



Career Services

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How to Use Twitter to Job Hunt

Though [LinkedIn](#) tops the list of professionally-oriented social networks for job seeking, you can also use [Twitter](#) to get the word out about your skills and talents to relevant people in your industry.

If you're new to Twitter, we recommend reading our [beginners' guide to Twitter](#), as well as our [Twitter etiquette guide](#), to learn more about what makes this community operate. Overall, it's important to remember that Twitter is about exchanging ideas and letting people know more about you based on the content of your tweets.

Know who to follow

If you want someone to think about you when a job opening arises, you need to get on that person's Twitter radar. One way to do this: follow the key people in your industry and watch their updates closely to see what types of topics and projects interest them the most.

For starters, use [Twitter's search tool](#) to look for certain keywords of interest. After you search, the results will show people who are tweeting those terms; then you can scan their public profiles to see if you should be following them. This can also help in your content strategy (more on that in the next section).

You have to build your follower list on Twitter before you need them. If you begin following people in your industry and you'd like them to follow you back, make thoughtful replies to their tweets by putting the "@" sign in front of their Twitter user name. Just like on [Google](#), we all tend to look when our name gets mentioned.

Choose Content of Your Tweets Wisely

If you're interested in getting noticed by people in your field, you must choose the content of your tweets very carefully, experts say. That means be specific and avoid the trivial at all costs.

Talking about your lunch won't attract people who want to hire you. Talk about the project you're working on. If you've been laid off, talk about the project you'd like to be working on.

You should share links to content you read on blogs and media sites that are relevant to your field, too

In addition, link to other places on the Web where you've engaged with content, whether it be a blog post of your own, a comment you made to an article, or content on your [LinkedIn](#) profile.

As for the don'ts? Well, it might seem obvious, but avoid bad mouthing previous (or current) employers, and watch for the tweets that, while perhaps honest, offer too much information.

Designing Your Twitter Profile and Integrating it Elsewhere

Be sure to use a good, recognizable head shot in your Twitter profile. In terms of the profile information, you have to write a biography in 160 characters or less, so make it count and try to cram in a keyword that will be recognizable to others in your field (such as "business analyst" or "project manager").

You are also allowed a URL in your Twitter profile. For most people, unless you have your own blog where you talk shop or a personal website that lists your career highlights, use your LinkedIn profile.

If you find the current profile too limiting, you can customize your Twitter background to include more pictures and links to your professional endeavors. (For more details, see this thorough [how-to guide on how to customize your Twitter background from Twitip.com](#)).

Elsewhere on the Web, you should consider integrating your Twitter feed. If you have your own website or blog, you can embed your Twitter feed on top of it fairly easily with RSS and other feed-based technologies (the way to do it changes depending on the service, but it's generally not hard).

For more generic sites, such as LinkedIn, you can add your Twitter profile URL to your list of websites, or place links to it in one of your [LinkedIn applications](#).

Tweeting it Forward

Many recruiters watch the Twitter community, keeping an eye out for ideal candidates, says Rosenberg. One of the way you can stand out to these critical contacts: refer colleagues to them and help others before you help yourself.

Information adapted from

*http://www.cio.com/article/482324/Twitter_Tips_How_to_Use_Twitter_to_Job_Hunt_and
<http://jobsearch.about.com>)*