

**BCHS**

# Twitter for job searchers

**Tune—up your job search**

1. **Twitter, what is it?** Twitter is another form of social media. Twitter enables you to follow other users, post “tweets” of 140 characters or less and develop your own following.
2. **How can I use it for my job search?**
  - a. **Search.** Twitter has a field that enables you to search for key words. You can strategically use this to connect with individuals “tweeting” about your industry of interest and ideally about positions you are qualified for. Also try <http://www.twitterjobsearch.com/> a job search engine for twitter. This site enables you to search for jobs using either a key word search or through browsing specific areas. You are also able to refine your search by limiting to certain categories (e.g. job type). Finally, to save you time, you can register to have search results up-dated continuously and sent to you through the RSS feed option.
  - b. **Tweet.** Recruiters often perform key word searches to identify individuals that are tweeting about the industry or particular area they are searching for. For example, one recruitment firm we are aware of performs keyword searches for a particular piece of women’s apparel because their client has expressed the importance of being familiar with their merchandise. Tweet key phrases like “job search,” or “looking for job in...”
  - c. **Follow.** Follow recruitment companies that perform searches within your industry of interest or individuals who are currently “tweeting” about your area of interest.
3. **Is there anything else I need to know?** Twitter is relatively new and we are all still trying to understand the benefits and how to optimize its use. One area you may want to brush up on is your “Twitter etiquette.” There are a number of strategies to increase your followers and avoid annoying them. Google “twitter etiquette” for the most recent tips of keeping your followers interested and happy.



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