

# FROM TWEET TO HIRED



THE BRAND-YOURSELF GUIDE TO LEVERAGING TWITTER  
TO ADVANCE YOUR CAREER

BY PATRICK AMBRON  
AND PETE KISTLER

## GUEST AUTHORS

MATT WILSON  
JACOB SHARE

## DESIGNED BY

CAMERON ETHEREDGE

## CONTRIBUTORS

DAN SCHWABEL  
GARY VAYNERCHUK  
RYAN PAUGH  
RYAN STEPHANS  
CHRIS PERRY  
MONICA O'BRIEN  
EVAN WATSON  
RJ SHERMAN

# ABOUT THE AUTHOR

**Patrick Ambron** is CMO of Brand-Yourself.com, named one of the Top 100 Most Innovative College Startups in the U.S. Patrick co-developed the social media curriculum at the #1 School of Information Studies in the U.S. at Syracuse University, and worked as the new media consultant for Digital Vertical, a digital marketing agency focused on niche industries. Patrick graduated from the Newhouse School of Communications where he rejected the traditional curriculum and devoured everything he could regarding new media, social media, search and interactive marketing.

**Pete Kistler** Pete Kistler is one of Entrepreneur Magazine's Top 5 College Entrepreneurs of 2009, a leading Online Reputation Management expert, one of the Top Personal Branding Experts on Twitter, a Judge for the 2009 Personal Brand Awards and co-author of Career Launchpad (Perry, 2009). Pete writes the Wednesday column for the nationally acclaimed Personal Branding Blog, which is consistently ranked a Top 50 Marketing Blog in the World by AdAge, the #1 job blog by CareerBuilder in 2008, and syndicated by Forbes, Reuters and Fox Business.

## GUEST AUTHORS

**Matt Wilson** graduated Bryant University after leading the Collegiate Entrepreneurs' Organization to become the world's #1 entrepreneurship organization, and earned personal accolades as National Student Leader of the Year. Hungry for more, Wilson decided he had found a niche bringing together smart, innovative, passionate people and co-founded Under30CEO, a lifestyle magazine for young entrepreneurs. Wilson has used social media to create huge buzz online around the brand, landing U30 their national radio deal.

**Jacob Share** is the founder and SVP of Share Select Media, a company focused on empowering quality bloggers and blogs such as Group Writing Projects, The Original Home of Group Writing Projects. He is also the leading man behind JobMob, one of the most popular job search blogs on the web. He is recognized as one of the leading personal branding experts to follow on twitter.

## CONTRIBUTORS

**Dan Schawbel** is the leading personal branding expert for Gen Y. He is the author of the bestselling career book, Me 2.0: Build a Powerful Brand to Achieve Career Success (Kaplan, April 2009). He is the founder of the Personal Branding Blog®, which was the #1 job blog by Careerbuilder in 2008, is an AdAge top 50 marketing blog and is syndicated by Reuters, Forbes, Fox Business and other major networks.

**Gary Vaynerchuk** is the founder of Vayner Media. He is a recognized as a leading voice, consultant and case study of social media marketing and personal branding. His landmark seven-figure book deal for Crush It! was featured in The Wall Street Journal. He is one of the most sought out keynote speakers in the country regarding personal branding and social media.

**Ryan Stephens** is the founder of Ryan Stephens Marketing, a strategic consulting and professional development entity that specializes in relationship marketing. He also works as a community manager and media analyst at Sports Media Challenge, one of the most well known sports communications companies in the country.

**Ryan Paugh** Co-founded and acts as a community manager of Brazen Careerist, Inc. one of the largest social networks on the web and a leading meeting place for career-minded millennials. He is recognized as a leading voice of the Gen Y generation.

**Chris Perry**, MBA, is a Gen Y brand and marketing generator and prolific personal branding expert. Chris is the founder of Career Rocketeer, its partner sites, including Profession Confession, and other online career services, including MBA Highway. He is also author of Career Launchpad (Perry, 2009)

**Monica O'Brien** is the author of Social Pollination, a leading guide-book for small businesses looking to leverage social media. Her blog, Social Pollination, is considered a leading resource for social media marketing insight and small business solutions. She is also a co-founder of Untemplater, a blog for Gen Y'ers who want to break free from the template life.

# INTRODUCTION

If you're reading this eBook, it's safe to assume you're on Twitter, or at least know what it is. (If you're new to Twitter, start with our mini guides at the end). Believe it or not, Twitter is more than just a platform to let your friends know what you had for lunch. When used correctly, Twitter helps you paint a clear picture of yourself to employers and clients, demonstrate your participation in your field and promote yourself to people who can open doors in your career. This eBook will teach you how to use Twitter to gain visibility in your field, grow an engaged professional network and find and win career opportunities.

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## Welcome to the Digital Career Landscape

Alexa Scordato and Jen Harris' Twitter success stories (on the right) are not a fluke. The rise of social media has transformed the way we communicate and connect with each other, and savvy job seekers are using it to beat their competition in the job hunt.

You've probably heard how important it is to establish your personal brand to differentiate yourself from your peers. With so many people competing for so few jobs, employers are looking beyond traditional resumes when hiring. Employers are searching the web to find digital dirt and to see who is actively participating in their field online.

According to a recent CareerBuilder study, 43% of employers and 83% of executive recruiters admit to searching candidates online before making a hiring decision. Employers often turn down candidates based on negative content - and solidify their decision to hire based on positive content. (Have you checked your Facebook profile recently from the perspective of an employer?). Those who are posting thoughtful content, learning new material and engaging in relevant conversations are more likely to get hired. Twitter is the ideal platform to become the visible, ideal candidate for your dream job.

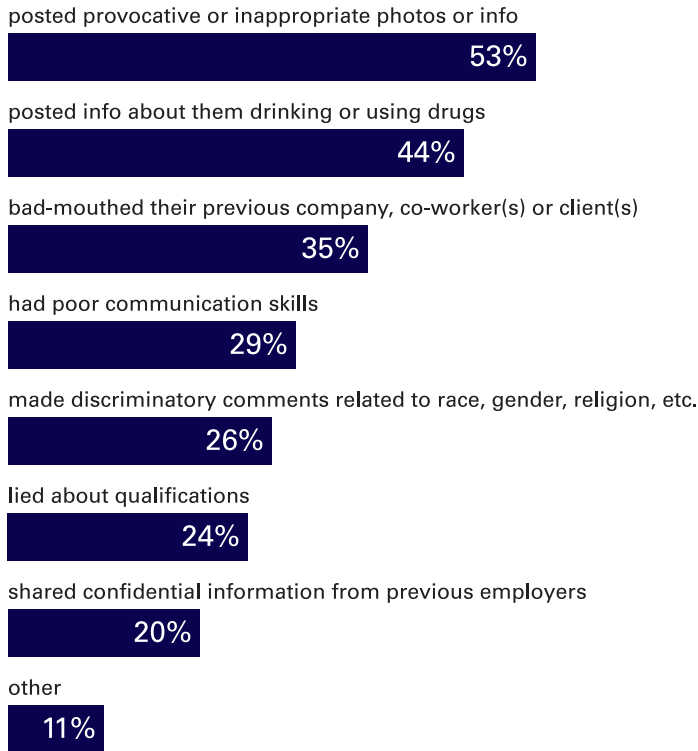


Even in today's bleak job market, social networking sites like Twitter have the power to put a candidate's best foot forward and gain an edge on their peers. Take 22 year-old Alexa Scordato for example, who quickly found a dream position without so much as grazing a job board. While most graduates frantically posted resumes on Monster.com, Alexa simply tweeted her network about possible openings. Within one week she had multiple interviews. Within two she had a job.

She is not alone. When Jen Harris was laid off from MPC computers, the first people she notified were her Twitter followers. The average American spends over 5 months out of work after being laid off. Ms. Harris had a new job before she left the parking lot.

Reasons that US Human Resources Professionals Disregarded Job Candidates After Viewing Their Social Network Profiles, May-June 2009  
(% of respondents)

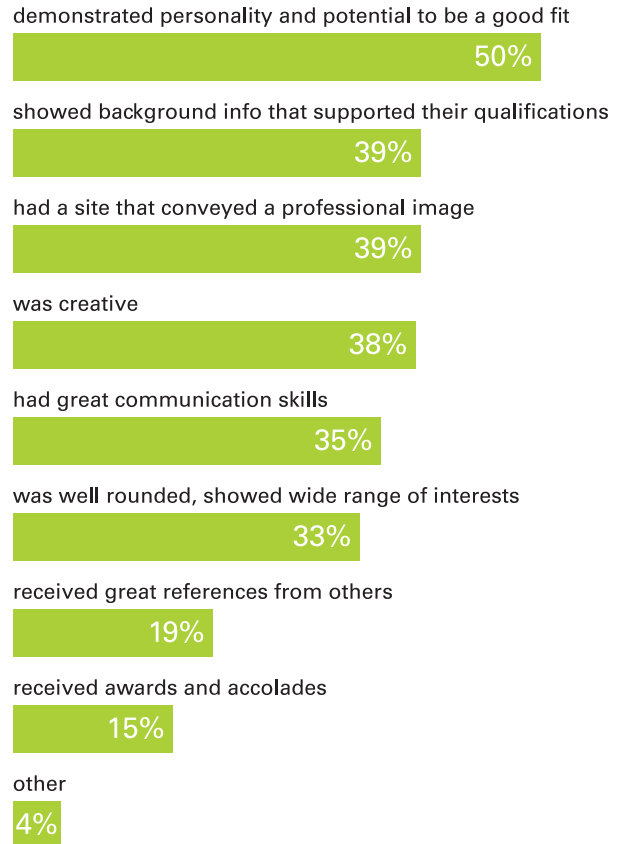
Job candidate...



NOTE: among the 35% of respondents who said they found content on social networking sites that caused them not to hire candidates.  
Source: CareerBuilder.com survey conducted by Harris interactive as cited in press release August 19, 2009

Reasons that US Human Resources Professionals Hired Job Candidates After Viewing Their Social Network Profiles, May-June 2009  
(% of respondents)

Job candidate...



NOTE: among the 18% of respondents who said they found content on social networking sites that caused them to hire candidates.  
Source: CareerBuilder.com survey conducted by Harris interactive as cited in press release August 19, 2009

## How Will Twitter Position You as a Stronger Job Candidate?

**1. Build Credibility:** Twitter is a powerful extension of your resume. You will create a professional profile that illustrates your key qualifications and aligns with your career goals. Then you'll add *value* to the community around your industry to be regarded as a thoughtful contributor.

**2. Networking:** You will build a relevant Twitter network that can advance your career rather than just following your college buddies and Paris Hilton. Four out of five jobs are won by networking, and Twitter makes networking easy by removing geographic limitations. You'll catch the attention of key players in your industry and cultivate these relationships into meaningful connections that help you down the line.

**3. Generate Job Leads:** Recruiters are increasingly turning to social media to find talent. Faced with intense job competition, estimates show that four out of five are never officially advertised. You will use Twitter to tap the hidden job market and identify opportunities that aren't publicized elsewhere. You will be able to track job posts by

**BEFORE MOVING ON**, consider this... If you are looking for a short cut, Twitter is not a magic solution to your problems. Like anything truly valuable, using Twitter effectively requires thoughtful, hard work. If you *are* on Twitter, simply being on there is not enough. Just like traditional techniques, Twitter is a job search *tool*, not a solution. However, it is by far one of the most effective tools you can use to build credibility, grow a relevant network and generate job leads. Plus, it's fun!

Let's get started.

# CHAPTER 1:

BUILD CREDIBILITY AROUND YOUR NAME

# CHAPTER 1: BUILD CREDIBILITY AROUND YOUR NAME

The days when paper resumes were enough are over. Job competition is too fierce. Employers are looking for innovators and leaders. Joining Twitter does not magically give you these qualities, but it does help you illustrate them. Since Twitter accounts typically show up at the top of Google, this is an opportunity to showcase your best qualities and promote yourself to the people who matter. Twitter can help you broadcast your best ideas to an audience to establish yourself as a thinker and a doer: the type of person an employer wants to hire.

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## Part A: Create a Focused and Compelling Profile

First you need to create a profile that communicates your key skills and qualities to potential employers. Everything about Twitter is short and concise. Your profile needs to convey the most important points about you in 160 characters. Before anything else, define your goals: exactly what kind of job are you looking for? Where is this job located? What skills, traits and results make you worth hiring? What unique value do you bring to the table? As Dan Schawbel says, “Be yourself, because everyone else is taken and replicas don’t sell for much.”

### Your first steps on Twitter:

**1. Claim your Twitter username.** Your goal is to get noticed, so use your real name. If your name is Sarah Bleem, choose SarahBleem. If that is taken, use some variation like Sarah\_Bleem or include a professional spin like SarahBleemPR. You might think Partyboy22 is funny, but it doesn’t help you get found, and it certainly doesn’t help you impress employers. Your name is your brand, so use it.

**2. Upload a professional headshot.** Always put your face with your name. Nobody wants to interact with a default graphic. When employers come across a profile without a picture, they might assume you don’t care enough about your image, or you just aren’t savvy enough to upload one. Either way, it’s easy to forget a user without a headshot. Keep your picture professional, and use the same profile picture across the web for consistency.

**3. Write a professional, targeted bio.** You only have 160 characters, so make them count. Strip away the fluff and pinpoint your most important qualities. What do you do best and what are you looking for? Carefully choose industry specific keywords that describe your skills and passions to make it easier for people to search for and find you. For example, instead of describing yourself as a programmer, describe yourself as an HTML and PHP developer. Recruiters are using social media more and more everyday to find applicants, so make sure you are being found for your specialties.

### EXPERT TIP

**CHRIS PERRY**, founder of CareerRocketeer

In your profile, use your actual geographic location, such as “New York, NY” or “Chicago, IL,” rather than “Worldwide,” “Everywhere” or “Universe.” This makes you appear more transparent and approachable and helps you connect more effectively with potential followers.

### EXPERT QUOTE

**DAN SCHAWBEL**, author of Me 2.0

“Instead of focusing on your job title and climbing the corporate ladder, focus on your unique personal brand. Position yourself relative to your passion and expertise and carve out a niche.”

### EXPERT QUOTE

**GARY VAYNERCHUK**, Vayner Media

“First, you need to put yourself out there. Allow people to see the real you. Create a means for them to get to know you and lead them to connect with you.”

It is difficult to overstate the importance of setting up a profile that completely represents you. This is how people will judge you and decide whether or not to connect.

**TIP:** Link to your professional personal website (create yours at [Brand-Yourself.com](http://Brand-Yourself.com)) and your [LinkedIn profile](#) so people can learn more about you.

**4. Create your custom background.** If you do not customize your profile's background image, you're wasting prime real estate. Use background tools (*see our appendix of Twitter Tools*) to add text to your background and promote your other sites (website, LinkedIn profile, etc.). Add images and text that support your personal brand and reflect your qualities. Keep the images professional (i.e. pictures of you doing drunken handstands won't get you hired) and ensure that these images and text accurately portray your personal brand.

Notice how Dan Schawbel (below) includes calls to action to visit his blog. As Gary Vaynerchuk points out, "Ultimately the goal is to funnel these people back to your content which, if it's quality and relevant, will be seen by the right people in your community." This is important for building powerful networks down the line, and for leading employers through your own personal tour, so send them elsewhere where they can learn more about you. Your Twitter profile is what employers will use to quickly judge if you fit a company's culture. Ask a few people if they'd hire you based on your profile, and implement any necessary changes.



## Part B: Become Someone Worth Following

Creating your profile is the easy part. The next step is to regularly push out tweets people will care about. This is where most people fail! Most tweeters join and don't know what to do next. They end up following celebrities, tweeting about their day and the only people that follow them back are college buddies and spammers. Don't worry: if you fall into this category, you are not alone. Only 5% of tweeters have more than 100 followers and only 8% of tweets are considered credible enough to be re-tweeted. Within this small percentage is where your opportunity lies.

The most important thing you can remember to be someone worth following is that Twitter is not about you - it's about everyone. You can't simply jump on Twitter and start shouting, "Look at me!" Twitter is a completely open, ongoing conversation, and unless you give people a reason to listen, no one will hear you. Adding value to someone's day is not only the key to attracting followers, but also the foundation for building meaningful relationships. Part B of this chapter will highlight key techniques that can help you tweet the right stuff and earn relevant followers.





**1. Tweet Helpful Links.** People are not, and never will be, interested in what you ate for lunch. They are interested in tweets that yield a positive impact on their day. Take three minutes a day to post a relevant daily quote, tip or article. For example, at our [@brandyourself](#) account, we post daily job search tips that attract job seekers who have a use for our tools.

To make daily tweets easier, use a [tweet scheduler](#) to build some of these up. This allows you to enter dozens of tweets at once and schedule them to post periodically at later dates. People in your field will begin to look for these valuable daily nuggets. If you're in graphic design, tweet daily Photoshop tips. Your followers will remember you and be more willing to help you down the road because you helped them. To analyze the strength of your Twitter profile and get suggestions about who to connect to on Twitter, sign up for [Brand-Yourself](#) and visit the Twitter section of your dashboard.

**2. Link to Interesting, Relevant Information.** The best way to establish yourself as a valuable member of your community is to share new information on a regular basis. If you are consistently pushing out fresh, targeted content, people will begin to look to you as a source for industry trends. Since the information is valuable, you will earn a ton of re-tweets, and in turn, valuable followers. You will also gain the attention of those you promote. When an employer searches your profile, the hiring manager will see you are heavily involved in industry conversations. See the side bar (right) for a simple way to find, read and share interesting articles with your network.

**3. Answer Relevant Questions.** Another effective way to prove your worth is by providing help to people who need it. Take a little time each day to search for questions pertaining to your area of expertise using *Twitter search tools* (see Appendix). Type in a specific keyword followed by a question mark to filter results, such as "graphic design?" or "civil engineer?" Make things easier by using [monitoring tools](#) that track these searches and people who need your help. For example, at [Brand-Yourself](#) we search for "resume tips?" to find people looking for help with their resume. We then answer their questions or point them to a helpful article we've written. This is an excellent way to attract more followers, and establish yourself as an authority in your line of work.

People remember when you go out of your way to help them, and will be happy to return the favor when called upon. If you are looking for freelance work, this is a great way to generate leads. There are hundreds of people looking for guidance, and Twitter allows you to build up credibility one answer at a time.

**4. Engage Your Community.** Make sure you are personable. Don't hesitate to ask questions, reply to others using @replies, and ask for feedback. Offer your help for free, recommend products you love and contribute to topics. Use [hashtag \(#\) trackers](#) to find relevant topics and participate in related conversations.



**Google reader/Google alerts:**

Set up a Google reader and subscribe to blogs and news sites in your industry. If you don't subscribe to any, visit [Alltop](#), [Technorati](#) and [Brand-Yourself](#) to find them. Next, set up [Google alerts](#) for important buzzwords in your field and set them up to be sent directly to a folder in your reader or your email account. For example, at Brand-Yourself, we have an entire Google Reader folder dedicated to personal branding blogs and dozens of Google alerts for terms like "personal branding" and "online reputation management." If you're in graphic design, set up alerts for terms like "graphic design" and "design tips." By spending a few moments a day browsing headlines, you can share fresh, valuable and targeted content every day to your Twitter followers.

**TIP:** Avoid potentially controversial topics like politics and religion which can often do more harm than good.

# CHAPTER 2:

BUILDING YOUR ONLINE NETWORK

## CHAPTER 2: BUILDING YOUR ONLINE NETWORK

Once you have a targeted profile and consistently tweet valuable, relevant content, it's time to build your network. Connecting with friends and family is not enough to get the full benefit of Twitter as a career tool. Monica O'Brien, author of *Social Pollination*, advises, "Too often people gravitate towards their friends and forget that the whole point is to meet new people! Have a goal. Think of who you need to know to reach the goal (finding a job) and find those people."

Remember the expression, "choose your friends wisely?" Many people forget this adage extends to the digital world as well. Twitter has millions of empty tweets, but it's also full of tremendous value. It's just a matter of choosing your friends wisely and following the right people.

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**1. Follow Major Players in Your Industry.** Following industry leaders is a great way to get noticed. They're also phenomenal resources to stay up to date with industry trends. Twitter is unlike any other social platform in this regard. Compare it to being invited to a prestigious networking event with some of the most prominent, well-known players in your field. The benefits of connecting and "talking shop" with these types of people are immeasurable, and Twitter allows you to do this on a daily basis.

These people owe you nothing and they will ignore shallow attempts to connect. Ask leaders thoughtful questions, retweet their messages, and comment on their content. After responding directly to their tweets a few times, they are likely to follow and even respond back. When they respond to you, all of their followers see, and you set the stage for more meaningful connections.

**2. Find People in Your Industry and Area.** Start by checking out a few of the major *Twitter directories* (see appendix) to find the most influential tweeters in your field. Maintain your relationships and lines of communication and eventually you will be familiar enough to ask for an endorsement, phone call, or contribution to their blog. Imagine how far recommendations from industry leaders can take you.

**3. Search for People Talking About Your Industry.** Thousands of people in your field on Twitter are conversing with each other and interacting. These are the types of conversations you want to join. Use [Twitter search tools](#) to monitor keywords in your industry. Keep an eye out and start interacting. You should also research relevant hashtags to find conversations surrounding your industry. For example, at Brand-Yourself, we are constantly looking for conversations about personal branding, job searches and social media. It allows us to connect quickly with like-minded people and build a relevant network.

### EXPERT TIP

**RYAN PAUGH**, Brazen Careerist

"Follow the top people in your industry. It's a great way to get inside their head and understand how top players are thinking."

### EXPERT TIP

**MONICA O'BRIEN**, Twenty Set

"It's okay to chat with your friends via Twitter, but keep it to less than 10% of your time."

### EXPERT QUOTE

**GARY VAYNERCHUK**, Vayner Media

"It's about reaching out and starting dialogues with people who share your passions. Engage and discuss with people, don't just come at them immediately selling and asking."

Now you have a profile and a relevant network, it's time to prove your worth. The next chapter explores how you can begin tweeting your way towards success.

### EXPERT QUOTE

**RYAN STEPHENS**, RSM

"Building a meaningful network isn't rocket science. Reach out to people that you admire or that you could learn from. Provide value for them first and chances are they'll reciprocate. This creates a carousel of goodwill you'll never want to get off."

**4. Search for People in Your Area.** Connect with people in your area. There is no replacement for face-to-face connections, and Twitter allows you to find relevant people in your area and initiate these relationships. Services like [Brand-Yourself](#), and other directories can help you get started.

**5. Quality Over Quantity.** Networking is important but don't get carried away. Do not simply follow every person with "Marketing" in their bio. You look like a spammer if you follow tons of people without having a somewhat equal ratio of followers. Instead, focus your efforts and make sure you truly connect with those you interact with. A network of 150 people who appreciate your tweets is far more valuable than a network of ten thousand who have no idea who you are.

## Turn Your Twitter Followers into Real Relationships

### What Good are Friends if you Don't Really Know Them?

A Twitter connection can almost never replace the power of a face-to-face connection. Twitter is a great way to break the ice, but you should be looking to turn some into meaningful, off-line connections you can actually rely on, bounce ideas off of, team up with and evangelize your brand with you.

If you're spending time on Twitter, you might as well make the effort to know the people you talk to. Sending out a tweet that says, "Hi Friends, I need help with XYZ," will be more effective if you've turned some of your followers into true connections. Check out the tip box we developed with Matt Wilson of [Under30CEO](#) to connect with people on a deeper level.

#### EXPERT QUOTE

**DAN SCHAWBEL**, author of *Me 2.0*

"The best practices for personal branding will always remain, including delivering value consistently over time and networking with peers that can support your career."

#### EXPERT TIP

**RYAN STEPHENS**, RSM

"Turning casual connections into real ones is a two way street, but you can start by chatting on Gchat, Skype, picking up the phone, and exchanging a few emails. Learn about the things that drive each other. If you're a good fit for one another, let it grow naturally."

**Inquire:** Check out the profiles of those people who share your common interests. These people are on social media to be social, so don't be shy. Click their links and drop comments on their blogs—especially if they don't get many comments. People will remember if you leave a comment and will probably check out your link in return.

**Approach:** Message a social media friend and find out how you can help them. If it looks like you have a common interest, bring it up.

**Compliment:** Everyone loves compliments. Tell them what you find interesting about them or why you admire their work. This not only grabs their attention, but helps them understand that you care about them.

**Exchange Numbers:** If you really want to get to know someone, schedule a 10-minute phone conversation. Try to do one a day. Imagine how many connections you could make. If you're too timid to slip the digits, try AIM, Skype or email.

**Attend Events:** Go to tweetups, networking events, conferences, speeches or anything with a hashtag on Twitter. Matt Wilson is stopped by Twitter friends at events because his avatar actually looks like him. His name is also his Twitter handle.

**Make a Date:** Traveling to a city? Tweet about it and see if anyone wants to meet up.

# CHAPTER 3:

FIND A JOB ON TWITTER

## CHAPTER 3: FIND A JOB ON TWITTER

At this point, you've built a strong Twitter profile that reinforces your qualifications and aligns with your career goals. Your profile is contains career keywords so you are easy to find when people are searching your field. You've learned how to add value to your community, tweeting relevant content that actually *impresses* employers rather than bores them, and you learned how to pinpoint the right people and build meaningful relationships. You may notice at this point that you suddenly have more people following you than the 16 you had before. When you click the button to track mentions of your name, you suddenly find the page filled to the bottom with retweets and personal queries. Now it's time to take what you've built and turn it into an engine to get hired.

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### Indirect Opportunities

Once you build a strong network, you will be surprised at the opportunities 140 characters can create. In fact, you will probably stumble across numerous opportunities without even inquiring. The more active you are, the more likely you are to be approached by someone who likes what you're up to and wants to talk about working together. The concept is not new; it's what networking has always been about.

### Direct Opportunities

Your Twitter friends need to know that you're job hunting. Ask your network job search questions. Post updates on your job search tactics to see what people think. Ask for referrals and re-tweets. If you have proven yourself as a thoughtful, intelligent individual, your followers will be happy to extend a helping hand. A few re-tweets from the right people brings your job inquiry a long way.

**Make a Target List.** Speed up your job process by making a list of 10 companies you would like to work for. Use Twitter search tools to find and connect with people who work there. Don't simply follow them and ask if they can get you a job. Instead, use what you learned in the previous chapters to connect with them. If you do, and they understand what you are looking for, they are more likely to get you in the door when a relevant job opens.

**Keep up to Date With Job Opportunities in RealTime.** One of the unique values of Twitter is the speed at which information spreads. Use this to your advantage in your job search. Follow specific job feeds and be the first to know when opportunities arise. You can follow feeds by industry, location and companies. Spend five minutes a day sifting through tweets, and "favorite" any ones that interest you.

#### EXPERT TIP

**RYAN PAUGH**, Brazen Careerist

"Start keeping a list of bloggers that live in cities you frequent. Set up meetings with them. Bringing the online connection offline is one of the best ways to strengthen your network."

#### EXPERT TIP

**MONICA O'BRIEN**, Twenty Set

"Look for professional and social media organizations in your area. One of the largest ones in the U.S. is called Social Media Club. This is the fastest way to meet people from online in person."

#### EXPERT TIP

**RYAN STEPHENS**, RSM

"Talk to people in the field/profession you think you want to be in. Ask for advice, connect, and provide value to them. Then once you've built up enough social equity in that relationship there's no harm in asking. Most people are glad to help."

## Twitter Tools to Boost Your Job Search

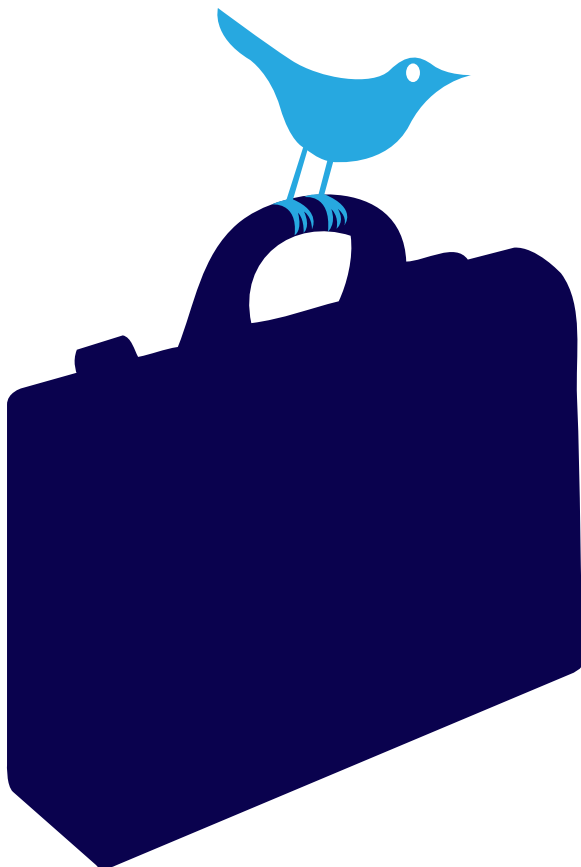
Follow @Microjobs and follow the hashtag #Tweetmyjobs to unearth further opportunities. These tools allow you to identify your ideal job by career and location, and tweets you whenever a job opening appears. Harness the power of Twitter using these tools today and you'll be job searching while you're asleep tonight.

**@Microjobs** | Started by well-known PR professional Brian Solis, @Microjobs brings together job seekers and recruiters through tweets.

**How does it work?** Recruiters begin their tweets with @Microjobs, and then submit. The @Microjobs account automatically tweets out requests to its growing network of job seekers.

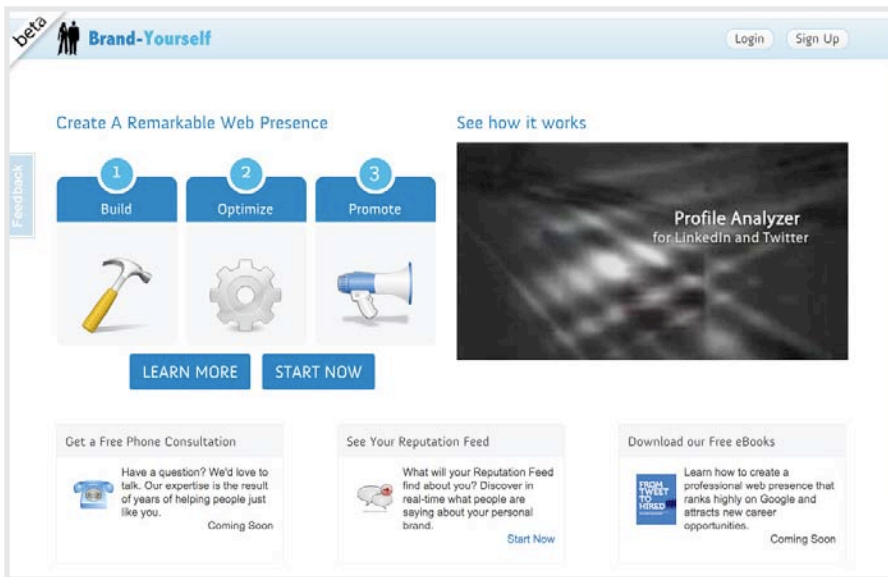
**TweetMyJobs** | TweetMyJobs is another tool born out of Twitter for job seekers and recruiters. Follow the hashtag #Tweetmyjobs and visit their site. Subscribe to desired job channels and have new openings automatically sent to your mobile phone. You can also specify which cities you want notifications from.

**Keep an updated version of your resume handy.** As you make more connections and follow more leads, you will want to react quickly. Have a short URL to your optimized LinkedIn profile that you can send in a tweet. and analyze your LinkedIn profile with [Brand-Yourself](#)'s profile analyzer. Use a service like Tweetafile to send your resume via Twitter.

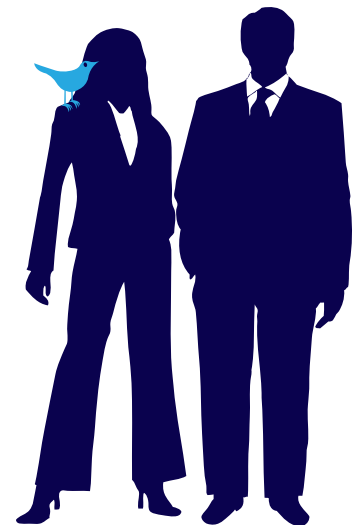


# CONCLUSION

Ready to build a relevant following on Twitter, use the job search tools above and win in the new age of the job search? If it seems like a lot of work, don't worry. It's actually a lot of fun meeting and connecting with new people once you get started. And the best part? You don't have to remember everything in this eBook. At Brand-Yourself, we created a system that literally walks you through the Twitter job search process, guiding you along the way and tracking your progress. Sign up for a free Brand-Yourself.com account and get started improving your job prospects today.



If you haven't signed up yet, get ready to discover your core strengths, build effective web pages and profiles around them, own your Google results, take advantage of Twitter and take your career to the next level! (Use the promo code "tweet2hired" for a full month free).



## [SIGN UP TODAY >](#)



# EXTRAS:

Twitter 101

Twitter Tools

Twitter Job Search Tools and Resources

Tips From the Experts

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## Twitter 101

**What is Twitter?** | Twitter is a free social networking and microblogging service that let you to send and receive messages known as tweets. Tweets are text posts up to 140 characters. Your tweets are displayed on your profile and visible to everyone who has chosen to follow you. You can restrict access to your circle of friends or allow open access (the default setting). You can tweet from a number of places including your phone, your profile page, and Twitter applications like TweetDeck and HootSuite.

**Why do you need to be on it?** | With over 18 million users conversing everyday, there is no better platform to connect with new people who share your interests and work in your field.

**What are @replies and mentions?** | People say lots of things on Twitter, and sometimes you want to say something back. @Replies are a way to acknowledge that you are addressing someone else. An @reply is any Twitter update that begins with @username.

When you start a tweet with @username it will appear in the person's replies tab. A mention is any Twitter update that contains @username in the body of the tweet. If someone acknowledges you in their tweet, or vice versa, you can easily find it by clicking the replies tab.

You can include more than one person in your update using the @username format. All recipients will also see the update in their replies tab.

*CHRIS PERRY, personal branding expert and founder of CareerRocketeer, offers these additional tactics.*

*Hashtags - Search for relevant hashtags or keywords using the Twitter search bar or Hashdictionary that you can include in your posts to make your tweets more searchable. You can also use them to keep track of other relevant tweets of interest on Twitter.*

*Privacy - Don't protect your updates under your account settings or you will limit the growth of your following and the expansion of your brand presence.*

*Share - Allow readers of your blog to share and retweet your content and your expertise at the touch of a button on their own across their Twitter networks using [Tweetmeme](#).*

**@pcambrom can't wait to read your new eBook, from Tweet to Hired!**

Latest: via @danschawbel: Personal Branding Interview: Nikki Stone  
<http://bit.ly/9I5rMU> about 1 hours ago

Tweet

**How do @replies and mentions work?** | All tweets containing @username are collected for you and accessible through a link in your sidebar. Click on your username to see all replies mentioning you.

**What is a retweet (RT)?** | A retweet (RT) is a way to re-post someone else's tweet that you like or want to share to your followers.

Start your tweet by typing "Retweet:" or "RT:" Then credit the original poster by @replying them using their username. For example: "RT @originalPoster:"

Lastly, add the text you want to pass along (usually it will be an interesting link) with a quick note about why it's relevant. Here is a full example of a RT:

**RT @pcambron great article about getting more re-tweets: check out Dan Zarrella's "The Science of Re-Tweets" <http://bit.ly/abe920>**

Latest: via @danschawbel: Personal Branding Interview: Nikki Stone  
<http://bit.ly/9I5rMU> about 1 hours ago

Tweet

RT's are like a social currency in Twitter. You always should acknowledge those who add value to you.

**What is a direct message?** | A direct message is a chance to privately reach out to somebody on Twitter. While @replies are public, direct messages are only viewable by you and your recipient. You can direct message someone right from your status update box by following the format: "D + username + message." You can only direct message people who are following you.

**D @pcambron would love to chat on the phone about guest posting on your blog - let me know! what's your email address?**

Latest: via @danschawbel: Personal Branding Interview: Nikki Stone  
<http://bit.ly/9I5rMU> about 1 hours ago

Tweet

## Why Retweet?

1. RT tweets you find interesting and relevant
2. RT's help you build relationships with original posters by publicly announcing you think their tweets are interesting or valuable
3. RTing helps expose new relevant tweeters to your current followers

# Twitter Tools

**Directories** These directories can help you find people to follow. You will also be more easily found on Twitter by people of similar interests if you add your name to these directories.

**WeFollow:** <http://wefollow.com/>

**GeoFollow:** <http://geofollow.com/>

**Just Tweet It:** <http://justtweetit.com/>

**TwitR:** <http://twitr.org/>

**twtBiz:** <http://twtbiz.com/>

**Twello:** <http://www.twellow.com/>

**Twibs:** <http://www.twibs.com/>

**Tweet Find:** <http://www.tweetfind.com/>

**Tweeter Tags:** <http://www.tweetertags.com/>

**TweetWorks:** <http://www.tweetertags.com/>

**Hashtag Trackers** Use hashtag trackers to find popular or relevant conversations going on in your field. See how people or organizing their tweets.

**Tagalus:** <http://tagal.us/>

**Hashtags:** <http://hashtags.org/>

**Twemes:** <http://twemes.com/>

**What the hashtag?!:** [http://wthashtag.com/Main\\_Page](http://wthashtag.com/Main_Page)

**Monitoring Tools** Monitor the twitter world for specific keywords related to your industry and twitter handle with these tools.

**Monitter:** <http://www.monitter.com/>

**TweetDeck:** <http://www.tweetdeck.com/beta/>

**Twist:** <http://twist.flaptor.com/>

**Twittermeter:** <http://www.twittermeter.com/>

**Tweetstats:** <http://tweetstats.com/>

**Twitterscoop:** <http://www.twitscoop.com/>

**Twitturly:** <http://twitturly.com/>

**Background Customization Tools** Don't waste all the prime real estate in available in the background of your profile. With these tools you can quickly and easily create a custom twitter background.

**Twit Backs:** <http://www.twitbacks.com/>

**Twitrounds:** <http://twitrounds.com/custom-twitter-background/>

**TwitArt:** <http://www.twitart.com/>

**BrandMyTwitter:** <http://www.brandmytwitter.com/>

**Link Trackers/Shorteners** These tools allow you to shorten links so you don't waste any of those precious 160 characters.

**TinyURL:** <http://tinyurl.com/>

**Bit.ly:** <http://bit.ly/>

**Su.pr:** <http://su.pr/>

**Twitter Stats** Track twitter stats with these services.

**Tweet Stats:** <http://tweetstats.com/>

**Twitter Counter:** <http://twittercounter.com/>

**Twitter Friends:** <http://twitter-friends.com/>

**Twitter Grader:** <http://twitter.grader.com/>

**Tweet clouds:** <http://www.tweetclouds.com/>

**TwitGraph:** <http://www.twitgraph.com/>

**Tweet Value:** <http://tweetvalue.com/>

**Tools for Scheduling Tweets** You can schedule tweets in advance with these tools.

**Tweet-U-Later:** <http://www.tweet-u-later.com/>

**TwitonTime:** <http://twittontime.com/>

**Tools to Track Twitter Alerts**

**TweetBeep:** <http://tweetbeep.com/>

**Tweet Alarm:** <http://www.tweetalarm.com/index.php>

**TweetTrak:** <http://www.tweettrak.com/>

**3rd Party Tweet Apps**

**Tweet Deck:** [www.tweetdeck.com](http://www.tweetdeck.com)

**Seismic DeskTop:** [seismic.com/](http://seismic.com/)

**HootSuite:** [www.hootsuite.com](http://www.hootsuite.com)

# Twitter Job Search Tools and Resources

## By Company

@attjobs – Jobs at AT&T  
@mtvnetworksjobs – Jobs at MTV  
@TRCareers – Jobs from Thomson Reuters

## By Field

@alldevjobs – Developer jobs  
@ArtDirectorJobs – Art director jobs  
@cwjobs – Copywriter jobs  
@jobsinhiphop – Jobs in Hip-Hop  
@journalism\_jobs – Jobs in journalism  
@juicyjobs – Green jobs  
@libgig\_jobs – Library Jobs  
@mediabistrojobs – Media job listings from mediabistro.com  
@medical\_jobs – Medical jobs  
@media\_pros – Jobs for media professionals  
@narmsjobs – Retail marketing jobs  
@PRSAjobcenter – Jobs in public relations, communications and marketing  
@reflectx – Physical Therapy jobs  
@seojobs – SEO job listings  
@socialmediajob – Jobs in social media  
@travelmaxallied – Healthcare jobs  
@travelnursejob – Jobs for traveling nurses  
@usmusicjobs – US Music Jobs  
@web\_design\_jobs – Web design and other graphics jobs

## By Job Type

@findinternships – Internships and entry level jobs for college students  
@freelance\_jobs – Freelance jobs  
@heatherhuhman – Entry level jobs and internships  
@Project4Hire – Freelance and temporary jobs  
@jewish\_jobs – Jewish job listings

## By Region

@MyBristolJobs – Job listings from mybristoljobs.co.uk  
@chicagowebjobs – Web-related jobs in Chicago  
@ChicagoTechJobs – Technology jobs in the greater Chicago area  
@ITJobsLondon – IT jobs in London  
@ITJobsSydney – IT jobs in Sydney, Australia  
@JobsBoston – Jobs in the greater Boston area  
@jobshawaii – Jobs in Hawaii  
@NewYorkTechJobs – Technology jobs in the greater New York area  
@PDXJobs – Jobs in Portland, Oregon

@sdjobs – San Diego technology jobs

@sfmobilejobs – Mobile Web and Digital Media jobs in Silicon Valley

@mtltweetjobs – PR/marketing/social media/tech jobs in Montreal

@TopJobsInLondon – Top jobs in London, UK

@web20jobs – UK-based web 2.0 jobs

## General

@JobAngels – Helping the unemployed find jobs

@indeed – One search. All jobs.

@jobshouts – General job postings

@simplyhired – Job search site

@StartUpHire – Jobs at VC backed companies

@twithire – Job board service

**We'd love your Input!** Have your own Twitter tips or Twitter tools that we left out? Send us an email [Info@brand-yourself.com](mailto:Info@brand-yourself.com) and we'll add them to this eBook in our next edition!

# TIPS FROM THE EXPERTS

## ||| CHRIS PERRY

Identify your actual geographic location, such as “New York, NY” or “Chicago, IL,” rather than “Worldwide,” “Everywhere” or “Universe.” This makes you appear more transparent and approachable and helps you connect more effectively with potential followers.

Search for relevant hashtags or keywords using the Twitter search bar or Hashdictionary that you can include in your posts to make your tweets more searchable. You can also use them to keep track of other relevant tweets of interest on Twitter.

Don't protect your updates under your account settings or you will limit the growth of your following and the expansion of your brand presence.

Allow readers of your blog to share and retweet your content and your expertise at the touch of a button on their own across their Twitter networks using Tweetmeme.

Use Twitter Grader to see where you rank in terms of influence on Twitter. You can also use it to identify new contacts with whom you should be networking.

Promote your Twitter account by linking others to it via your websites and blogs, your newsletters and announcements, your guest posts on others' blogs, your professional networks and even your email signature.

## ||| DAN SCHAWBEL

Brand yourself for the job you want, not the job you have.

Instead of focusing on your job title and climbing the corporate

ladder, focus on your personal brand statement, which will position you relative to your passion and expertise and help you carve out a niche.

What works for other people, might not work for you, but some of the best practices for personal branding will always remain, such as delivering value consistently over time and networking with peers that can support your career.

## ||| RYAN PAUGH

Use Twitter as a promotional tool for the career management you're doing elsewhere on the Internet. Twitter is a good complement to a career blog.

Talk about trending topics in your industry. So read the most trustworthy media sites in your industry every morning while drinking your coffee. Tweet about the best stories.

Follow the top people in your industry. It's a great way to get inside their head and understand how they are thinking.

Use a supplementary tool like TweetDeck to follow keywords that interest you. Follow people who are talking about topics in your industry.

Start keeping a list of bloggers that live in cities that you frequent. Set up meetings with them. Bringing the online connection offline is one of the best ways to strengthen your online connections.

# MORE TIPS FROM THE EXPERTS

## ||| GARY VAYNERCHUK

Don't assume someone else is going to take the initiative to start the relationship-building process, reach out and give yourself as many opportunities as possible to translate your online friendships into real world relationships.

The key to twitter is listening, not speaking. Engage and discuss with people, don't just come at them immediately selling and asking.

First, you need to put yourself out there. Allowing people to see the real you helps create a means for them to get to know you, which will lead to them connecting with you. Your personality is ultimately what separates your brand from everyone else in your channel, let it out.

## ||| RYAN STEPHENS

Don't be afraid to be yourself. Having a shtick is a good thing because you want the right people to find you. If someone doesn't like what they see, great, saves you valuable time in finding the right fit.

Determine how you can enhance the lives of your community and then make time to do that. Small deposits everyday will make a huge difference when you're ready to make an impactful withdrawal for your own life/career.

Turning casual connections into real connections is a two way street, but you can start by chatting on GChat, Skype, picking up the phone, and exchanging a few emails. Learn about the things that drive them, each others' passions, interests and more and if you're a good fit for one another let it grow naturally.

Talk to people in the field/profession you think you want to be in. Ask for advice, connect, and provide value

to their lives. Then once you've built up enough social equity in that relationship, there's no harm in asking. Most people would be glad to help.

## ||| MONICA O'BRIEN

It's okay to chat with your friends via social media, but keep it to less than 10% of your time. Too often, people gravitate towards their friends and forget that the whole point is to meet new people!

Look for professional and social media organizations in your area. One of the largest ones in the United States is called Social Media Club. If you don't have one in your area, find a few social media friends and become the founders of your town's chapter.