

SOCIAL NETWORKS

LinkedIn has transformed the recruitment market. Those without a compelling profile are simply not visible.

Social networks enable the building and maintenance of professional relationships, as well as the exchange of information. Through digital connections, second-degree contacts become visible – a clear advantage over traditional networks. While the market used to be more fragmented, LinkedIn has now clearly established itself as the leading career platform – including in the German-speaking world. Xing has become less relevant, while Facebook is used primarily for private purposes.

Anyone looking for a job today cannot ignore LinkedIn. More companies advertise roles directly on the platform – often without requiring a motivation letter. Speculative applications have also become easier: relevant contacts can be identified and approached directly. Particularly valuable is the passive channel: those who maintain a strong profile can be found even without actively searching.

LinkedIn has thus become a central tool in modern job search – for inbound and outbound strategies alike.

Articles on social networks (all articles)

- LinkedIn works like banking
- Application and recruitment – an art!