The free Follow Button

Grow a loyal readership for your News Page's content or Company Profile on XING.

Grow a loyal readership
Reach an appealing target group and win over regular readers.

XING is the largest online business network in German-speaking countries with over 15 million members using the platform to discuss specific topics and find out about career training and opportunities.

This makes XING an ideal setting for you to reach members highly interested in your content and win them over as regular readers:

By clicking on the Follow Button on your website or blog, your followers will always be notified on their XING homepage of any new articles you post on your XING News Page or Company Profile. That way they'll never miss any of your news and you can build up a loyal readership.

More reach thanks to more followers – and vice versa
Use the viral effects of XING for your content.

Whenever someone follows your page or shares one of your articles on XING, their XING contacts will see this in their network news feed. That way, your readers and followers will help you to win over new readers and followers.

How it works:

Visit dev.xing.com/plugins/follow to generate your personal code. Then just add it to your website's code and you're done!

By the way: The "Share on XING" and "Login with XING" buttons help you boost your website's appeal.
Visit dev.xing.com/plugins for further details.

Feel free to visit dev.xing.com to find out more about using the XING API for your website.

Legal notice

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