



Your Next Job is Only a Tweet Away

By Ashley Monseth April 9th, 2009 at 12:58 pm

Categories: [Career Advancement](#), [Networking](#)



In today's down market, finding a job may seem impossible. I have some suggestions to help you find your next daily grind - the first of which is to throw most of the traditional job search techniques out the window. We all know unemployment is rising. So turn off CNN and navigate away from MSNBC.com. Instead of listening to the voices of doom and gloom, dramatically increase your chances of landing a job via Twitter. As many of you know, [Twitter](#) is a social networking tool that helps you get in touch and stay in touch with your network of personal and professional contacts. And networking with those personal and professional contacts is how [60%](#) of people find their next gig.

While some of you may be groaning out loud at the thought of keeping up with one more online networking tool, you should know that Twitter has become such a popular tool in networking and job searching that many people are now wondering [Is Twitter the Next Monster?](#) I personally do not think Twitter will ever eclipse the big green monster, but it certainly is a viable tool for your job search.

To begin your job search on Twitter, follow these useful twicks and twips (sorry - had to go there) and your next job may only be a tweet away....

Utilize Twitter apps to organize your search. [Tweetdeck](#) is a great way to break your network into categorized tweets, allowing you to focus on job specific tweets.

Tweet about your job search. Update your followers on how it's going; because, they can give you potential leads. Remember that Twitter is a two way street, so pay it forward. Help out other job seekers if you come across useful information they could use. Stockpiling good karma is never a bad idea.

Your bio is a 160 character twesume, so use it to sell yourself to a potential

employer and include a link to your Web site or other social networking profiles.

Your Twitter presence can be as powerful as a first interview. Make sure you are “employer friendly”- in other words, be professional. This is not a time to demonstrate the latest in IM lingo or tweet about the crazy date you had last night.

Showcase your expertise. No one wants a tweet about that gyro you just had for lunch. But people will be interested in tweets about interesting industry news, trends and links to articles.

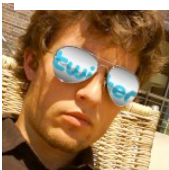
Follow the right people (like me) and be engaged. A lot of recruiters are online. When you apply to a job via a traditional way emphasize your interest by following them or their company on Twitter. Interact with the recruiter to be more than a name on a piece of paper.

For those of you who still doubt the validity of Twitter for your job search, you should check out this article: [Forbes: Twitter To Find A Job](#). As Forbes gives Twitter an endorsement, you can bet companies who hadn't see the light now will be hustling to integrate Twitter into their mainstream recruitment approaches.

Building Your Network of Followers on Twitter

By [Kris Rzepkowski](#) April 30th, 2009 at 4:09 pm

Categories: [Finding Work](#), [Networking](#), [Tools/Tech](#)



It's imperative to [try Twitter for your IT job search](#) if you want to make social networking work for you. The key to doing [Twitter](#) right though, is to use it as a turbo-powered networking tool rather than just another job board. Let me show you what I mean. Doing a simple search at [search.twitter.com](#) using the keywords “IT Job Chicago” turns out [48 job postings](#). You could [give Twitterjobsearch.com a try](#) ([which I'm not yet a huge fan of](#)) and get similar results. Job postings on Twitter link to the source of the posting and allow you

to apply with your standard resume. The thing is, you could do that on [Monster](#) and [CareerBuilder](#) already, so how is using Twitter in this way any different?

Professional Networking on Twitter

I suggest that you think of your presence on Twitter as a new avenue to pursue your career interests. Notice that I didn't say use Twitter as a new way to tell the world you are desperately seeking work. The speed with which you will get to a 'Do you have any jobs available' conversation will be proportional to how quickly you add value to the Twitter network. As you follow people at companies where you would like to work, or follow some [excellent recruiters](#), they can immediately refer to your Twitter page and your stream of 'tweets' to gauge your knowledge in the IT industry. They can also view your resume or online portfolio by following links in your bio. Sharing this information would normally require an online application or 2-4 emails, but can be done by one direct message or @ reply instantaneously via Twitter.

Finding Your Following:

Of course, the greater your network of followers, the more response you will have to your networking efforts. Third party resources have created numerous sites to facilitate searching Twitter ranging from people or business searches to a Twitter application search. You can view a comprehensive list of fifteen directories with Mashable's article, "[Find 'Em on Twitter: 15 Twitter Directories Compared.](#)" Here are four I narrowed down to maximize your job searching network:

- **[Twellow](#)**: Known as the Twitter Yellow Pages, allows you to search people by name, bio, location or category such as: information technology or recruiting. Twitter users can add themselves to Twello and its categories (max 20), modify their profile to include more links and extend their bio.
 - For Example: [IT Recruiter Search](#)

- [NearbyTweets](#): Allows you to localize your Twittersphere by searching for fellow Tweeples via city, zip code or address. You can also search with keywords and limit the search radius to find those with similar interests to you who are just a jump away.
- [Twitpacks](#): Allows you to search by creating packs of people based on topic, interest, location, company and events.
 - For Example: There is even a pack for [technology](#).
- [Twibs](#): IT businesses are on Twitter too. Follow them to see when they land new business and might be hiring.
 - For Example: [IT companies](#)

I hope you'll follow these easy to learn tips to increase your network and take your job search into the Twittersphere.

Engage Your Job Search Network Using Twitter

By [Kris Rzepkowski](#) May 8th, 2009 at 11:34 am

Categories: [Career Advancement](#), [Finding Work](#), [Networking](#), [Tools/Tech](#)



Let's assume that you have already used Twitter to increase your knowledge in the IT field as [I've mentioned before](#), or as suggested to IT execs by Peter Kretzman in [Getting' Twitter, from the Technology Executives Perspective](#). Now you are [following a strong network of interesting and potentially useful networking contacts](#). You'll need to engage these Tweople to receive the maximum benefit for your job search.

Here are a few easy tips to quickly build a savvy network on Twitter and in the IT profession:

Be Conversational: Creating a two-way dialogue by responding to Tweets,

maintaining your @ replies and [retweeting \(RT\)](#) interesting tweets.

Learn Etiquette: CIO.com offers a quick overview of etiquette with their [Five Dos and Dont's](#) post.

Integrate Accessibility: Integrate all of your social media pages and devices.

[Facebook](#) and [LinkedIn](#) allow you to stream your Tweets to your profile page, however stay away from it if you Tweet more than 10 times a day. The settings tab on Twitter allows you to connect from a mobile device whether it has internet capabilities or not.

Quality over Quantity: As you engage your network, always remember the benefits of quality over quantity for your job search. Check out the analysis on the TwiTwips post, "[Twitter Followers: Quantity or Quality?](#)"

Post Interesting Tweets: Follow the right people and catch their interest with interesting posts and linking to articles relevant to your industry. Have a question? Ask your followers for instant feedback.

Use Hashtags: Don't underestimate the power of tracking on Twitter by using hashtags (#). Adding a hashtag in front of a word allows that word (your tweet and you) to be grouped with a certain topic making you and the topic more searchable. This can prove to be very useful when posting information relevant to your job search in the IT industry. Search Hashtags using [HashtagDictionary](#) or [#hashtags.org](#).

Remember, using a social network as part of your job search strategy means that you must engage your contacts to reap the benefits.