

Tweet Sheet: How to Use for Your Job Search

If you're not using Twitter for your job search, then you are missing out on one of the most valuable and fastest growing internet tools available to you!

Leave the Nest



It is easy to get started and it is free!

Set Up a Free Account on Twitter.com

- Use your real name for Username
- Link to your Blog or LinkedIn Profile
- Highlight skills, education, job search keywords in Profile

Familiarize Yourself with Twitter

- Try a search from Twitter Home Page
- Click on a Trending Topic
- Search for a few colleagues using Find People link
- Follow 5 Twitter users

Understand Tweet Components

- 140 character maximum
- Letters, numbers and some symbols
- Shrink URLs when posting links. Visit www.tinyurl.com

Visit www.twellow.com, the Twitter Yellow Pages, a great resource to find targeted companies and people to follow.

Fly Around



**Read and learn. Access insider info.
Tap the hidden job market!**

Use Twitter as a Job Board

- Search via www.search.twitter.com or www.twitterjobsearch.com
- Enter #job, the desired job title and location
- Example: VP Marketing, Boston, #job
- Review & respond to job listings

Find Job Search Advice from Career Experts

- Use Search and enter #jobsearch, #career or #jobseeker
 - Use Search for desired topic, e.g. resume writing, interviewing, personal branding
 - Read, learn and follow your favorites
- Head start: @JobHuntOrg, @MegGuisseppi, @keppie_careers, @alisondoyle

Follow Strategic Tweets

- Follow Target Companies
 - Follow Recruiters in Your Industry
 - Follow Thought Leaders, Industry Experts
- Find them via Find People, Search or www.twellow.com
- Check out lists posted on www.listorious.com

Tweet



Build new relationships, showcase your skills, reinforce your brand...Get a new job!

Create and implement your Tweet Content Strategy

- Promote and share news articles, blog posts
- Retweet interesting content from the users you follow. (RT @username)
- Demonstrate your knowledge about best practices, trends, events

Tweeting Don'ts

- Don't blatantly self promote
- Don't tweet about anything too controversial
- Don't use ALL CAPS

Interact with the Twitter Community

- Comment on or respond to interesting tweets
- Answer questions posted within tweets
- Retweet on a regular basis
- Create Twitter lists to organize your Tweet Streams

Learn more in the new eBook, How To Use Twitter for Your Job Search, available for download at www.twitterjobsearchebook.com

