



Getting started

with the Employer Branding Profile
on XING and kununu

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Present your business as an appealing employer on XING and kununu to stand out from the competition.



Genuine insights for people interested in your company

1,400 new reviews are posted on kununu every day by staff and job applicants. The average kununu score is 3.4.



Answer questions from the kununity

The Q&A feature lets you answer questions about your company asked by potential candidates. This enables you to position your company as an open and appealing employer.



Employer Branding Profile Professional

An Employer Branding Profile Professional provides you with additional features such as images and videos for you to showcase regularly occurring vacancies.

The following checklist will help you get off to a good start with the Employer Branding Profile on XING and kununu. You'll receive lots of tips on how to **set up**, **use** and **integrate** the product into your existing recruiting process.

For further assistance, please refer to the [XING E-Recruiting Community](#).

Our tip

Give an authentic insight into your everyday work and your corporate culture.



Employer Branding Profile

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Set-up

Appoint a main editor.

To do so, just e-mail the link to the employee's XING profile to customer.support@xing.com and request editing rights for the Employer Branding Profile on XING and kununu. The main editor can then appoint additional editors.

Appoint colleagues involved in employer branding as editors.

Editors have write access for your Employer Branding Profile, enabling them to comment on employer reviews and questions in the kununity on behalf of their employer.

Fill out your profile.

Check out our profile guide for insights on how to complete your Employer Branding Profile on XING and kununu. You can then either fill in your profile yourself, or you can fill out the accompanying form and e-mail it to customer.support@xing.com to have the Customer Relations team add your details to your profile for you.

Questions to ask yourself when filling out your profile:

What's groups of people are you targeting with your Employer Branding Profile on XING and kununu?

What kind of benefits are of interest to these people? Think about how you can appeal to your target group(s).

What kind of images provide genuine insights into everyday life at your company?

Use

Add yourself as a contact person to your Employer Branding Profile on XING and kununu.

Add job profiles.

It's a good idea to create job profiles on kununu for target groups that are key to your business or which you regularly look to hire. This helps to generate interest among your target groups.

Comment on reviews.

Think about how you intend to handle kununu reviews. We recommend you respond to both negative and positive reviews as well as detailed reviews. Agree on a tone of voice you'd like to use as a company so you remain consistent. Always appreciate the time and effort someone has taken to submit a review!

Agree on how to handle the kununity.

Editors are automatically notified if a kununu user asks a question in your Employer Branding Profile. Think about who should respond to questions and how.



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Recruiting process integration

Employees and candidates are the best ambassadors.

Present the new Employer Branding Profile on XING and kununu to your colleagues and encourage them to submit a rating or review on kununu. Check out the free [kununu Toolkit](#) (in German) for tips on how to prompt staff to write reviews.

Monitor submitted reviews and comment on them.

Integrate kununu into your recruiting process.

Ask job applicants and new hires to write a review.

Add the kununu widget to your careers page and job ads.

Post regular updates in your Employer Branding Profile.

Do you have any questions or need any assistance with the Employer Branding Profile?

Check out the XING E-Recruiting Community by visiting community.xing.com