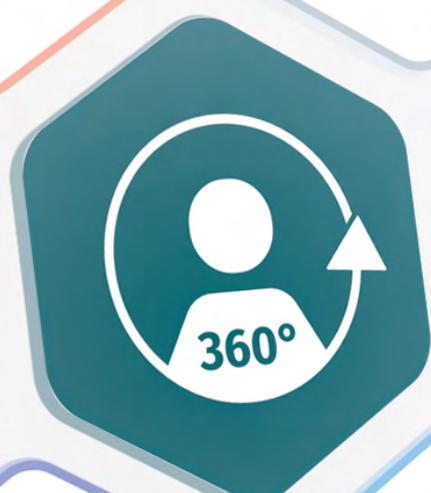# Getting started

with XING E-Recruiting 360°

XING

E-Recruiting

Getting started with XING E-Recruiting 360°

XING E-Recruiting 360° helps your company prepare for the future thanks to innovative recruiting channels and products that are growing all the time.

Employer Branding Profile

Present your business as a great employer on XING and kununu to stand out from the crowd.

XING Jobs

Use the power of the XING network to reach the right candidates, and keep things organised with the XING JobManager where you can post as many job ads as you need.

XING TalentManager

Find talent to match your exact needs and then get in touch with them thanks to an unlimited number of licences for your recruiting team.

XING TalentpoolManager

Add potential candidates to talent pools so you can contact them when a suitable vacancy comes along.

XING ReferralManager

Benefit from employee referrals since your employees are in an ideal position to determine who's a good fit for your company.

The following checklists will help you get off to a good start with the various XING E-Recruiting solutions. You'll receive lots of tips on how to **set up**, **use** and **integrate** products into your existing recruiting process.

For further assistance, please refer to the XING E-Recruiting Community.

Tip
Get prepared for a good start with our
XING E-Recruiting 360°
introduction video

Employer Branding Profile
on XING and kununu

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:

Your Employees, potential new employees and those candidates you want to recruit all belong to the group of people you are 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) and make your USP clear. Why is it worth for the candidate to be recruited by you?

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

Take the chance to show potential candidates what your company has to offer e.g. photos of events.

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 for open positions which you regularly look to hire e.g. Recruiter, Sales Manager or Branch Manager. 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.

Employer Branding Profile
on XING and kununu

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. Ask the recruited candidates for a rating of the process of their application. Check out the free kununu Toolkit (in German) for tips on how to prompt staff to write reviews.

Monitor submitted reviews and comment on then.

Integrate kununu into your recruiting process.
Ask job applicants, new hires and candidates to be recruited to write a review on kununu.

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

Post regular updates in your Employer Branding Profile.
Take the chance to stay in contact with your candidates and customers.

XING Jobs

Set-up

Choose and define the colleagues, who are responsible for the publication and evaluation of job ads.
To do so, just e-mail a request for XING JobManager access, including links to your colleagues' XING profile,
to customer.support@xing.com.

Use

Create a PDF template for your job ads.
Contact your Marketing team if you need any assistance with this.

Create convoncing copy modules for your job ads, if you haven`t done it, yet.

Upload your job ad.
• When uploading a job ad, don't forget to check the option to display it in your **company profile**.
• Allow candidates to let you know they're interested in one of your vacancies.
• Link your job ad to your personal XING profile to make it easy for people to get in touch with you.

Check whether your job ad contains the right kewords so it's easier for people to find it.

We also provide tips to help you optimise your job ads.

Recruiting process integration

Post your job ads at regular intervals.

Benefit from viral effects.
Share your current vacancies with your XING contacts.

Use the JobManager.
Check out who has visited and shown an interest in your job ads in the **XING TalentpoolManager**.

XING TalentManager

Set-up

Assign licences to your team.
Visit the admin section to assign XING TalentManager licences to your recruiter team. Please contact your account manager if you require additional licences.

Create a project for each customer request.
To ensure that all team members have access to your projects don't forget to flag them as "team projects".

Check the assigned candidate and project status.
Keep the candidate and project status up to date so other members of your team are aware of a candidate's status and also use the statuses provided.

Use

Watch our video "XING TalentManager - getting started".

Create a project by importing job details from a PDF or Word file.
After creating a project you can check out the candidates suggestes by XING for any good matches. Take a look at th **XING TalentpoolManager** and **XING JobManager** well as job ad visitors and potential candidates that XING suggests to you.

Prepare your search.
Define potential search criteria (mandatory and optional requirements, qualifications, target companies, etc.) as well as the candidate profile to find and get in touch with the right candidates.

Search

Watch our video "XING TalentManager - Active recruiting: Search strategies".

Start searching.
Run a search to look for suitable candidates for a vacancy. Tips and tricks for searches are available in the XING E-Recruiting Community.

Create a list of keywords and target companies.

Save suitable candidates in the corresponding projects and assign a candidate status.

Save your searches.
If you hire for certain vacancies reguarly or if your search is fairly complex, you can save your search. Create a Smart Pool based on a search for vacancies you look to fill regularly in the **XING TalentpoolManager**.

Contact

Watch our video "XING TalentManager - Active recruiting: Approaching candidates".

Create a list of reasons why candidates should move to your company.

Create individual templates based on the vacancy and target group to get the maximum response rate.

XING TalentManager

Always choose the XING TalentManager for the first individual contact with your candidate.

Archive completed projects.
Archive projects once you hire someone and move top candidates to your **XING TalentpoolManager** for consideration for future vacancies.

XING TalentpoolManager

Set-up

Assign licenses to your team.
Use the admin section to assign XING TalentpoolManager licenses to members of you recruiting team. *Please contact your account manager if you require additional licences.*

Link your XING TalentpoolManager with your employer profile.
Your employer profile`s main editor will receive a confirmation e-mail.

Use

Watch our video "XING TalentpoolManager - getting started".

Work with your prefilled talent pools.
Screen the candidates in your automatic pools to discover potential candidates who showed an interest in your company or could be recruited for one of your customers. People who follow your **Employer Branding Profile** are available in a seperate talent pool.

Create your own talent pools for positions you're regularly look to hire.
That way you can stay in touch with candidates you identified and get in touch with by way of campaigns.

Recruiting process integration

Chosse colleagues who are responsible for the editing of the automatic talent pools.
Keep watching activities and changes in your talent pools to get in touch with potential and interesting candidates.

Define colleagues of your team who are responsible for sending campaigns. Campaigns are only useful for the second or third contact with the candidate.

Use the automatic pools as filters in the XING TalentManager to optimise your candidate search.

XING ReferralManager

Set-up

Take the time to plan full implementation of the XING ReferralManager. We recommend you approach your contact within the Customer Success team who will help you with the details during the set-up phase. The XING ReferralManager is made for the recruiting channel „Employees recruit employees" and is an ideal tool for the internal recruiting in your branch.

The XING E-Recruiting Comunity also has a detailed implementation plan available.

There are several things you can do before activating your XING ReferralManager:

• Check to make sure your Employer Branding Profiles are complete and up to date.

• Post all of your job ads in XING Jobs.

• Think of incentives for employee referrals. These don't just have to be of a monetary nature.

• Define processes for handling employee referrals.
  – How should an employee referral be handled? When and how should the referred person be contacted?
  – Who will monitor the talent pool filled with referred candidated in the **XING TalentpoolManager**?

Use

Let your staff know.
Every member of staff with a XING profile cab share their contacts with you via XING. Let your employees know about this.

Employee referrals are all available in the XING TalentpoolManager.
Screen the automatic "employee referrals" talent pool for suitable candidates. Look out for candidates activity indicating a potential willingness to change jobs.

Ask specifically to referrals.
Check out a candidate's profile in the **XING TalentManager** to see who they're connected with at your company. That way you can ask your colleague to recommend your company to the candidate.

Recruiting process integration

Monitor your employee referrals pool in your XING TalentpoolManager on a regular basis.
Pay particular attention to recently added candidates and call candidate activity within the pool.

Use the campaign function to make your employees pay attention to new job ads.

Do you have any questions or need any assistance with XING E-Recruiting 360°?

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

XING E-Recruiting