

SOCIAL NETWORKS

Career platforms in transition

Social networks enable professionals to build and maintain relationships and exchange information. Digital connectivity provides visibility into second-degree contacts—a clear advantage over traditional networks. While the market was once diverse, LinkedIn has established itself as the leading career platform—even in German-speaking regions. Xing remains an option but is losing relevance. Facebook is used mostly for private interaction. Social networks now play a vital role in job search and recruitment—they've become an integral part of the hiring process.

Essential for job seekers

Today's job search is incomplete without LinkedIn. Many companies post jobs directly on the platform and manage applications efficiently—often without requiring a motivation letter. LinkedIn also supports targeted outreach through direct contact with decision-makers. But the real asset lies in being found: With a strong profile, professionals can attract opportunities even when not actively job hunting. This inbound approach makes LinkedIn a cornerstone of modern career strategy—efficient, visible, and future-ready.