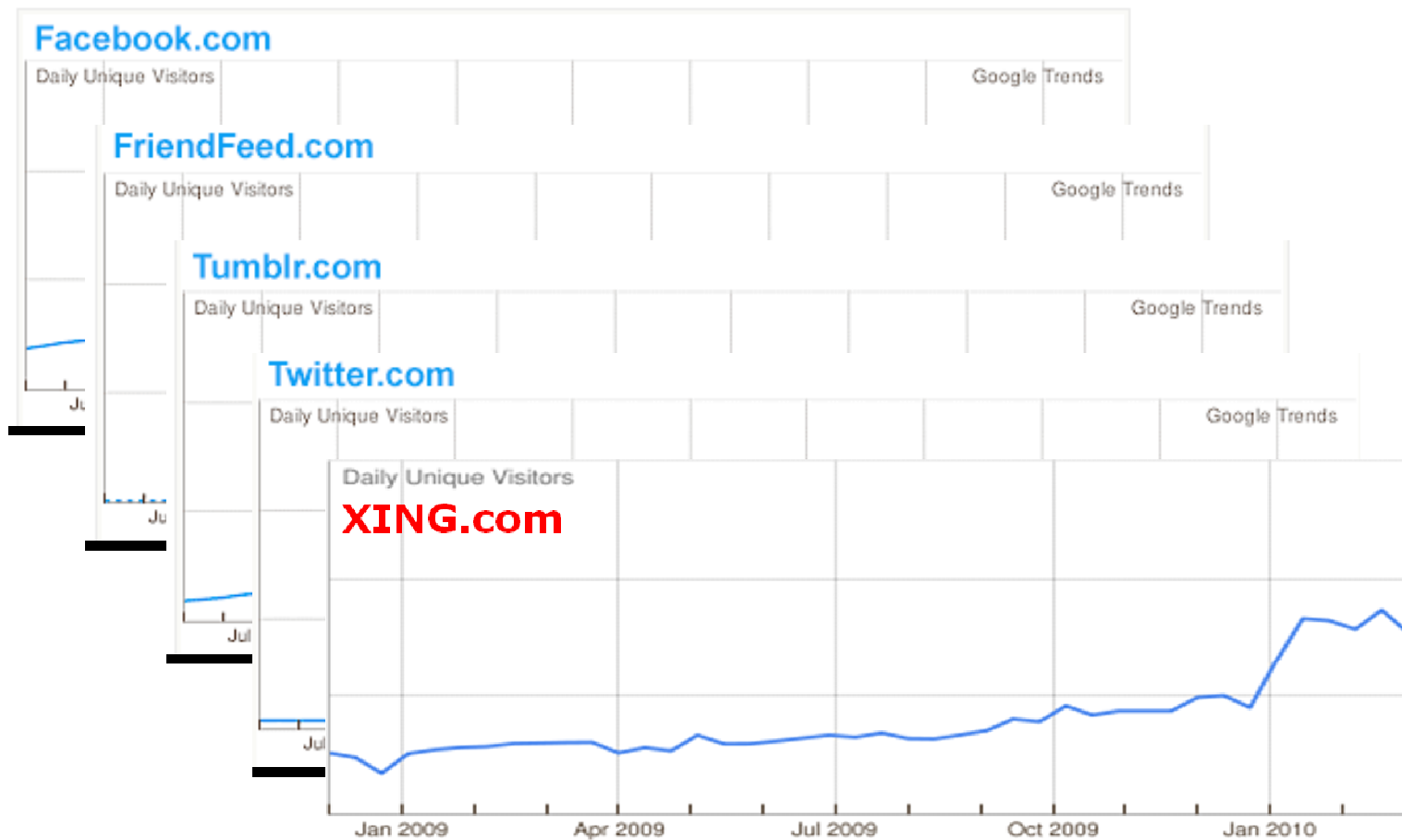
# 01 Social Media

## Der Paradigmenwechsel



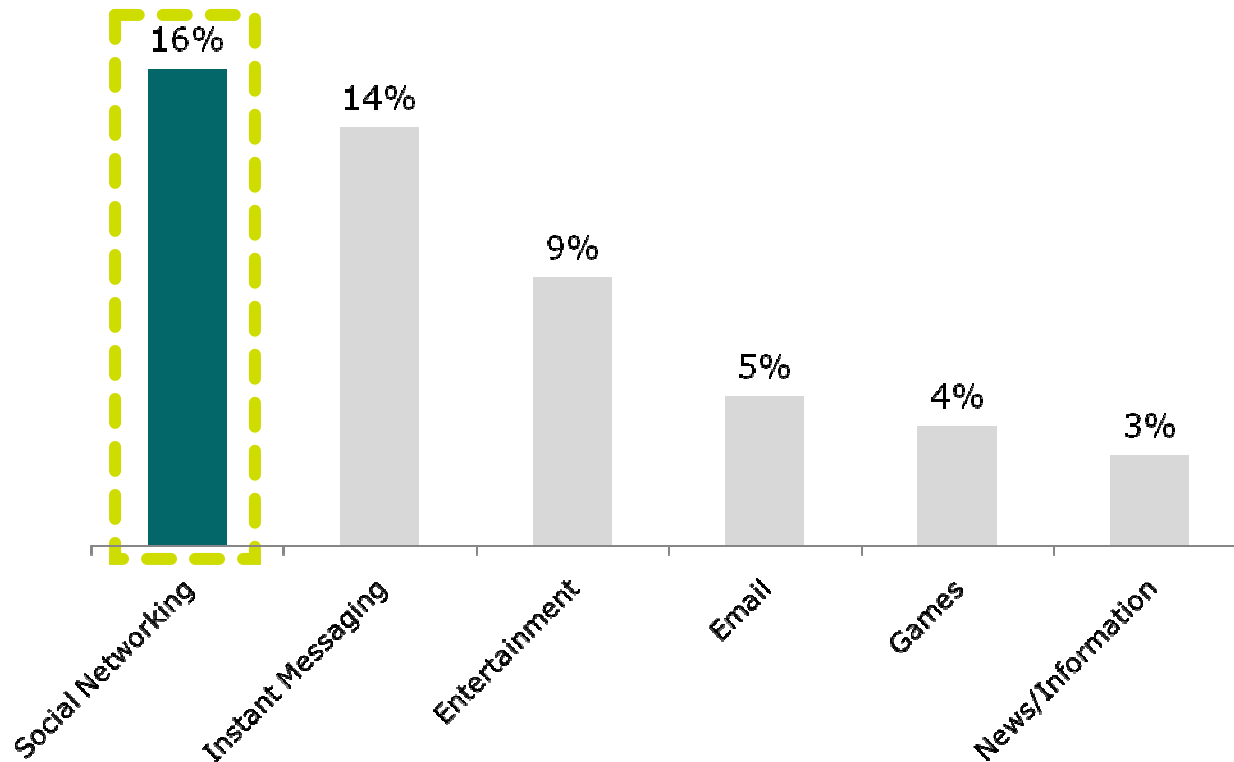
➤ Die Aufmerksamkeit verlagert sich von Corporate Websites ...

# 01 Social Media Der Paradigmenwechsel



...zu sozialen Netzwerken!

### Top 5 Aktivitäten im Internet (Europa, time spent)



Mehr als 900 Mio. Menschen nutzen Soziale Netzwerke.

## 02 Die meisten von uns haben heutzutage mehrere online Identitäten anhängig vom jeweiligen Kontext

Grundsätzlich lassen sich online-Netzwerke in drei Kategorien unterscheiden:  
**Soziale Netzwerke / Kommunikationsnetzerke / Professionelles Networking**

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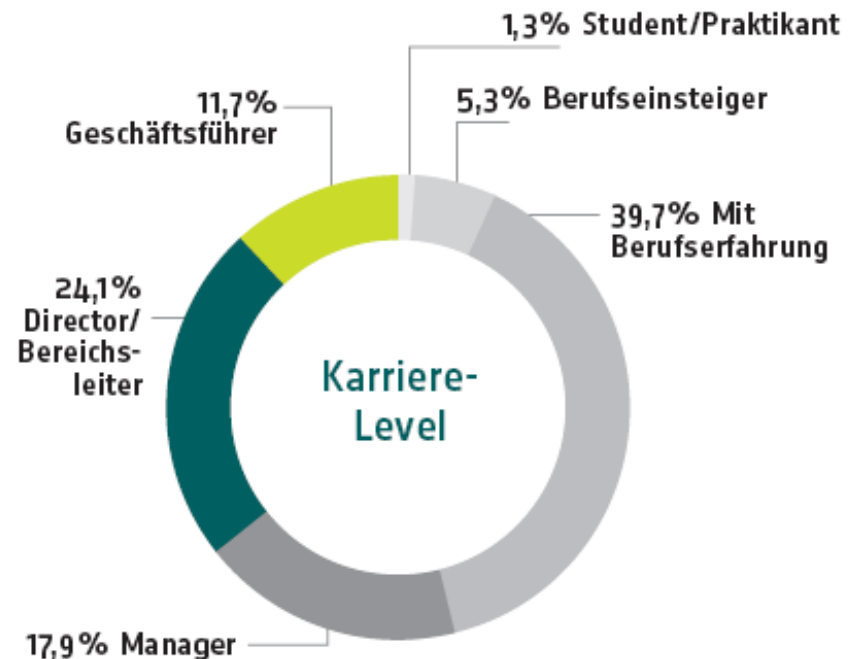
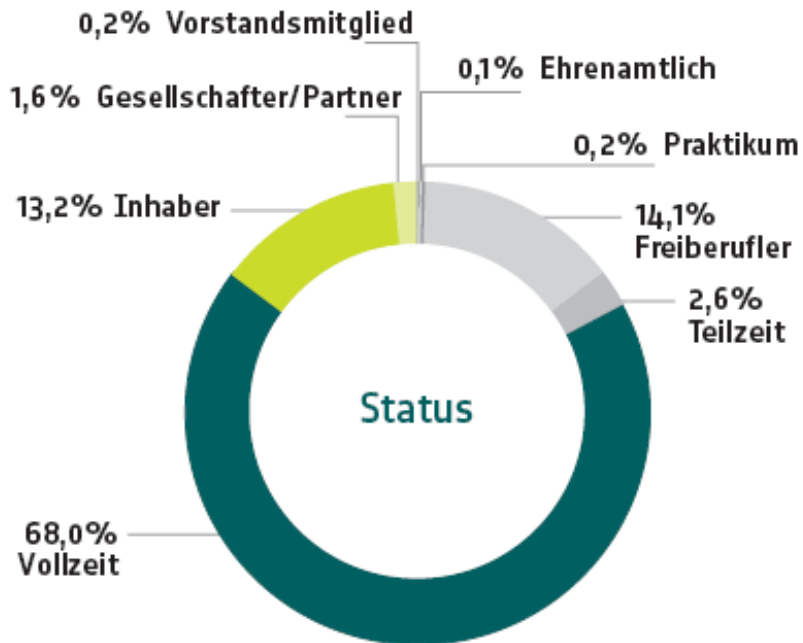




**10 Mio. Mitglieder weltweit**  
**4,2 Mio. Business Professionals in DACH**

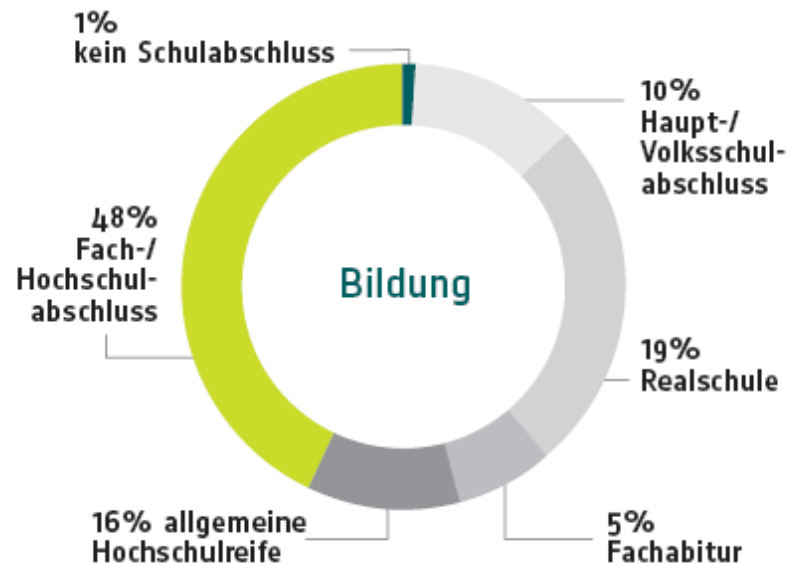
Stand: September 2010

### Über 80 % sind vollzeitbeschäftigt, über 35 % in höheren Führungspositionen





### Überproportional hoher Anteil von Akademikern





THE PROFESSIONAL BUSINESS NETWORK WITH MORE THAN 10 MILLION MEMBERS WORLDWIDE

[Register](#) [Help & Contact](#) [Guided Tour](#) [English](#) ▼

Email (or username)

Remember login

Password

[Forgot your password?](#)

[Log in](#)

## Join XING for free!

First name

Last name

Email

Password

I accept the [Privacy Policy](#) and [Terms and Conditions](#) of XING AG. My email address will only be used by XING and will not be forwarded to third parties. I can choose if I want to receive newsletters and recommendations.

[Sign up now for free](#)

## Networking

Get in touch with people to generate contacts that stay connected to you for a lifetime. They may well help you in your career by providing contacts, offering jobs, or coming up with ideas.

[Go to the video: What is networking?](#)

Find new contacts, experts, friends, and colleagues now.

## Jobs and Careers

Find jobs or get yourself found by recruiters within a professional environment.

More than 10 million people are already there.

## What's happening on XING right now



**Vasilis Vryniotis** wrote the group article "Using Local Search & ...".  
[XING Groups](#)



**Alevtina Pavlov-Kim** posted the job ad "Design Engineer" in the Jobs section.

# 04 XING Plattform in der Übersicht - vielfältige Funktionen und Services für ein effizientes Networking



## Mehr Chancen, Wissen und Information für das Berufsleben

The screenshot shows the XING user profile for Joern Steinz. At the top, there is a search bar and navigation links for Logout, Invite contacts, Help & Contact, and English. The user's name, profile picture, and membership status (Premium Member) are displayed. A navigation menu includes Home, Search, Messages, Contacts, Groups, Events, Jobs, Companies, and Best Offers. The profile bio mentions a premium membership and a link to a news article. A '70' badge indicates a 70% increase in profile hits. A promotional banner offers a free premium month for inviting friends. The 'Visitors to your profile' section lists Nelly Liebrecht, Claudia Sandigo, Dr. Elvira Buckard, and Gabriele Bergert. The 'What's new in your network' section shows a post by Stephan Dahrendorf. The right sidebar contains options to customize the homepage and applications.

**HOME** | SEARCH | MESSAGES | CONTACTS | GROUPS | EVENTS | JOBS | COMPANIES | BEST OFFERS

Welcome  
**Joern Steinz**  
Premium Member (Recruiter Membership)

SZ Würdigung von Hermann Scheer: <http://www.sueddeutsche.de/politik/spd-> Edit · Delete

**70** Suggestion from XING  
Updating your status message once or twice a month increases your profile hits by 70 on average.

**Treat your friends to Premium months!**  
Every member who signs up in response to your invitation will receive one Premium month free of charge.  
[Start inviting now](#)

**Visitors to your profile**

- Nelly Liebrecht**  
XING AG, Hamburg, Germany
- Claudia Sandigo**  
Freescale Semiconductor  
Click on Event page
- Dr. Elvira Buckard**  
Gelöst...und los!  
Click on own contacts/bookmarks
- Gabriele Bergert**  
con brio net  
Search for "About me" page, company, first name

[more](#)

**What's new in your network**

**Stephan Dahrendorf** will be attending the "Invitation: XWS Event 4.11.2010" event.  
Today  
[Send message](#)

**Customize homepage**

**Applications**

**Invite people to join XING**


# 04 Wozu und wie kann ich XING erfolgreich für mein Unternehmen nutzen?



- › Das XING Profil als **stets aktuelle professionelle Visitenkarte** (Managen der eigenen digitalen Identität)
- › XING als stets **aktuelle Kontaktdatenbank**
- › Zum **Pflegen und Knüpfen von Kontakten** (wer hat mein Profil besucht? suche – biete, Neuigkeiten in meinem Netzwerk, Geburtstage etc...)
- › Als **Informationsseite** um sich (vorab) **ein Bild** von einem **Gesprächspartner**, einem **Unternehmen** zu machen
- › **Gezieltes Suchen** nach potentiellen Kunden, Lieferanten, Partnern, Ansprechpartnern (Firmenprofile, suche/biete, etc...)
- › **Experten finden und Wissensaustausch** betreiben (Gruppen, Ask XING)
- › **Rekrutierung von neuen Mitarbeitern**

# 04 Ausgangspunkt: Ein aussagekräftiges Profil, das potentielle Geschäftspartner anspricht

## XING Profil: Managen der eigenen digitalen Identität



**Joern Steinz** + +  
MBA, Diplom-Kaufmann (FH)  
**Manager Corporate Development**  
**XING AG** PLUS  
Gänsemarkt 43, 20354 Hamburg,  
Germany  
☎ +49-40-41 91 31 806 🔒  
📠 +49-175-5664329 🔒  
**Local time:** 01:16 PM

[Upload photo](#)  
[No photo](#)

### Searches related to my profile

- › Members who recently visited my profile
- › Members whose "wants" match my "haves"
- › Members whose "haves" match my "wants"
- › Members who know several of my contacts
- › Current and former colleagues

**Business details** | [Confirmed contacts \(875\)](#) | [About me](#) | [Guestbook](#) | [Applications \(7\)](#) ▾


### Personal information



**Wants** Edit  
Wachstumspartnerschaften, Kontakte zu Unternehmen und Kandidaten im Internet- / Medien-/eCommerce-Umfeld, Sourcing, Personalbeschaffung, Unternehmen, Unternehmer, Führungskräfte, Fachkräfte, Manager, Mitarbeiter, Recruiting, Executive Search, media cooperation, alliances, partnerships, fairs organisers, trade institutions, more people to use Ecosia.org before Google when searching the web

**Haves** Edit  
Partner Management, strategische Planung, M&A, Due Diligence, sales, business development, project management, strategic planning, competitive reporting, competitive analysis, Wettbewerbsanalyse, Vorträge, Speaker, project management, Teamaufbau, underwriting, market analysis, Marktstudien, market


# 04 Ausgangspunkt: Ein aussagekräftiges Profil, das potentielle Geschäftspartner anspricht

## Die Kommatrennung definiert den Begriff für die XING Suche





**Joern Steinz**  

MBA, Diplom-Kaufmann (FH)

**Manager Corporate Development**  
**XING AG** 

Gänsemarkt 43, 20354 Hamburg, Germany

☎ +49-40-41 91 31 806   
☎ +49-175-5664329 

**Local time:** 01:16 PM

[Upload photo](#)  
[No photo](#)

**Searches related to my profile**

- › Members who recently visited my profile
- › Members whose "wants" match my "haves"
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- › Members who know several of my contacts
- › Current and former colleagues

**Business details** | [Confirmed contacts \(875\)](#) | [About me](#) | [Guestbook](#) | [Applications \(7\)](#) ▾

### Personal information

<b>Wants</b>	Wachstumspartnerschaften, Kontakte zu Unternehmen und Kandidaten im Internet- / Medien-/eCommerce-Umfeld, Sourcing, Personalbeschaffung, Unternehmen, Unternehmer, Führungskräfte, Fachkräfte, Manager, Mitarbeiter, Recruiting, Executive Search, media cooperation, alliances, partnerships, fairs organisers, trade institutions, more people to use Ecosia.org before Google when searching the web	<a href="#">Edit</a>
<b>Haves</b>	Partner Management, strategische Planung, M&A, Due Diligence, sales, business development, project management, strategic planning, competitive reporting, competitive analysis, Wettbewerbsanalyse, Vorträge, Speaker, project management, Teamaufbau, underwriting, market analysis, Marktstudien, market	<a href="#">Edit</a>

# 04 Gezieltes Suchen nach Ansprechpartnern, verbunden mit dem sozialen Graphen

## „Kontakte meiner Kontakte“ erleichtert Ansprache

### Member search

Keywords   Search tips ⓘ

<b>Person</b>	<b>Business</b>	<b>Address (business)</b>		
First name>Last name <input type="checkbox"/> similar	Company (now)	Title (now)	ZIP	City (business)
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Person has (e.g. experience, skills etc.)	Company (prev.)	Title (prev.)	State (business)	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
Person wants (e.g. project, service etc.)	Status	Country/Region (business)		
<input type="text"/>	(all) <input type="button" value="v"/>	(all) <input type="button" value="v"/>		
Interests	Industry	Language skills		
<input type="text"/>	<input type="text"/>	(all) <input type="button" value="v"/>		
Universities	Organizations			
<input type="text"/>	<input type="text"/>			

**Contact level**

all members  **my contacts up to 2nd level** ⓘ  my contacts only ⓘ

# 04 Gezieltes Suchen nach Ansprechpartnern, verbunden mit dem sozialen Graphen

## „Kontakte meiner Kontakte“ erleichtert Ansprache

The screenshot shows the XING profile of Marcus K. Reif. At the top, there is a search bar and a user profile for Joern Steinz. Below the navigation bar, a section titled "Your connection to Marcus K. Reif" shows a network of three people: Joern Steinz (XING AG), Marco Ripanti (ekaabo GmbH), and Marcus K. Reif (Accenture). The main profile area for Marcus K. Reif includes a photo, his name with a verified badge, his title "Leiter Personalmarketing (Channel-Management/Sourcing)" at Accenture, and his location "61476 Kronberg, Germany". A "Note" section is present with a "Create note" input field. On the right, there are three action buttons: "Add as contact", "Send message", and "Introduce". Below these, a testimonial from Marcus K. Reif is displayed. At the bottom, a navigation bar contains "Business details", "Confirmed contacts (1133)", "About me", "Guestbook", and "Applications (9)".



# 04 Das XING Adressbuch bietet stets aktuelle Kontaktdaten

## Effiziente Kontaktpflege durch Tags

The screenshot shows the XING 'My Contacts' interface. At the top, there is a search bar and a user profile for Joern Steinz. A navigation bar includes links for HOME, SEARCH, MESSAGES, CONTACTS (highlighted), GROUPS, EVENTS, JOBS, COMPANIES, and BEST OFFERS. Below the navigation bar, there is a button to 'Export contacts as vCards'.

The 'My Contacts' section features several filter tabs: 'Confirmed contacts' (selected), 'Requested contacts', 'Bookmarked people', and 'Contacts to confirm'. To the right, there are 'View' options for list and grid views.

Search filters include a 'Search profiles' field, a 'Search by categories (tags)' field containing 'headhunter', and a yellow 'Search' button. On the right, there are checkboxes for 'Show my tags' (checked), 'Show notes' (checked), and 'Show shared personal info' (unchecked).

A list of tags is shown below the filters: 'Aachen', 'ABI', 'API', 'audiotrainer', 'Banker', 'Canada', 'coach', 'consulting', 'crm', 'csr', 'DD', 'entwickler', 'estrella', 'Familie', 'Geiss-Nidda', 'hamburg', 'headhunter', 'India', 'Köln', 'Messe', 'Messen', 'mlp', 'Mobilfunk', 'new england', 'Notar', 'OS', 'panel', 'potential', 'ambassador', 'Produktsuche', 'running', 'Spanisch', 'Starbucks', 'startup', 'vc', 'Zimmer'.


Below the tags, there is a navigation bar with 'All | Untagged |' and 'Contacts 1-9 out of 9'.

The main contact list has columns for 'Name, company', 'Message', 'Skype', 'Introduce', 'Delete', and 'Export'. The first contact is 'Sabine Bergfeld' from 'Geuss & Partner Gesellschaft für Personalberatung KG'. Her 'My categories (tags)' field contains 'headhunter', which is circled in red. Below this, a 'Note' field contains the text: '[26 Jan 2010] Reason for adding contact: Hallo Frau Bergfeld,'.

# 04 Gruppen bieten Zugang zu Fachwissen, Experten, Netzwerken und bieten Möglichkeit der Profilierung



## Gruppen als Anknüpfungspunkt um auf das eigene Unternehmen aufmerksam zu machen

	E12 - E-Business Netzwerk	34	0	206
	EADA ALUMNI CLUB BARCELONA SPAIN	36	0	251
	Fitness / Wellness	11,839	3	9,817
	Freelance Projects Exchange	182,127	0	119,092
	GEOPOLITICAL BUSINESS Community Club	41,925	0	17,524
	German-Canadian Community	5,327	0	3,811
	Global Business	10,885	1	48,522
	Global Project, Trade & Business Opportunities	2,024	0	4,164
	Greenpeace	1,216	1	736
GRÜNDERSZENE	GRUENDERSZENE	1,414	0	3,885
	Grupo XING	2,406	0	3,139
	Hamburg Connection - "Connect in the real world"	3,729	0	13,196
	Hamburg English Pages	678	0	266
	Harvard Business Manager Fallstudien	84	0	664
	Human Resources	21,351	0	20,106
	Human Resources in Europe	1,272	0	1810,836

# 04 Events bieten die Möglichkeit das berufliche Netzwerk zu erweitern

## Finden Sie branchenrelevante Events in Ihrer Region

The screenshot shows the XING website interface. At the top left is the XING logo. A search bar is located in the top center. On the top right, a user profile for Joern Steinz is visible, showing a profile picture, name, and navigation links for Profile, messages (0), and contacts (0). Below the search bar is a dark green navigation menu with tabs for HOME, SEARCH, MESSAGES, CONTACTS, GROUPS, EVENTS (highlighted), JOBS, COMPANIES, and BEST OFFERS. The main content area is titled "Search results". Below this is a search filter section with the following fields: "Events search" with the value "hr" and a "Search" button; "Advanced Search" link; "From" and "Until" date pickers (format MM.DD.YYYY); "ZIP" field; "City" field with the value "hamburg"; "Business address" field; "Country" dropdown menu (value "(all)"); and "Category" dropdown menu (value "(all)"). A "Search" button is located below these filters. To the right of the filters are two informational tips: 1. You can search for word beginnings using an asterisk (\*). Entering "San\*" in the "City" field will locate both San Francisco and San Diego. 2. Enter a dash (-) before a search term to exclude it from search results. "-London" excludes events held in London. Below the search filters, it says "1-3 of 3 results" and "Sort by: Relevance | Date". A table of search results is displayed with the following columns: Title, Date/Location, Host, and Participants.

Title	Date/Location	Host	Participants
<b>Lean Office in der Personalabteilung</b>	Mo, 06 Dec 2010 - Tu, 07 Dec 2010 Hamburg, Germany	FORUM Institut für Management GmbH	The guest list is not visible
<b>PERSONAL2011 - Fachmesse für Personalmanagement</b>	We, 06 Apr 2011 - Th, 07 Apr 2011 Hamburg, Germany	<b>Linda Flath</b> Hochschule Darmstadt	18
<b>Kommunizieren Sie mit dem Personal Team 2010</b>	Th, 05 Nov 2010	FORUM Institut für Management GmbH	5

# 04 Finden Sie im Bereich „Unternehmen“ schnell potentielle Kunden, die Ihren Kriterien entsprechen

## XING Unternehmensseiten als Informationsquelle

Search results: hamburg, Germany, 501-1,000 employees

Company search   [Advanced Search](#)

Company name   similar ZIP code  City  Business address  Country

Size  Industry   Companies hiring

1-10 of 161 results

Display filter: Country

<< Back | Next >> | 1 | 2 | 3 | 4 | 5 | ... | 17

Company	Location	Industry	No. of member profiles	Size
<a href="#">Papier Union GmbH / Inapa Deutschland</a>	Hamburg Germany	Paper & Forest Products	2	501-1,000 employees
<a href="#">TRANSEARCH International Hamburg GmbH</a>	20354 Hamburg Germany	Management Consulting	2	501-1,000 employees
<a href="#">Astrum Online Entertainment GmbH / Mail.Ru Games</a>	20537 Hamburg Germany	Computer Games	0	501-1,000 employees

# 04 XING Unternehmensprofile potentielle Kunden

## Ihre professionelle Unternehmenpräsenz



### HR Marketing Solutions

- > Employer Branding
- > Personalmarketing
- > Karriere Websites

### eRecruiting Solutions

- > Recruiting Prozesse
- > Recruiting Software (BeeSite®)
- > Stellenbörsen

Employer Branding & eRecruiting aus einem Guss.

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**milch & zucker - THE MARKETING & SOFTWARE COMPANY AG**

milch & zucker - The MARKETING & SOFTWARE COMPANY AG, bietet „HR Marketing Solutions“ und „eRecruiting Solutions“ aus einem Guss

**Kontaktdaten**

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61231  
Bad Nauheim (sowie Hamburg und Osnabrück)  
Deutschland

www.milchundzucker.de

☎ 06032-9340-0  
☎ 06032-9340-27

[Kontaktieren Sie uns](#)

**Mitarbeiter:** 37

**Stellenangebote:** 1

**Branche:** Marketing & Werbung

**Organisationstyp:** Gesellschaft in privater Hand

**Firmengröße:** 51-200 Mitarbeiter

**Produkte und Dienstleistungen**

Dieses Unternehmensprofil wird gepflegt von [Carsten Franke](#)

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**Firmen-Updates (6)**

**Firmen-Updates 1-6 von 6**

**2** **New Job offer: Web-Frontend Developer (m/w)**  
19.08.2010, 11:53

**Interessant**

Company: milch & zucker - THE MARKETING & SOFTWARE COMPANY AG  
Contact: Michael Palmen  
Location: Hamburg, Hamburg, Germany  
Job type: Full time  
Career level: Professional/Experienced  
<https://www.xing.com/jobspostings/hamburg-web-frontend-developer-904786>

**2** **Karrierewebsite der Bertelsmann AG im neuen Design**  
26.07.2010, 12:27

**Interessant**

- Neue Social Media Site ergänzt das Angebot
- Erweiterung der Features im Front- und Backend
- Create Your Own Career an das Corporate Design von Bertelsmann.de angepasst

Create Your Own Career, die Karrierewebsite der Bertelsmann AG, hat ein neues Gesicht und ein Social Web Pendant bekommen. Gerade erst wurde die spezielle „Socialnet“ Seite gelauncht. Die Funktionen dieser Plattform beschränken sich auf die Einbindung sozialer Netzwerke und die Jobsuche. Anhand eines Suchbegriffs erhält der Benutzer direkt passende Stellenangebote aus dem ganzen Konzern angezeigt oder er klickt sich einfach in die Netzwerke in denen Create Your Own Career vertreiben ist. Programmiert und gestaltet wurde diese Seite von mitch & zucker, der Marketing und Software Company AG in Bad Nauheim. Gero Hesse zu der Frage, warum eine zweite Karriereseite notwendig ist.

Die Antwort und den Rest der Presseinformation finden Sie [auf unserer Website](#).

**3** **milch & zucker soll wachsen**  
08.07.2010, 17:20

**Interessant**

Es ist die richtige Mischung, die uns so besonders macht, denn wir sind durch und durch spezialisiert auf Branding & Recruiting. Und genau diese Mischung wollen wir stärken.

Für unseren Standort in Bad Nauheim suchen wir Verstärkung im Bereich HR-Marketing  
[Projektleiter/Kontakt](#)

**Interesse?**  
Wenn Sie Lust bekommen haben – und zwar nicht nur aufs Kaffeetrinken – senden Sie Ihre Bewerbungsunterlagen doch einfach per E-Mail an [jobs@milchundzucker.de](mailto:jobs@milchundzucker.de).

**3** **Stadwerke Bielefeld erhalten Recruitinglösung für unternehmensweiten Einsatz**  
08.05.2010, 12:05

- Bewerbermanagement aus einem Guss von milch & zucker implementiert

**Aktionen**

- Firma weiterempfehlen
- Unternehmenszugehörigkeit bestätigen
- Updates jetzt abonnieren

**Jobangebote dieser Firma (1)**

**Web-Frontend Developer (m/w)**  
19.08.2010  
milch & zucker - THE MARKETING & SOFTWARE COMPANY AG  
Hamburg, Deutschland

**Jetzt Ihre Kollegen zu XING einladen**

E-Mail-Adressen bitte mit Kommas trennen

[Einladungstext hinzufügen](#)

**Kontakte aus Ihrem E-Mail-Adressbuch einladen**

[Kontakte finden](#)

**Link zu diesem Unternehmensprofil**

Kopieren Sie den HTML-Code darunter und fügen Sie ihn in Ihre Website oder Ihr Blog ein. Wer auf den Link klickt, landet automatisch auf diesem Unternehmensprofil.

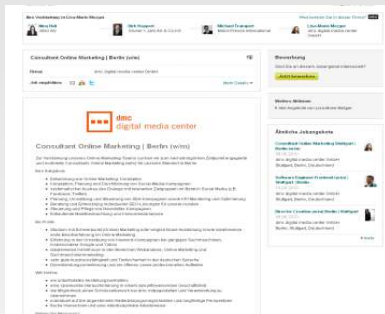
- **Recruiting Tool & Employer Branding** – Entscheiden Sie den „War for Talents“ für sich und binden Sie Talente.
- **Talente binden** – Informieren Sie über neue Events, Innovationen oder aktuelle Themen.
- **Ihr Marketing & PR-Instrument** – erreichen Sie über 10 Mio. Business Professionals weltweit.
- **Vertriebskanal 2.0** – 10 Mio. Chancen auf Neugeschäft, Kooperationen, Aufträge uvm.

## 3 Lösungen für Ihr Recruiting-Geschäft

1

### Jobanzeige aufgeben

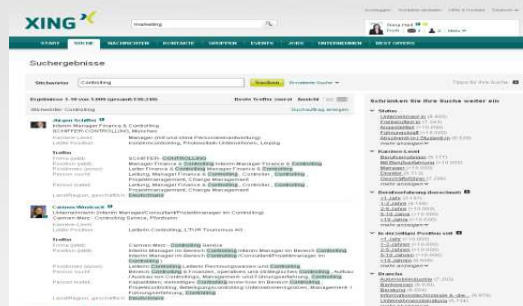
- XING Jobs



2

### Kandidaten direkt suchen

- Recruiter-Mitgliedschaft



3

### Employer Branding

- Unternehmensprofile
- Professionelle Gruppen



**Vielen Dank  
für Ihre Aufmerksamkeit!**

**POWERING RELATIONSHIPS**  
**[WWW.XING.COM](http://WWW.XING.COM)**

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