



Use Twitter for Your Job Search: Engage Employers

Campaign Management Team B
Right Management
February 24, 2014



Twitter

Mission: To give everyone the power to create and share ideas and information instantly, without barriers.

- 241 million monthly active users
- 500 million Tweets are sent per day
- 76% of active users are on mobile
- 77% of accounts are outside the U.S.
- Supports 35+ languages

Source: Twitter Fact Sheet - <https://about.twitter.com/company>



Why Twitter?

- Timely News ([search](#))
- Discover News & Articles ([search](#))
- Instant Customer Support ([tweet](#))
- Specific Answers and Advice ([tweet](#))
- Job Search ([search](#)) ([follow](#))



Twitter Terms

- **Tweet:** A message of no more than 140 characters.
- **Direct Message (DM):** A private message sent via Twitter. You can only send to a user who is following you; you can only receive direct messages from users you follow.
- **Mention:** A Tweet that contains "@[username]" anywhere in the body of the Tweet.
- **Follow:** Subscribe to a users Tweets or updates on the site.
- **Re-tweet (RT):** A re-posting of someone else's Tweet. Option: preceded by "RT" and "@[username]" to give credit to the original poster.
- **@Reply:** A Tweet posted in reply to another user's message. Always begins with "@[username]".
- **Hashtag (#):** Used to mark keywords or topics in a Tweet so that it can be searched. #Jobs



Twitter Home

The screenshot shows the Twitter home page for Gregory F Simpson (@GregoryFSimpson). The navigation bar at the top includes Home, Connect, Discover, and Me, along with a search bar and utility icons. The profile header shows the user's name and handle, with statistics for 18 tweets, 57 following, and 19 followers. A 'Compose new Tweet...' box is visible. The 'Who to follow' section lists three accounts: AllThatJazz (@ijazzit2), Kevin Green (@FixedOpsG...), and Sarah Bebe. The 'Trends' section shows #askimaginedragons. The main tweets area features a promotional message for importing contacts and two tweets from Disney Parks and Disney Jobs. The Disney Jobs tweet includes a photo of cast members on an ice skating rink.

Home Connect Discover Me Search

Gregory F Simpson
@GregoryFSimpson

TWEETS 18 FOLLOWING 57 FOLLOWERS 19

Compose new Tweet...

Who to follow · Refresh · View all

- AllThatJazz @ijazzit2 Follow Promoted
- Kevin Green @FixedOpsG... Follow
- Sarah Bebe @L@L@L@L@L... Follow

Popular accounts · Find friends

Trends · Change
#askimaginedragons

Twitter is better with friends!
Import your contacts from gregoryfsimpson@gmail.com to find your friends on Twitter.
Import now

Tweets

Disney Parks @DisneyParks · 7m
Celebrate the release of "Kingdom Keepers VII: The Insider" and meet @RidleyPearson at @Disneyland & @WaltDisneyWorld bit.ly/1bjj4xV
View photo Reply Retweet Favorite Pocket More

Disney Jobs @TWDCjobs · 26m
Cast members on a recent ice skating outing. Click here: ow.ly/ttz1H to apply, if you'd like to join them! pic.twitter.com/KlwZkWnLSI



#Discover

Discover new and engaging things to do on Twitter.

The screenshot shows the Twitter interface with the #Discover tab selected. The top navigation bar includes Home, Connect, Discover (highlighted), and Me. A search bar and utility icons (mail, settings, compose) are on the right. The left sidebar contains navigation options: Tweets, Activity, Who to follow, Find friends (highlighted), and Popular accounts. Below this is the 'Who to follow' section, featuring profiles for Squarespace, Kevin Green, and Adam Grant. The main content area displays a tweet from @jessithefangirl about a Dalek sighting at Purdue University, accompanied by a photo of a snow-covered bush. The tweet is marked as 'Favorited by Doctor Who on BBCA'. At the bottom of the tweet are options for Reply, Retweet, Favorite, and More.



Search

Search all public Tweets for keywords, usernames, hashtags, or subject.

The screenshot shows a Twitter search results page for the keyword "lederman". The search bar at the top right contains the text "lederman". The main content area displays the profile of Gregory F Simpson (@GregoryFSimpson), an Employee Engagement pro and blogger. To the right of the profile, a dropdown menu lists several users with the name "Lederman": Steven Lederman (@shlederman), Josh Lederman (@joshledermanAP), Marsha Lederman (@marshaledede...), Annie Lederman (@annielederman), Doug Lederman (@douglidlHE), and Harold Lederman (@shotfighter26). Below the profile, statistics show 18 tweets, 57 following, and 19 followers. The "Tweets" section shows two tweets from Gregory F Simpson, one from January 14 and another from December 18.

Home @ Connect # Discover Me

lederman

Tweets

- Following
- Followers
- Favorites
- Lists

Photos and videos

Who to follow - Refresh - View all

- Macy's @Macys - Followed by American Express
- Adam Grant @AdamM... - Followed by Agent In Engag...

Gregory F Simpson @GregoryFSimpson
Employee Engagement pro and blogger, Broad love to travel and explore cultures. New York, NY - about.me/greg

Lederman

- Steven Lederman @shlederman - Followed by Agent In Engagement
- Josh Lederman @joshledermanAP
- Marsha Lederman @marshaledede...
- Annie Lederman @annielederman
- Doug Lederman @douglidlHE
- Harold Lederman @shotfighter26

Search all people for **lederman**

TWEETS 18 FOLLOWING 57 FOLLOWERS 19

Tweets

- Gregory F Simpson** @GregoryFSimpson - Jan 14
@lamScottyK did you watch Brain Games episode 2 on Monday? You, Alissa, Brian, and Amanda all made the cut! Hope I found the right Scott.
Expand Reply Delete Favorite More
- Gregory F Simpson** @GregoryFSimpson - Dec 18
@Namecheap The Polar Express
View conversation Reply Delete Favorite More

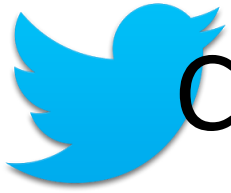


Following

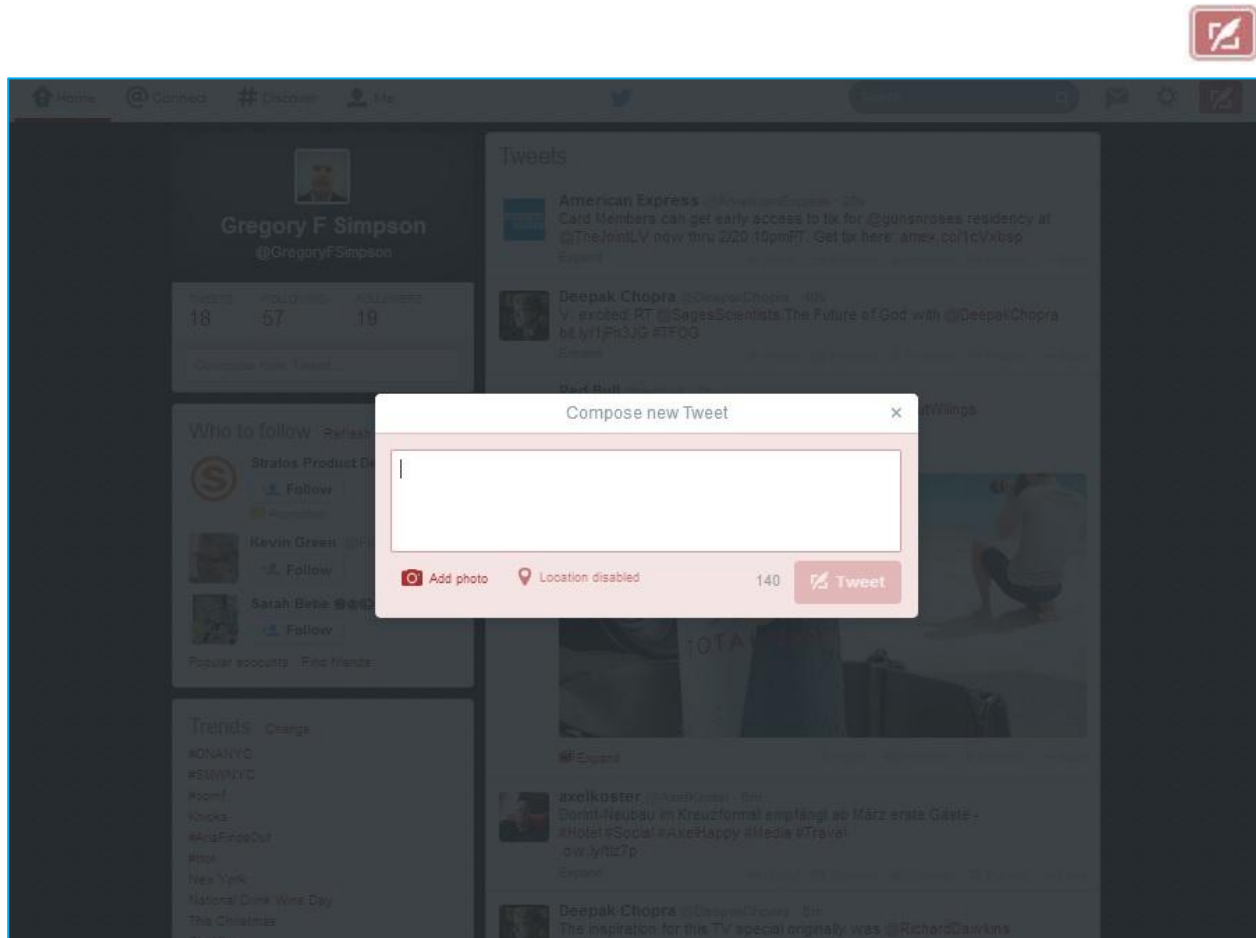
List of people and companies to which I've chosen to subscribe.

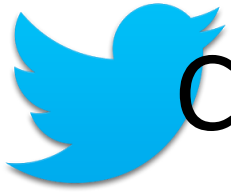
The screenshot shows a Twitter profile page for a user with 18 tweets, 102 following, and 26 followers. The 'Following' list includes:

Name	Handle	Bio	Following
Justin Bryant	@JBryant1221	Entrepreneur, Leader, Fitness Freak, and Car Enthusiast	Following
SoarBiz Consulting	@SoarBiz	Business Consulting company specialized in helping start up and small businesses be more profitable and effective.	Following
Brain Games	@BrainGames	Brain Games on @NatGeoChannel examines the secrets of the human mind. New season Jan 13 at 9/8c!	Following
The Points Guy	@thepointsguy	Frequent flyer mile and credit card point ninja.	Following
Peter J Sullivan III	@pjsullivan3	Entrepreneur. Head down on exciting new venture. Jackpocket. Founded @Tripl	Following
Museum of Modern Art	@MuseumModernArt	Victor Samra (aka @vsamra3) at the easel. Please send us questions or comments by placing	Following

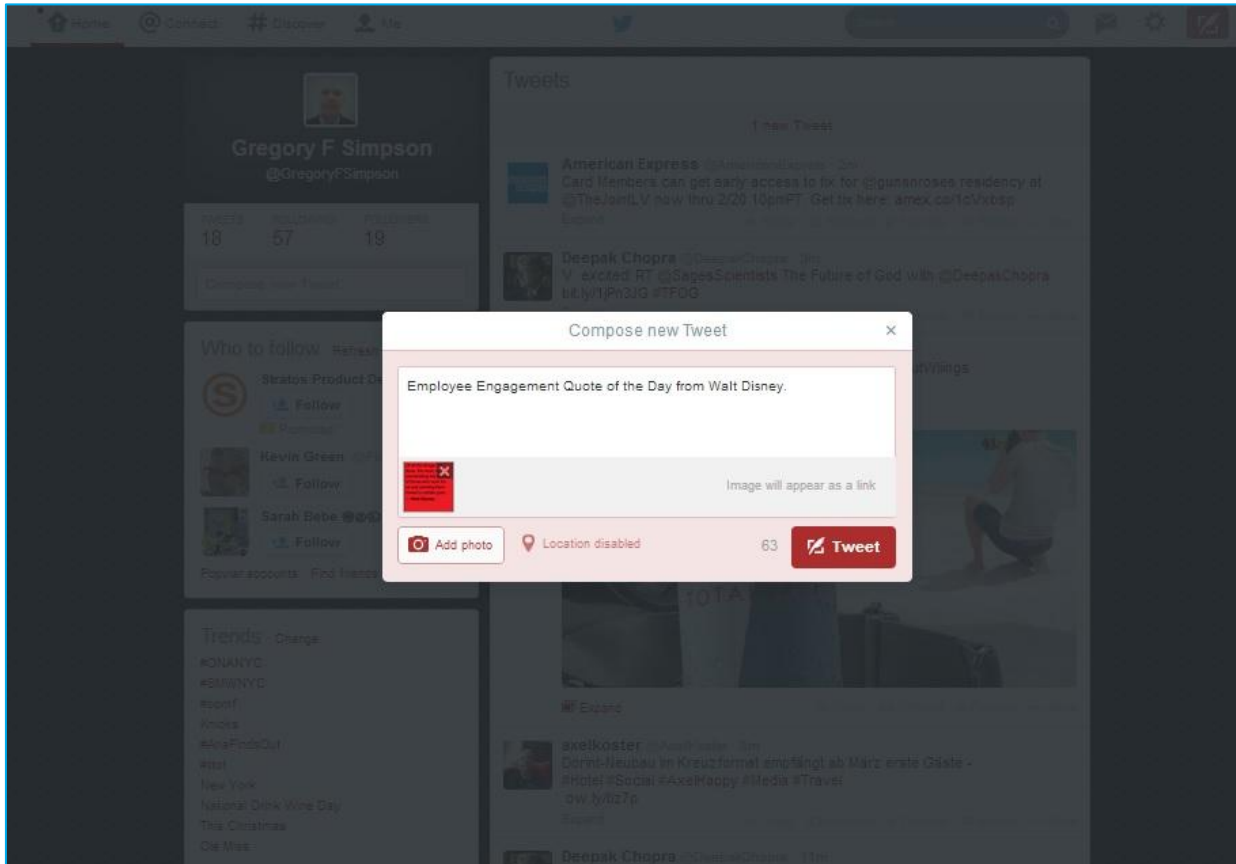


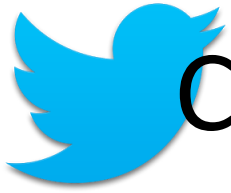
Compose new Tweet (1 of 4)



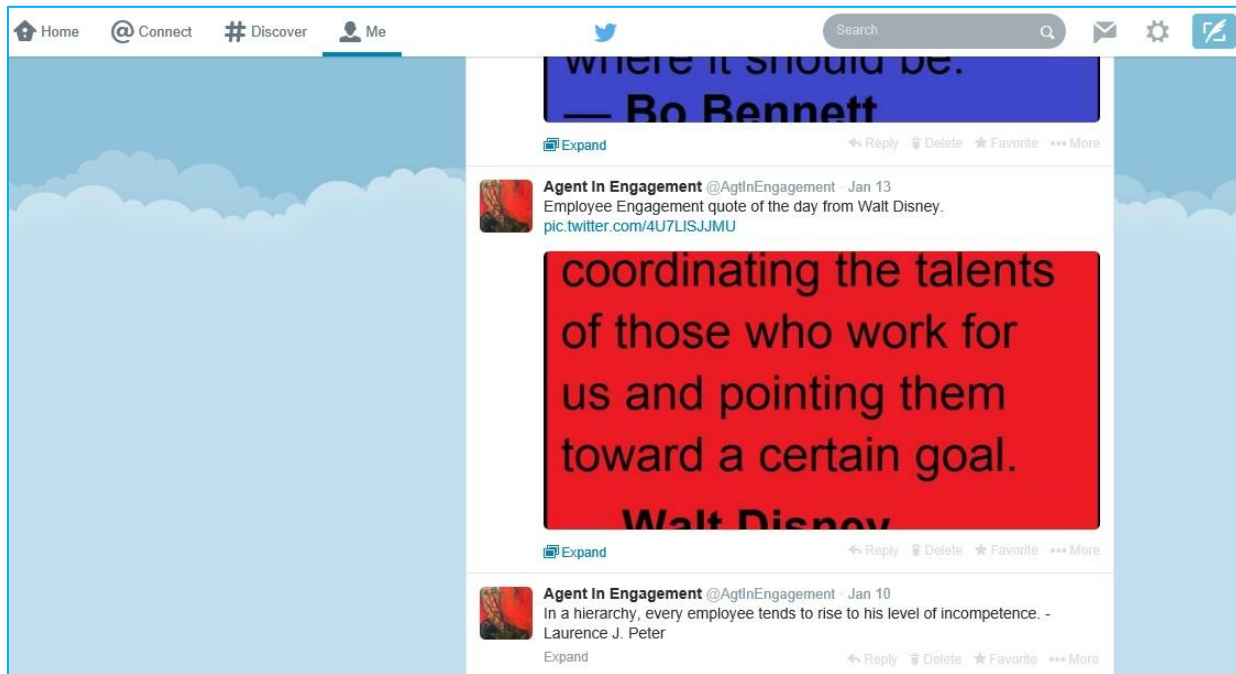


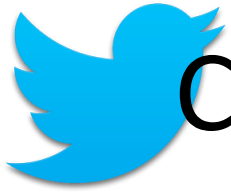
Compose new Tweet (2 of 4)





Compose new Tweet (3 of 4)





Compose new Tweet (4 of 4)

The screenshot shows a Twitter interface with a tweet from 'Agent In Engagement' (@AgtInEngagement). The tweet text reads: 'Employee Engagement quote of the day from Walt Disney. pic.twitter.com/4U7LISJMU'. Below the text is a red rectangular image containing the following quote: 'Of all the things I've done, the most vital is coordinating the talents of those who work for us and pointing them toward a certain goal. — **Walt Disney**'. The interface includes navigation tabs for Home, Connect, Discover, and Me, a search bar, and icons for mail, settings, and compose.



Best Practices

- Share useful information.
- Keep Tweets to between 100-120 characters to allow room for links and hashtags.
- Use no more than two hashtags per Tweet.
- Use bit.ly or goo.gl URL shorteners to save space.
- Photos increase the chance of your Tweet being read.
- Companion sites: TweetDeck, HootSuite, Buffer



Job Search on Twitter

- Follow your bucket list companies job-related usernames. [DisneyJobs \(@TWDCjobs\)](#)
- Search by company name, role, and/or location. [Disney Employee Engagement NYC](#)
- Search for usernames: [NycHrJobs \(@nyc_hr_jobs\)](#)
- [TweetMyJobs.com](#) (largest Twitter job board)
- [TwitJobSearch.com](#)
- [Twellow.com](#) (directory of public Twitter accounts)



Create A Twitter Account

Home

@Connect

#Discover

Me

Search

Direct Messages (DM)

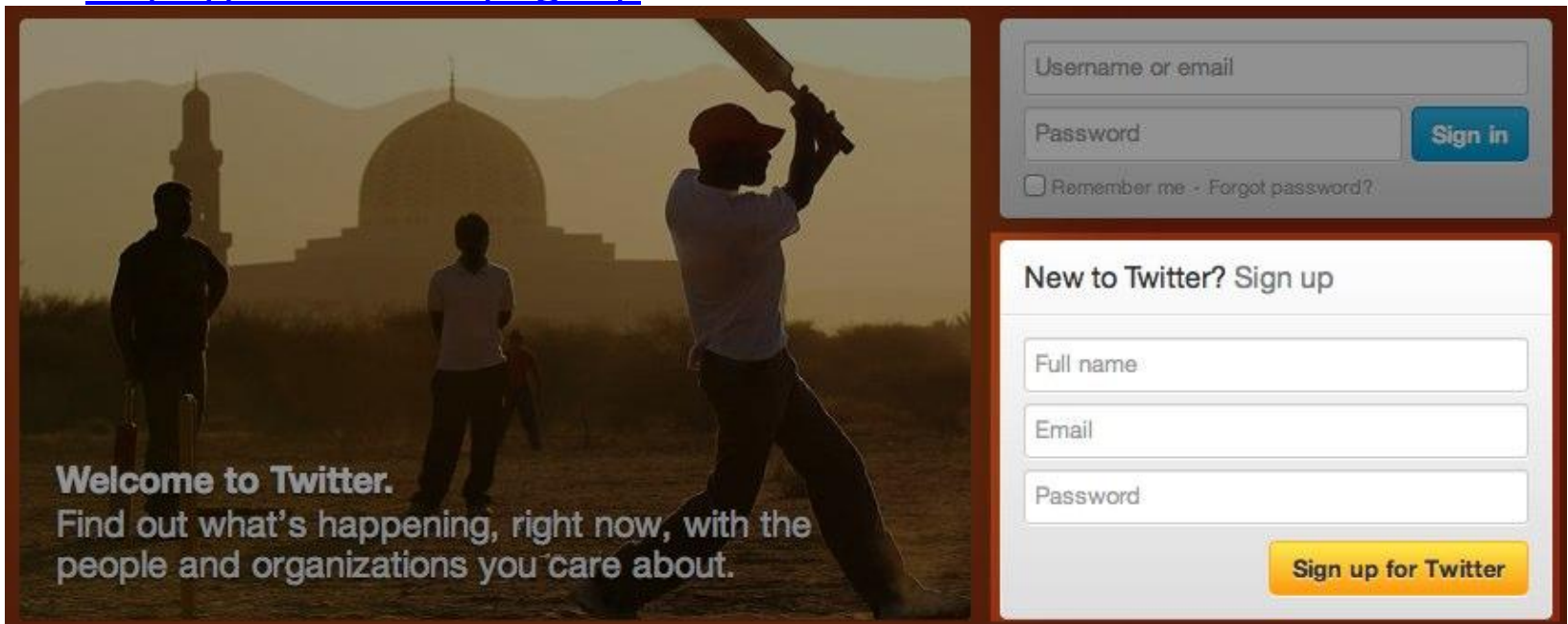
Settings

APPENDIX



Create a Twitter Account

Go to <http://twitter.com> and find the sign up box, or go directly to <https://twitter.com/signup>.



Enter your **Full name**, **Email**, and a **Password**.
Click **Sign up for Twitter**.



Create a Twitter Account

Guillermo Bautista ✓ Name looks great.

gbautista03@yahoo.com ✓ We will email you a confirmation.

..... ✓ Password is perfect!

gipmanila ✓ Username is available.

Suggestions: GuillermoBauti4

Keep me logged-in on this computer.

By clicking the button, you agree to the terms below:

These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services"), and any information, text, graphics, photos or other materials

Printable versions:
[Terms of Service](#) - [Privacy Policy](#)

Create my account

- Name, Email, and Password are populated from previous screen.
- **Select username** (type your own or choose one suggested) and determine availability.
Character limit: 15
- **Double-check** the information and click **Create my account**. You may be asked to complete a Captcha.
- Twitter will send a **confirmation email**. Click the link in that email to confirm your email address and account.



Twitter Home

The screenshot shows the Twitter home page for Gregory F Simpson (@GregoryFSimpson). The top navigation bar includes Home, Connect, Discover, and Me, along with a search bar and utility icons. The user's profile card shows 18 tweets, 57 following, and 19 followers. A 'Who to follow' section lists AllThatJazz, Kevin Green, and Sarah Bebe. The main feed features two tweets: one from Disney Parks about 'Kingdom Keepers VII' and another from Disney Jobs about an ice skating event. A photo of cast members is visible at the bottom of the second tweet.

Home @ Connect # Discover Me Search

Gregory F Simpson
@GregoryFSimpson

TWEETS 18 FOLLOWING 57 FOLLOWERS 19

Compose new Tweet...

Who to follow · Refresh · View all

- AllThatJazz @ijazzzit2 Follow Promoted
- Kevin Green @FixedOpsG... Follow
- Sarah Bebe Follow

Popular accounts · Find friends

Trends · Change
#askimaginedragons

Twitter is better with friends!
Import your contacts from gregoryfsimpson@gmail.com to find your friends on Twitter.
[Import now](#)

Tweets

Disney Parks @DisneyParks · 7m
Celebrate the release of "Kingdom Keepers VII: The Insider" and meet @RidleyPearson at @Disneyland & @WaltDisneyWorld bit.ly/1bjj4xV
[View photo](#) Reply Retweet Favorite Pocket More

Disney Jobs @TWDCjobs · 26m
Cast members on a recent ice skating outing. Click here: ow.ly/ttz1H to apply, if you'd like to join them! pic.twitter.com/KlwZkWNLSI



@Connect

View interactions, mentions, recent follows and Retweets.

The screenshot shows the Twitter interface for the @Connect page. The top navigation bar includes Home, @ Connect (highlighted), Discover, and Me. A search bar and notification icons are also present. The main content area is divided into three columns:

- Left Column:**
 - Interactions:** A dropdown menu with 'Mentions' selected.
 - Who to follow:** A list of suggested accounts including FastCoSpotlight (@FCSpotl...), Adam Grant (@AdamM...), and Mark Gatiss (@Markgatiss). Each entry includes a profile picture, name, handle, and a 'Follow' button.
 - Trends:** A list of trending hashtags: #askimaginedragons, #askjoesugg, #SMWNYC, #UCL, #RatchetJeopardy, Messi, and Tonight Show.
- Right Column:**
 - Interactions:** A list of recent interactions for 'People you follow'.
 - Kirk Choudhury and 9 others followed you (Feb 14)
 - Kristi Bauer and 6 others followed you (Nov 26)
 - TravelGraham retweeted you (Oct 25). The tweet text reads: "Oct 25: My Agent In Engagement blog launched yesterday. I'm excited about the opportunity to connect with fellow "Agents." goo.gl/nD7gXd"
 - nancie delrossi and evie judd favorited your Tweet (Sep 19). The tweet text reads: "Jul 18: Broadway in the Park (Bryant) today @12:30pm. Come hear a few numbers from Phantom, Chicago, and two other shows scheduled to perform."
 - Steven Le Sage and TravelGraham followed you (Mar 5)
 - TravelGraham retweeted you (8 Dec 2012)



#Discover

Discover new and engaging things to do on Twitter.

The screenshot shows the Twitter interface with the #Discover tab selected. The top navigation bar includes Home, Connect, Discover (highlighted), and Me. A search bar is visible on the right. The left sidebar contains a menu with options: Tweets, Activity, Who to follow, Find friends (highlighted), and Popular accounts. Below this is a 'Who to follow' section with profiles for Squarespace, Kevin Green, and Adam Grant. The main content area displays a tweet from @jessithefangirl about a Dalek sighting at Purdue University, featuring a photo of a snow-covered Dalek prop. The tweet is favorited by Doctor Who on BBCA. At the bottom of the tweet are options for Reply, Retweet, Favorite, and More.



Me

All about your account.

The screenshot shows the Twitter profile page for Gregory F Simpson (@GregoryFSimpson). The page layout includes a navigation bar at the top with 'Home', 'Connect', 'Discover', and 'Me' tabs. The profile header features a profile picture, the name 'Gregory F Simpson', the handle '@GregoryFSimpson', and a bio: 'Employee Engagement pro and blogger, Broadway Musical fan, avid reader, love to travel and explore cultures. Let's get engaged! New York, NY · about.me/gregoryfsimpson'. Below the header, statistics show 18 tweets, 57 following, and 19 followers, with an 'Edit profile' button. The 'Tweets' section displays two tweets: one from Jan 14 about 'Brain Games' and another from Dec 18 about 'The Polar Express'. A 'Who to follow' section on the left lists 'Macy's' and 'Adam Grant'.

Home Connect Discover Me Search

Tweets >
Following >
Followers >
Favorites >
Lists >

Photos and videos >

Who to follow - Refresh - View all

- Macy's** @Macys
Followed by American Express
Follow Promoted
- Adam Grant** @AdamM...
Followed by Agent In Engag...
Follow

Gregory F Simpson @GregoryFSimpson
Employee Engagement pro and blogger, Broadway Musical fan, avid reader, love to travel and explore cultures. Let's get engaged!
New York, NY · about.me/gregoryfsimpson

TWEETS 18 FOLLOWING 57 FOLLOWERS 19 Edit profile

Tweets

- Gregory F Simpson** @GregoryFSimpson · Jan 14
@IamScottyK did you watch Brain Games episode 2 on Monday? You, Alissa, Brian, and Amanda all made the cut! Hope I found the right Scott.
Expand Reply Delete Favorite More
- Gregory F Simpson** @GregoryFSimpson · Dec 18
@Namecheap The Polar Express
View conversation Reply Delete Favorite More



Search

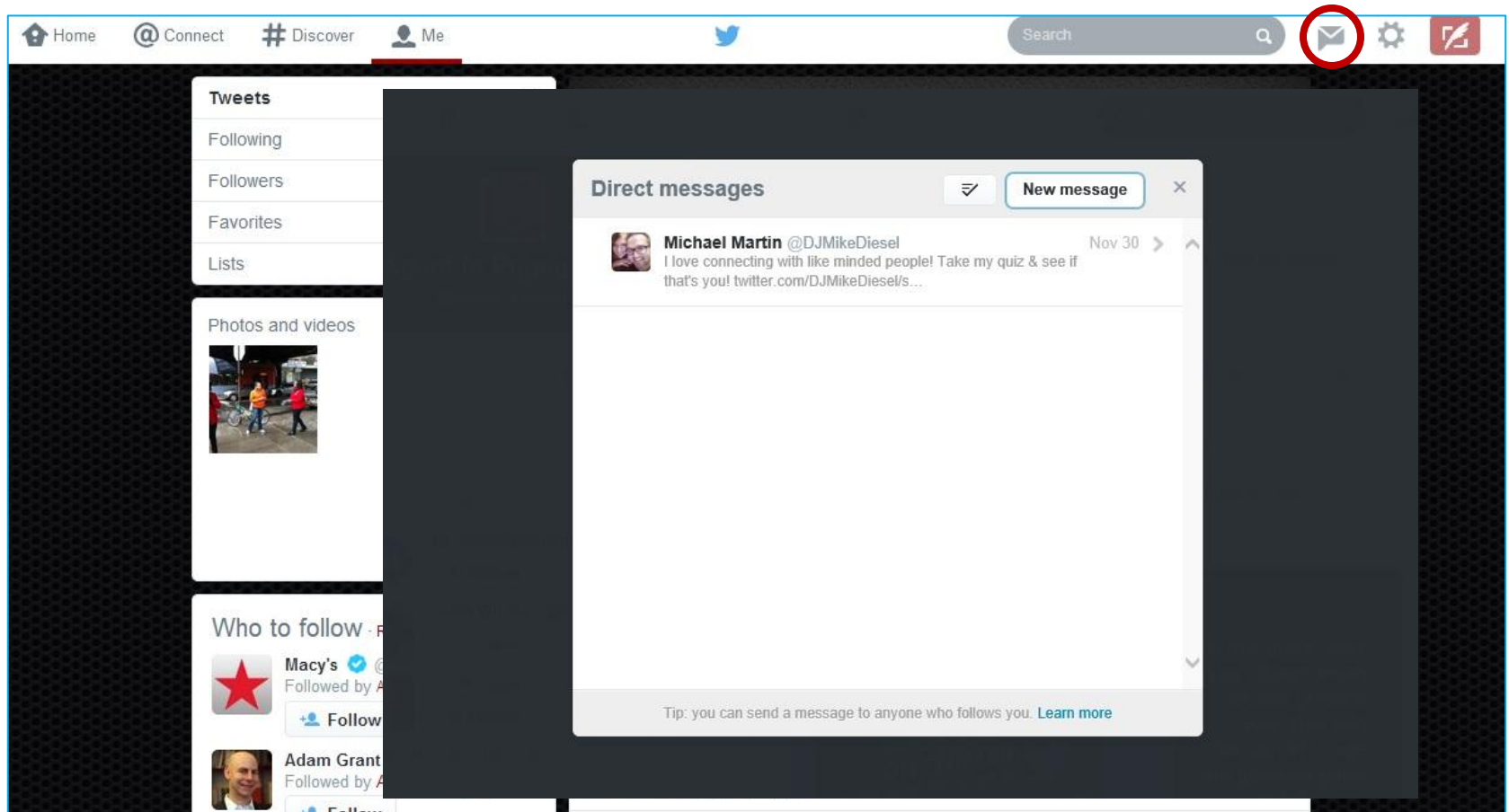
Search all public Tweets for keywords, usernames, hashtags, or subject.

The screenshot shows the Twitter search interface. At the top, the navigation bar includes Home, Connect, Discover, and Me. The search bar contains the text "lederman". Below the navigation bar, the left sidebar shows navigation options: Tweets, Following, Followers, Favorites, Lists, Photos and videos, and Who to follow. The main content area displays the profile of Gregory F Simpson (@GregoryFSimpson), an Employee Engagement pro and blogger. Below the profile, statistics show 18 tweets, 57 following, and 19 followers. A dropdown menu for the search term "lederman" is open, listing several users: Steven Lederman (@shlederman), Josh Lederman (@joshledermanAP), Marsha Lederman (@marshaledede...), Annie Lederman (@annielederman), Doug Lederman (@dougledHE), and Harold Lederman (@shotfighter26). Below the search results, two tweets from Gregory F Simpson are visible, one from January 14 and another from December 18.



Direct Messages (DM)

A private message sent via Twitter. You can only send to a user who is following you; you can only receive direct messages from users you follow.





Settings

Edit your profile, access lists, get help, get keyboard shortcuts, access settings, and sign out.

The screenshot shows the Twitter profile page for Gregory F Simpson (@GregoryFSimpson). The settings menu is open, displaying options: Lists, Help, Keyboard shortcuts, Settings, and Sign out. The profile bio reads: "Employee Engagement pro and blogger, Broadway Musical fan, and love to travel and explore cultures. Let's get engaged! New York, NY · about.me/gregoryfsimpson". The statistics bar shows 18 tweets, 57 following, and 19 followers. Two tweets are visible: one from Jan 14 about "Brain Games" and another from Dec 18 about "The Polar Express".

TWEETS	FOLLOWING	FOLLOWERS
18	57	19



Settings – Edit Profile

Update your photo, header, name, location, website link, and bio. Connect to Facebook.

The screenshot shows the Twitter 'Edit Profile' interface. On the left is a navigation menu with options: Account, Security and privacy, Password, Mobile, Email notifications, Profile (highlighted), Design, Apps, and Widgets. Below the menu is a footer with copyright and help links. The main content area is titled 'Profile' and includes a yellow banner: 'Now edit your photos and bio right from your profile.' Below this are sections for: Photo (with a 'Change photo' button and a note that it's the user's identity), Header (with a 'Change header' button and recommended dimensions of 1252x626), Name (set to 'Gregory F Simpson'), Location (set to 'New York, NY'), Website (set to 'http://about.me/gregoryfsimpson'), Bio (set to 'Employee Engagement pro and blogger, Broadway Musical fan, avid reader, love to travel'), and Facebook (with a 'Connect to Facebook' button).



Settings - Lists

A curated group of Twitter users. Create your own lists or subscribe to lists created by others.

The screenshot shows the Twitter profile page for Gregory F Simpson (@GregoryFSimpson). The profile bio reads: "Employee Engagement pro and blogger, Broadway Musical fan, and love to travel and explore cultures. Let's get engaged! New York, NY · about.me/gregoryfsimpson". The profile statistics are: 18 Tweets, 57 Following, and 19 Followers. The "Lists" menu is open, showing options: Lists, Help, Keyboard shortcuts, Settings, and Sign out. Below the profile, the "Lists" section is visible, showing a list of subscribed lists:

List Name	Members
Companies	0 members
Thought Leaders	3 members
Thought Leaders	0 members
Thought Leaders	0 members
Thought Leaders	0 members
Thought Leaders	0 members
Thought Leaders	0 members



Settings - Settings

Update your account username, email, language, and time zone. Determine content settings.
Deactivate your account.

The screenshot shows the Twitter account settings page for Gregory F Simpson. The page is divided into two main sections: Account and Content. The Account section includes fields for Username (GregoryFSimpson), Email (gregoryfsimpson@gmail.com), Language (English), and Time zone ((GMT-05:00) Eastern Time). The Content section includes a Country dropdown (United States) and two checkboxes for Tweet media settings. A 'Request your archive' button is also visible. At the bottom, there is a 'Save changes' button and a 'Deactivate my account' link.

Home Connect Discover Me

Gregory F Simpson
View my profile page

Account

Change your basic account and language settings.

Username: GregoryFSimpson
https://twitter.com/GregoryFSimpson

Email: gregoryfsimpson@gmail.com
Email will not be publicly displayed. [Learn more.](#)

Language: English

Time zone: (GMT-05:00) Eastern Time

Content

Country: United States
Select your country. This setting is saved to this browser.

Tweet media

Do not inform me before showing media that may be sensitive
You will see all photos or videos even if they contain sensitive media.

Mark media I tweet as containing material that may be sensitive
Please check this box if your Tweets contain sensitive media so that users can be informed prior to viewing.

Your Twitter archive

[Request your archive](#)

You can request a file containing your information, starting with your first Tweet. A link will be emailed to you when the file is ready to be downloaded.

[Save changes](#)

[Deactivate my account](#)

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Apps Jobs Advertise Media Developers