

Publishing and sharing job postings on LinkedIn and Xing

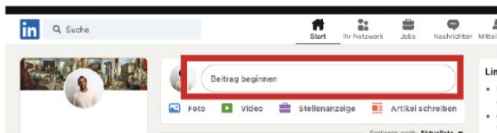
Fact sheet

A) Create a LinkedIn Profile:

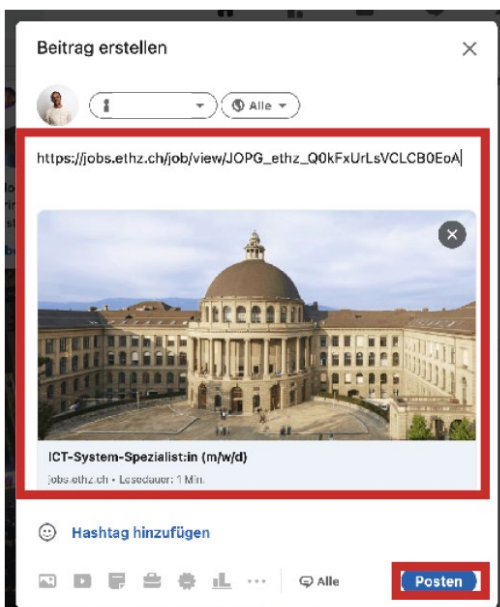
<https://www.linkedin.com/help/linkedin/answer/a550421/wie-erstelle-ich-ein-gutes-linkedin-profil-?lang=de>

Create a LinkedIn post:

1. Log in to LinkedIn (<https://www.linkedin.com/>)
2. Under the home page, go to "Start Post".



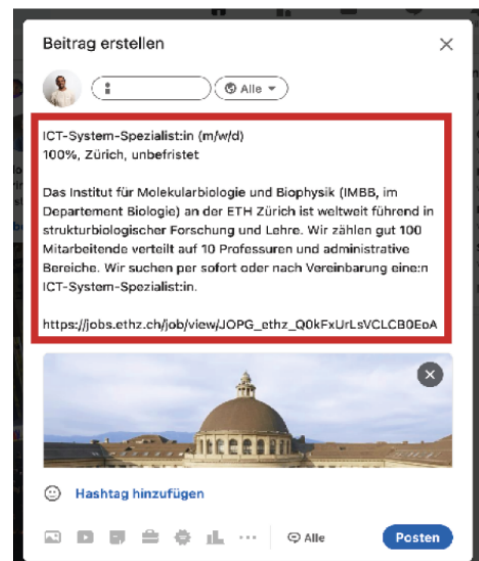
3. After that, a window named "Create Post" will open. Paste the job ad link and press "Post".



4. You can add a personal comment to the post.

Example:

- Job title
- Employment relationship (temporary/permanent)
- Workload
- Introductory text (specificity of the job, so that you motivate the candidate to read on)



The posting appears as a new post on LinkedIn and can be seen by your personal network.

The posting can also be "liked", commented on, or even directly forwarded by your personal network.

This has the consequence that within your personal network, the posting is also visible. This increases the reach of the posting.

Repost LinkedIn post:

1. This is what a job posting looks like



3. You can share a post with the "Share" button.



2. You can use the "Like" button to like posts.



4. Now you can choose whether you want to share the post with or without comment.

Du bist auf der Suche nach einer neuen Herausforderung? Du arbeitest gerne in einem Team von Spezialisten? Du fühlst dich in der Welt der Schliess- und Zutrittstechniken wohl? Dann warten Aufgaben in einem hochinteressanten Umfeld auf dich, worauf wartest du?



Fachexperte:in für Schliess- und Zutrittstechnik (m/w/d)

jobs.ethz.ch · Lesedauer: 1 Min.

Sie und 14 weitere Personen · 6 direkt geteilte Beiträge

Interactions: Gefällt mir, Kommentar, Teilen, Senden

Mit Kommentar direkt teilen
Dieter Zihmanns Beitrag mit eigenem Kommentar teilen

Direkt teilen
Dieter Zihmanns Beitrag direkt in den Feeds

5. You can add a personal comment if you wish.

Example:

- Job title
- Employment relationship (temporary/permanent)
- Workload
- Introductory text (specificity of the job, so that you motivate the candidate to read more)

Mark Sturks · Alle

Geben Sie Ihren Text ein oder verwenden Sie @, um eine Person, ein Unternehmen oder eine Bildungseinrichtung zu erwähnen.

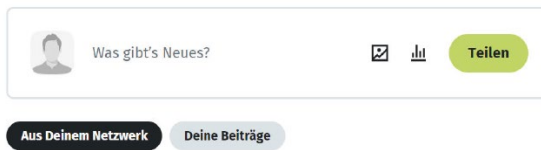
Du bist auf der Suche nach einer neuen Herausforderung? Du arbeitest gerne in einem Team von Spezialisten? Du fühlst dich in der Welt der Schliess- und Zutrittstechniken wohl? Dann warten Aufg ... mehr anzeigen

Hashtag hinzufügen

Posten

B) Create Xing profile:

1. Log in to Xing (<https://www.xing.com/>).
2. Under the start page go to "What's new"



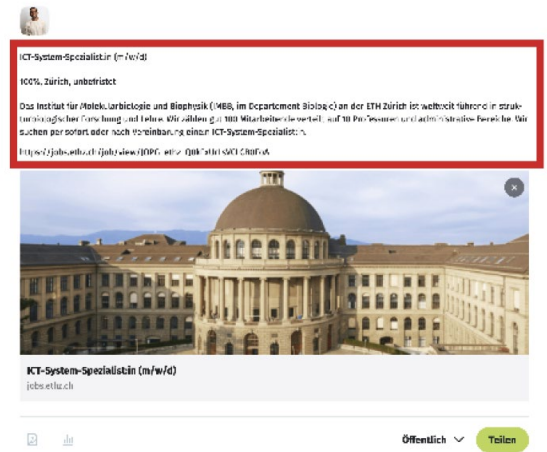
3. After that, a window named "Create Post" will open. Paste the job ad link and press "Post".



4. You can still individually insert a text of the job advertisement.

Example:

- Job title
- Employment relationship (temporary / permanent)
- Workload
- Introductory text (special feature of the job, so that you motivate the candidates to read on)



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