

**XING erfolgreich für Ihr
Unternehmen nutzen**

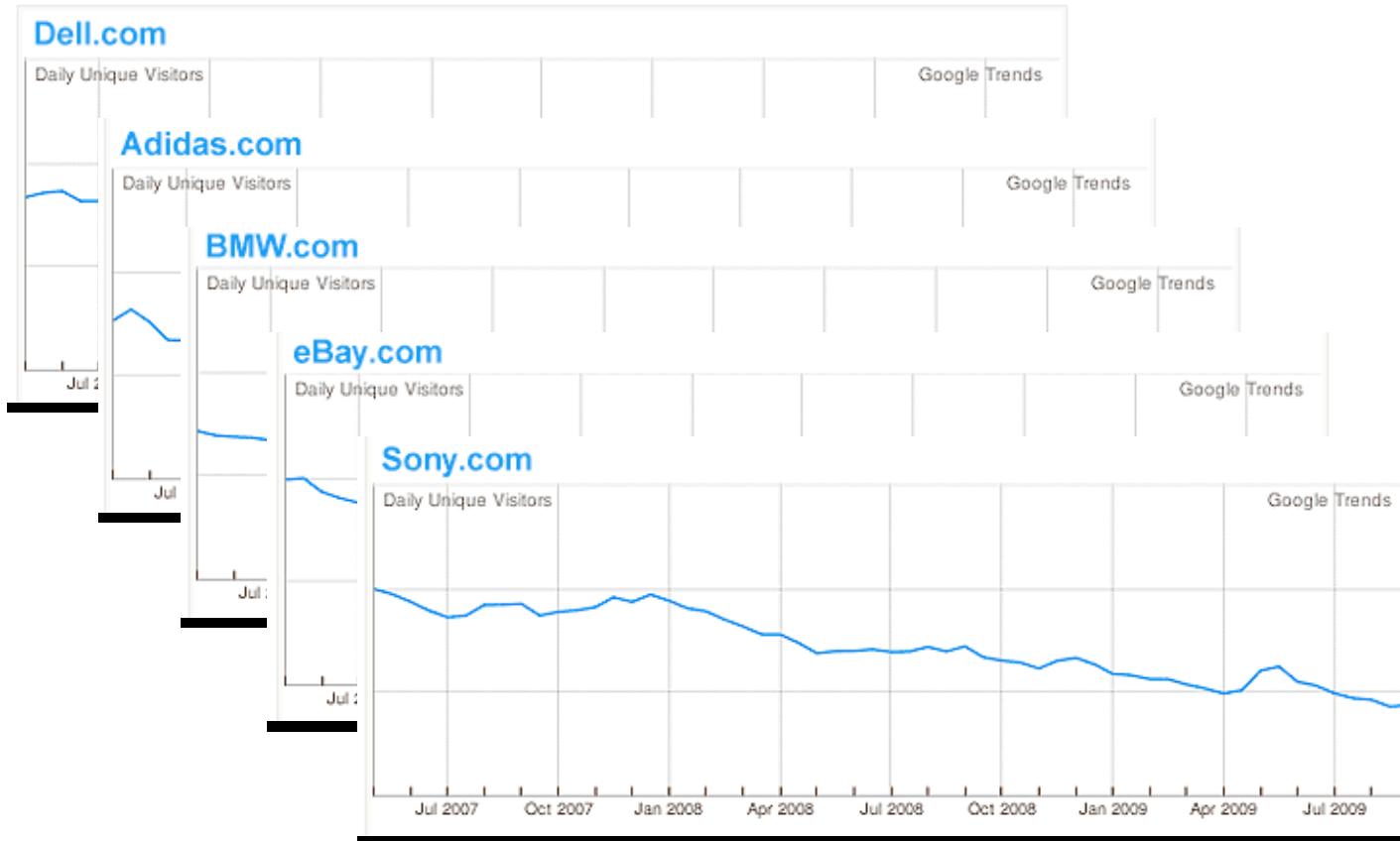


Jörn Steinz
Manager Corporate Development XING AG
Zwickau, 10.11.2010

- 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 ...

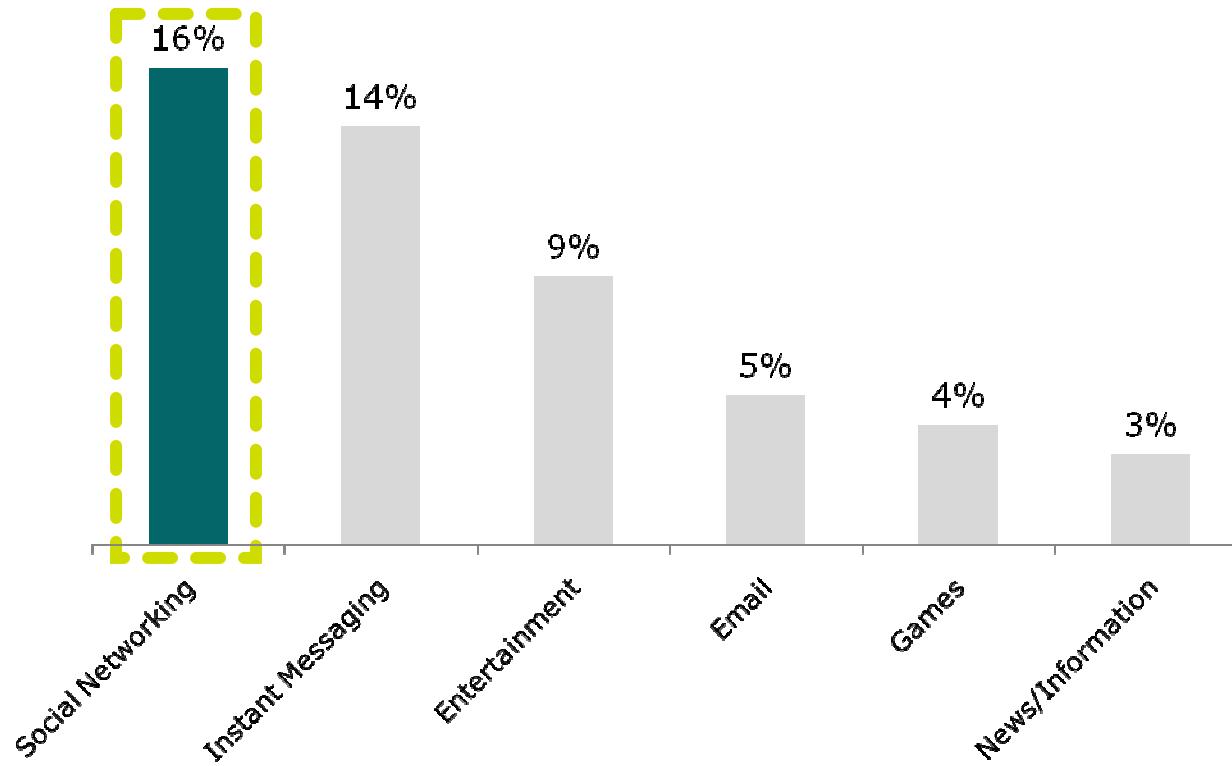
01 Social Media

Der Paradigmenwechsel



...zu sozialen Netzwerken!

Top 5 Aktivitäten im Internet (Europa, time spent)

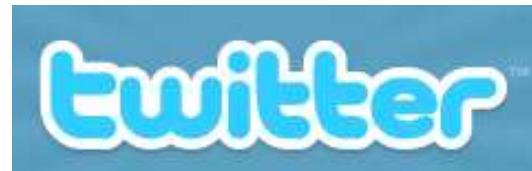


Mehr als 900 Mio. Menschen nutzen Soziale Netzwerke.

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 / Kommunikationsnetzwerke / Professionelles Networking

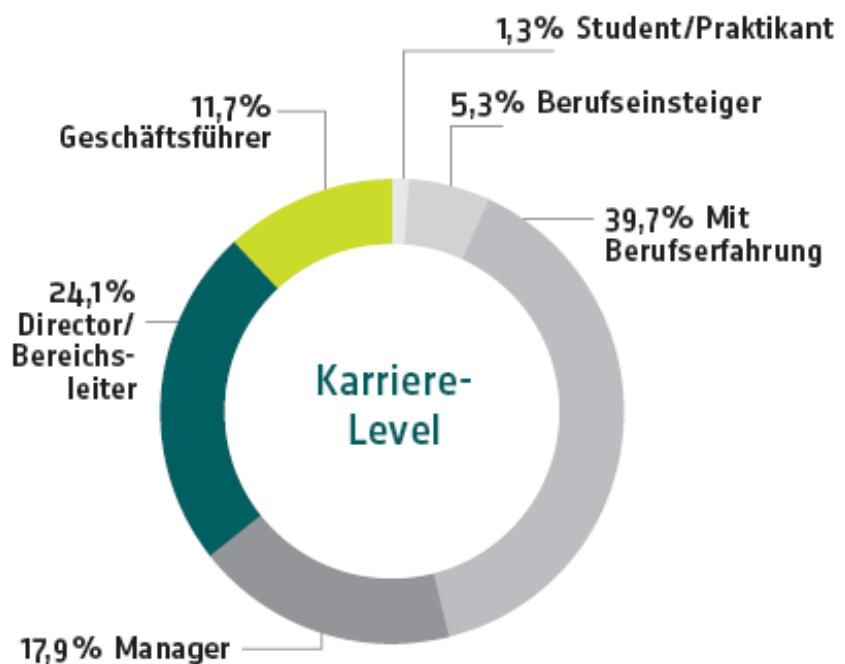
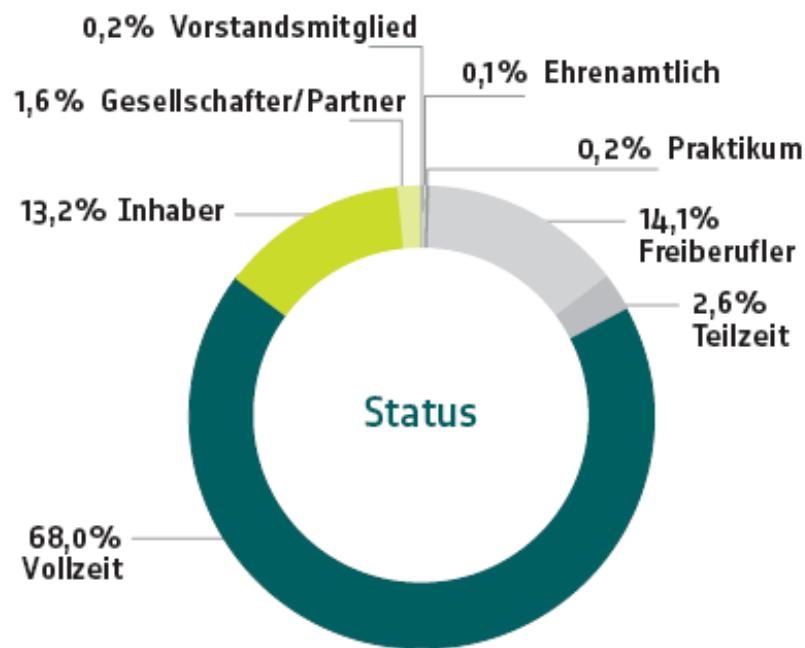




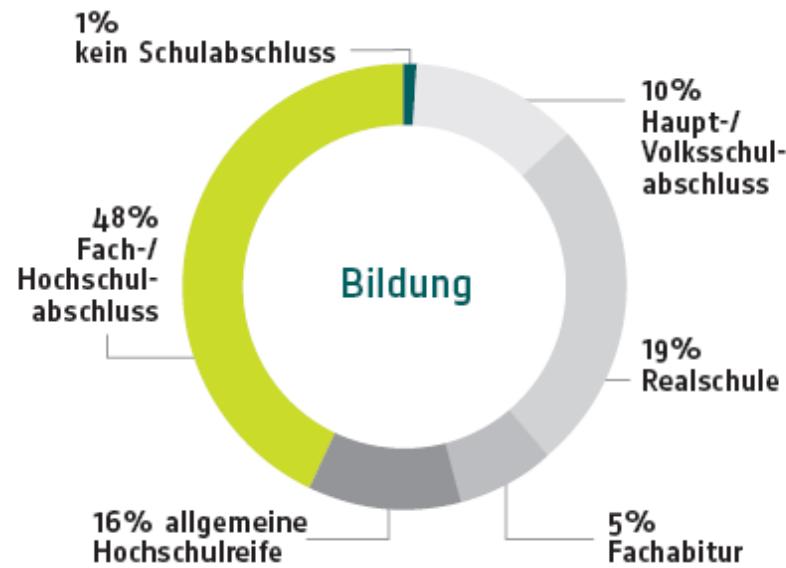
10 Mio. Mitglieder weltweit
4,2 Mio. Business Professionals in DACH

Stand: September 2010

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



Überproportional hoher Anteil von Akademikern



04 XING Plattform in der Übersicht



THE PROFESSIONAL BUSINESS
NETWORK WITH MORE THAN 10
MILLION MEMBERS WORLDWIDE

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.

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

Email (or username)

Password

[Log in](#)

Remember login

[Forgot your password?](#)

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](#)

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

Welcome
Joern Steinz Premium Member (Recruiter Membership)
SZ Würdigung von Hermann Scheer: <http://www.sueddeutsche.de/politik/spd>

[Edit](#) · [Delete](#)

Visitors to your profile

Nelly Liebrecht XING AG, Hamburg, Germany

Dr. Emira Buckard Gelöst...und los!
Click on own contacts/bookmarks

Claudia Sandigo Freescale Semiconductor
Click on Event page

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](#)

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](#)

[Customize homepage](#)

[Applications](#)

Invite people to join XING

- 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, dass potentielle Geschäftspartner anspricht

XING Profil: Managen der eigenen digitalen Identität



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

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

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

Partner Management, strategische Planung, M&A, Due Diligence, sales, business development, project management, strategic planning, competitive reporting, competitive analysis, Wettbewerbsanalyse, Vorträge, Speaker, project management, Teammanagement, Underwriting, market analysis, Marktstudien, market



04 Ausgangspunkt: Ein aussagekräftiges Profil, dass potentielle Geschäftspartner anspricht

Die Kommatrennung definiert den Begriff für die XING Suche



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Personal information

Wants 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 Partner Management, strategische Planung, M&A, Due Diligence, sales, business development, project management, strategic planning, competitive reporting, competitive analysis, Wettbewerbsanalyse, Vorträge, Speaker, project management, Teammanagement, Underwriting, market analysis, Marktstudien, market 

„Kontakte meiner Kontakte“ erleichtert Ansprache

Member search

Keywords **Search** Search tips

Person	Business	Address (business)
First name/Last name <input type="checkbox"/> similar	Company (now) <input type="text"/>	Title (now) <input type="text"/>
Person has (e.g. experience, skills etc.) <input type="text"/>	Company (prev.) <input type="text"/>	Title (prev.) <input type="text"/>
Person wants (e.g. project, service etc.) <input type="text"/>	Status <input type="text"/> (all)	ZIP <input type="text"/> City (business) <input type="text"/>
Interests <input type="text"/>	Industry <input type="text"/>	State (business) <input type="text"/>
Universities <input type="text"/>	Organizations <input type="text"/>	Country/Region (business) <input type="text"/> (all)
Contact level	<input checked="" type="radio"/> all members <input type="radio"/> my contacts up to 2nd level <input type="radio"/> my contacts only	

04 Gezieltes Suchen nach Ansprechpartnern, verbunden mit dem sozialen Graphen



„Kontakte meiner Kontakte“ erleichtert Ansprache

XING

Profile | 0 | 0 | More ▾

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

Your connection to Marcus K. Reif

Joern Steinz XING AG

Marco Ripanti ekaabo GmbH

Marcus K. Reif Accenture

Marcus K. Reif 3 2
Leiter Personalmarketing (Channel-Management/Sourcing)
Accenture PLUS
61476 Kronberg, Germany
Local time: 04:15 PM

Note:
Create note

Add as contact Send message Introduce

Marcus K. Reif Ich freue mich über die drei Punkte der Eintracht. Wird doch! Und auf die Woche freue ich mich auch - wird interessant

I'm a XING member because I want to ...

- find new employees
- get to know interesting people
- manage my network
- locate old coworkers and friends

Business details Confirmed contacts (1133) About me Guestbook Applications (9)

04 Das XING Adressbuch bietet stets aktuelle Kontaktdaten



Effiziente Kontaktpflege durch Tags

XING

Joern Steinz Profile | 1 | 0 | More

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

Export contacts as vCards

My Contacts

Confirmed contacts Requested contacts Bookmarked people Contacts to confirm

View

Search profiles: Show my tags
Search by categories (tags): Show notes
All | Untagged | Show shared personal info

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

All | A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Contacts 1-9 out of 9

Name, company	Message	Skype	Introduce	Delete	Export
Sabine Bergfeld Geuss & Partner Gesellschaft für Personalberatung KG					
My categories (tags): headhunter					
Note: [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

			34	0	206
	E12 - E-Business Netzwerk				
	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
	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

XING

Joern Steinz Profile | 0 | 0 | More

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

Search results

Events search hr Advanced Search

From MM/DD/YYYY Until MM/DD/YYYY ZIP City Business address
Country (all) Category (all)

(i) You can search for word beginnings using an asterisk (*). Entering "San*" in the "City" field will locate both San Francisco and San Diego. (i) Enter a dash (-) before a search term to exclude it from search results. "-London" excludes events held in London.

1-3 of 3 results Sort by: Relevance | Date

Title	Date/Location	Host	Participants
Lean Office in der Personalabteilung	Mo, 06 Dec 2010 - Tu, 07 Dec 2010 Hamburg, Germany	FORUM Institut für Management GmbH	The guest list is not visible
PERSONAL2011 - Fachmesse für Personalmanagement	We, 06 Apr 2011 - Th, 07 Apr 2011 Hamburg, Germany	Linda Flath Hochschule Darmstadt	18

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



XING Unternehmensseiten als Informationsquelle

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

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

Company search e.g. Apple Inc. Advanced Search

Company name similar ZIP code City Business address Country

hamburg Germany

Size 501-1,000 employees Industry (all) Companies hiring

Search tips:

1-10 of 161 results Display filter: Country

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

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

04 XING Unternehmensprofile potentielle Kunden

Ihre professionelle Unternehmenpräsenz



The screenshot shows a XING company profile for 'milch & zucker - THE MARKETING & SOFTWARE COMPANY AG'. The profile is titled 'Employer Branding & eRecruiting aus einem Guss.' It features two main sections: 'HR Marketing Solutions' and 'eRecruiting Solutions'. The 'milch & zucker' logo is prominently displayed. Key information includes:

- HR Marketing Solutions:**
 - > Employer Branding
 - > Personalmarketing
 - > Karriere Websites
- eRecruiting Solutions:**
 - > Recruiting Prozesse
 - > Recruiting Software (BeeSite®)
 - > Stellenbörsen
- milch & zucker - THE MARKETING & SOFTWARE COMPANY AG**
 - Company: milch & zucker – THE MARKETING & SOFTWARE COMPANY AG
 - Contact: Michael Palmen
 - Location: Hamburg, Hamburg, Germany
 - Job type: Full time
 - Career level: Professional/Experienced
 - New Job offer: Web-Frontend Developer (m/w)
 - Karrierewebsite der Bertelsmann AG im neuen Design
 - 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
- eRecruiting Solutions:**
 - Kontaktdaten:
 - Kücherstr. 1
61231
Bad Nauheim (sowie Hamburg und Osnabrück)
Deutschland
 - www.milchundzucker.de
 - ✉ 06032-9340-0
 - ✉ 06032-9340-27
 - Mitarbeiter: 37
Stellenangebote: 1
Branche: Marketing & Werbung
OrganisationsTyp: Gesellschaft in privater Hand
Firmengröße: 51-200 Mitarbeiter
 - Produkte und Dienstleistungen
- Aktionen:**
 - Firma weiterempfehlen
 - Unternehmenszugehörigkeit bestätigen
 - Updates jetzt abonnieren
- Jobangebote dieser Firma (1):**
 - Web-Frontend Developer (m/w)
- Jetzt Ihre Kollegen zu XING einladen:**
 - E-Mail-Adressen bitte mit Kommas trennen
 - Einladung senden
 - Einladungstext hinzufügen
 - Kontakte aus Ihrem E-Mail-Adressbuch einladen
 - Windows Live Mail
 - Gmx
 - Google
 - Outlook
 - Hotmail
 - kontakte finden
- Link zu diesem Unternehmensprofil:**
 - XING 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.
 - Quelltext anzeigen

■ **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.

04 XING eRecruiting 2.0

Effizient Fach- und Führungskräfte finden!



3 Lösungen für Ihr Recruiting-Geschäft

1

Jobanzeige aufgeben

▪ XING Jobs

The screenshot shows the XING Jobs posting interface. A job listing for 'Consultant Online Marketing' (Berlin) is displayed. The listing includes a company logo for 'digital-media center', a brief description of the role, and several application options like 'Antrag stellen' and 'Antrag per E-Mail'. The interface is clean with a white background and blue links.

2

Kandidaten direkt suchen

▪ Recruiter-Mitgliedschaft

The screenshot shows the XING search results page for the term 'Controlling'. It displays a grid of search results with columns for profile picture, name, company, and location. The results are filtered by 'Alle Ergebnisse' and show various profiles such as 'Account Manager Finance & Controlling', 'Controller', and 'Controller - Controlling'. Each result includes a 'Ansicht' button.

3

Employer Branding

- Unternehmensprofile
- Professionelle Gruppen

The screenshot shows the XING employer branding interface for 'COMMERZBANK AG'. It features a large banner image of people, followed by sections for 'Unternehmensprofil', 'Gruppen', and 'Jobs'. The 'Unternehmensprofil' section contains details about the company's size, industry, and location, along with a 'Besuchen' button. The 'Jobs' section shows a list of current job openings.

**Vielen Dank
für Ihre Aufmerksamkeit!**

POWERING RELATIONSHIPS
WWW.XING.COM

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