

How To Use **twitter** For Your Job Search



Helping job seekers harness the power of social media to connect, influence, contribute and find a job faster.



by **Marci Reynolds**

CEO, J2B Marketing

Job Seeker To Business™
Internet Marketing Services

Table of Contents

Introduction

1) Why Twitter?..... 2

How To Use Twitter For Your Job Search

2) Increase Your Online Visibility (SEO) With Twitter 3
3) Showcase Your Skills And Knowledge / Reinforce Your Online Brand 4
4) Find Real Time Job Postings On Twitter 5
5) Connect With Recruiters On Twitter 7
6) Keep Your Skills Current By Using Twitter..... 8
7) Find Great Job Search Advice On Twitter 8
8) Follow And Connect With Target Companies 9

How To Get Started With Your Twitter Account

9) Set Up Your Account And Profile 10
10) Create And Implement Your "Who To Follow" Strategy..... 11
11) Create And Implement Your Tweet Content Strategy 12
12) Manage Your Daily Twitter Routine, Interact With The Twitter Community... 13

About The Author 14



1) Why Twitter?

If you are not using Twitter for your job search, then you are missing out on one of the most valuable and fastest growing internet tools available to you. It is easy to learn and it is free!

According to a recent survey, 80% of employers use or are planning to use social networking to find and attract candidates.¹ Twitter is one of the most popular, fastest growing social networking and micro-blogging websites on the internet. More than 20 million people visit Twitter every month and these visitors include hiring managers, human resources staffers and recruiters covering every industry, profession and geographic area. Many work for or with your target companies.

Twitter is a very simple tool, once you get used to it. There are three main operations: **1)** You can read content on Twitter, **2)** You can share content on Twitter, and **3)** You can find, connect and interact with other Twitter users.

After setting up a Twitter account and profile, users can send text-based posts called tweets, up to 140 characters in length, which get shared with the author's audience, also called Followers.

As a Twitter user and job seeker, you can listen, learn, showcase your skills, connect and so much more!

If you are already using Facebook or LinkedIn, then you will have no trouble getting up to speed on Twitter. I guarantee it!

This eBook will cover best practices, tips and techniques to use Twitter as a job search tool.

"I frequently suggest that my executive job-seeking clients leverage Twitter to get under the radar of recruiters, hiring decision makers and their industry thought leaders and subject matter experts. Once they identify the right people to connect with, they can follow them on Twitter, support them with frequent re-tweets, and position themselves as people of interest.

I laid out some ways to practice "give to get" networking with re-tweets in my post, "Twitter Personal Branding Strategy – The Beauty of a Re-Tweet" available on www.executivecareerbrand.com"

Meg Guiseppi, C-level / Senior Executive Personal Branding, Online Identity and Job Search Strategist @megguiseppi

Twitter Factoid

"Twitter" was the Top Word of 2009 per the Global Language Monitor from its annual global survey of the English language.

*Learn more at
www.languagemonitor.com*

¹ Source: Jobvite.com

2) Increase Your Online Visibility (SEO) With Twitter

Online visibility, also called search engine optimization or SEO, is critical to every job seeker. In simple terms, it means that you can be found online when someone is searching for you by name, or searching for a candidate that “looks like you” with your set of qualifications. Recruiters and hiring managers might be using a search engine like Google or Yahoo, searching a resume database or searching a social media community. Here’s how Twitter can help.....

The Rise Of Social Media As A Sourcing Tool

Did you know that more than 80% of employers use or are planning to use social networking to find and attract candidates?² There is a new breed of recruiter called “social network recruiters” who leverage social media tools to search for (source) candidates to fill open positions.

And, it’s not all about LinkedIn, although that is the most popular social networking site for recruiters. A recent survey by Jobvite.com of companies using social networking to find and attract candidates uncovered the following:

- LinkedIn use grew from 80 percent in 2008 to 95 percent of respondents in 2009.
- Facebook use grew from 36 percent in 2008 to 59 percent in 2009.
- Twitter, ranked third with 42 percent of recruiters using the tool to source candidates.

As a job seeker, you want to leverage all available tools for your job search. With an effective Twitter presence, social network recruiters can find you when they use keywords to search Twitter profiles and tweets.

Are You Google Friendly?

According to a recent survey of executive recruiters done by ExecuNet, 77 percent of recruiters reported using search engines to find background data on candidates. Of that number, 35 percent eliminated a candidate because of what they found online, an increase over the prior year’s total of 26 percent.

When someone Googles your name or searches directly on a social networking site and you are in the midst of a job search, you definitely want to be found! You want them to find something that effectively showcases your skills, abilities and knowledge, and differentiates you from the competition.

Similar to how Google indexes your LinkedIn profile and blogs, Google also indexes your Twitter profile and your tweets. If someone searches for you via Google, Yahoo or other search engines, your Twitter activity will be displayed in search results.

With an effective presence on Twitter, you immediately increase your search engine visibility. *Note: In a later section we will cover best practices in Twitter account and profile set up and tweet content to optimize for online visibility and searches.*

² Source: Jobvite.com

3) Showcase Your Skills And Knowledge / Reinforce Your Online Brand With Twitter

By writing a compelling, keyword-rich Twitter profile and publishing high quality targeted tweets, you will promote and showcase your skills, abilities and knowledge. You will also differentiate yourself from the competition.

What kind of tweets will best showcase your skills, abilities and knowledge? I recommend focusing on thought leadership tweets, linking to your own blogs and articles, and providing commentary on other people's online content.

"Thought leadership tweets", are tweets that demonstrate your knowledge or opinions on topics, key trends and events related to your industry or profession. For example, here are some thought leadership tweets from @jacqueswerth, the president of a company called "High Probability Selling".

- "Sales: If you have to probe for Needs the prospect has very little Want."
- "Sales: Most sales managers need a trainer/coach even more than their salespeople do."
- "Successful salespeople believe selling is complex and make it that way. Top producers make selling simple."

Here are a few thought leadership tweets from @j2bmarketing, a Job Seeker Internet Marketing firm:

- "Make sure your email address branding matches your Twitter savvy. AOL, MSN, Hot Mail = Old technology. Your own domain, Gmail = New"
- "Don't just network for your current job; think about the next job as well. Like a game of chess, think ahead several moves."
- "To be a more effective job seeker, think like a recruiter. Visit their websites & blogs and see what's important to them. Knowledge = power."

Linking to your own blogs and articles is an excellent tactic, when the blog posts and articles are recent, high quality and the content is business related.

Sharing links to other people's online content, especially when you add your own comments, can demonstrate that you are well read, business savvy, and up to date on current industry trends and information. For example, this tweet "**Just read: Top leadership traits for IT Analysts on Harvard Biz Review. I agree, influencing and project mgmt skills are mission critical**" is effective for several reasons.

- ✓ It shows that you read *Harvard Business Review*, a top business publication
- ✓ It demonstrates that you are keeping current with industry trends
- ✓ It includes job search keywords (i.e. IT Analyst)
- ✓ It lightly demonstrates thought leadership

Special note to marketing job seekers: Almost every marketing job posting contains the same two words: "social media". As a marketing professional, understanding social media is not a "nice to have", it is a "must have". Having an active Twitter presence validates that you have the direct and hands on experience with this important marketing channel.



4) Find Real Time Job Postings on Twitter

Twitter serves as an online job board, and recruiters and hiring managers across the globe are posting jobs there. There are several different methods to access these job postings.

Use Twitter Basic Search

There is a Twitter search box in the right hand navigation of your Twitter home page. Simply enter job search keywords that align with your job search targets and hit enter. Example: *"Director, Marketing, Boston"*. Any jobs that meet your criteria will display in the search results.

Note: You may also want to include hashtags within your Twitter search string to find targeted postings. Hashtags are used to index tweets that are tied to a similar topic. You create a hashtag simply by prefixing a word with a hash symbol: #hashtag. For job postings, the hashtags are (no surprise) #job or #jobs. Example: *"Director, Marketing, Boston, #jobs"*

Use Twitter Advanced Search OR TwitterJobSearch.com

Visit www.search.twitter.com or www.twitterjobsearch.com and click on the Advanced Search link. Fill in the job search keywords and information that align with your job search targets, and click on the "search button". The advanced search capabilities allow you to narrow your search based on several factors including date posted, language, and keywords that you want to exclude.

Turn Job Search Results Into An RSS Feed

Once you've honed your Twitter job search query and have the most relevant results, you can turn your query into an RSS Feed and subscribe to ongoing updates via an RSS Feed reader on your computer or mobile device. If you're new to RSS Feeds, learn more at www.google.com/reader. To sign up for a feed, look for the orange, RSS symbol.

Use TweetMYJOBS or Tweetajob

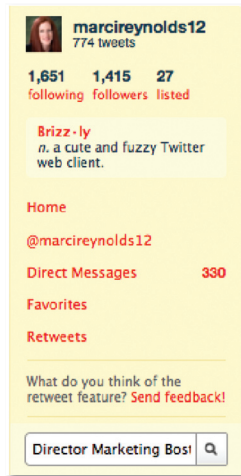
The lines between traditional job boards and Twitter are becoming blurred with the introduction of new services by companies like TweetMYJOBS (www.tweetmyjobs.com) and Tweetajob (www.tweetajob.com). Employers pay a small fee to have a job posted and tweeted, while job seekers can access a variety of services for free.

Per TweetMyJOBS Founder and President Gary Zukowski, "TweetMyJOBS leverages Twitter's communication platform to effectively distribute job postings to targeted jobseekers. The ability of a jobseeker to get a job tweeted to them on their cell phone the INSTANT it gets posted gives that job seeker a competitive advantage, one that can be the difference between getting an interview, or not. Jobseekers can also use our TweetMyResume feature, to instantly tweet their resume to hiring managers and recruiters. TweetMyJOBS is a game-changer in the job search space."

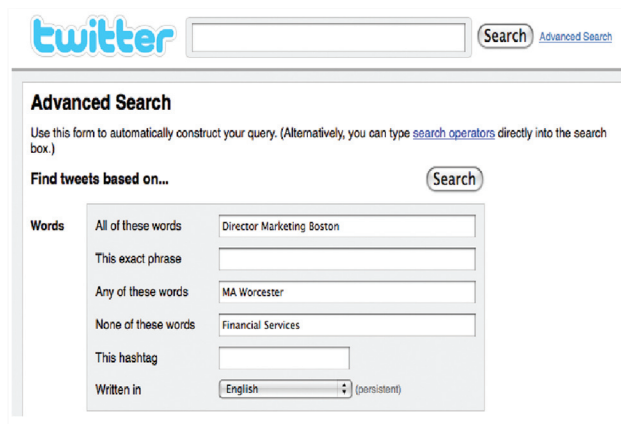
Tweetajob, led by CEO Carmen Hudson, simplifies the Twitter experience for recruiters and job seekers and leverages best in class, patent-pending, geo-targeting technology. The free Tweetajob service for job seekers, finds the job tweets that match specific criteria including job category and location, then sends the listings to job seekers via the web, a Twitter client (ex. TweetDeck) or via mobile phone.

Here are some examples of what a search looks like for “Director, Marketing, Boston”.

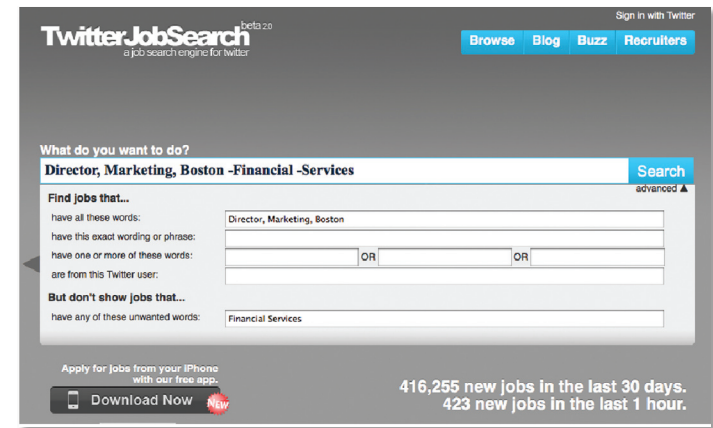
Twitter Basic Search



Twitter Advanced Search



Twitter Job Search



Here are some examples of what the “Director of Marketing” job posting tweets may look like. As shown, each includes a link to the full-length job posting and additional information. (Note: These are fictional examples.)

- MktgJobsBoston: Marketing Director, Startup Software Firm, Saas Experience Req'd. [#jobs](http://jobs123.com/bostonm)
- MktgRecruiterMA: Director Marketing Healthcare Services, Waltham, 15 years exper, social media savvy [#job](http://jobs678.com/hcm)

Why search Twitter for job postings versus a traditional job board or job aggregator site?

You can find jobs first. Since posting jobs on Twitter is fast and instantaneous, you may get access to a job posting before your competition sees the same posting somewhere else on the web.

You can find exclusive jobs. Posting jobs on Twitter is free, while using sites like Monster, The Ladders or LinkedIn requires a fee. In addition, some recruiters may be specifically targeting candidates who are social media savvy.

5) Connect With Recruiters In Your Geo, Industry, Profession

There are thousands of recruiters who are actively using Twitter to connect with candidates. Some of these recruiters are part of independent search firms, while others are part of the Human Resources departments of companies who are hiring.

How To Locate Target Recruiters

I have found that the best way to locate relevant recruiters is to use the Twitter yellow pages at www.twellow.com. This resource allows you to search the profile copy of Twitter users, while the previously mentioned Twitter search applications search tweet content. (You may also want to try a second Twitter profile search tool called www.tweepsearch.com)

- ✓ In the Twellow search box, enter keywords to identify the types of recruiters you are targeting (ex. "Recruiter Healthcare") and the relevant Twitter users will display in the search results. If you are targeting recruiters at specific companies, you may want to vary the search terms to include "HR", "Human Resources" or "Talent", plus the company name to find as many Twitter accounts as possible.
- ✓ If you know the first and last name of a specific recruiter you can search for them on Twellow by name and/or try searching by using the "Find People" search box in the top navigation of your Twitter home page.
- ✓ You can also find recruiter names by searching real time job postings that meet your criteria and identifying which Twitter users/accounts provided the tweet content.

Once you identify your target recruiters, you can choose to visit their profile and read their tweets, as needed. In addition, I recommend that you choose to "follow" these recruiters so you can view their tweets real time.

Reminder: This same group of recruiters may be searching for candidates like you via profile content or tweet content. This is why optimizing your content for "searchability" is so important.

How To Connect With Target Recruiters

As mentioned earlier, I recommend that you "follow" any recruiters who may be important to your job search. Approximately 50% will follow you back.

By reading their tweets, you will stay current on many of the job openings they are trying to fill, you may get links to their personal or company blog, and you will get to know their personalities and interests. They will take notice of you, if you retweet any of their content, as it will display prominently in their @mentions. In addition, their Twitter profile may contain links and information about how to contact them.

If they also choose to follow you, they will be part of your tweet reading audience and will hopefully be very impressed with the quality and content of your tweets. Perhaps they will begin retweeting your content!

"If job seekers are serious about finding and engaging recruiters or industry professionals on Twitter, they've got to learn to use tools like search, hashtags and filters. Looking for keywords like "sales" with an accompanying "#jobs" can start a job seeker on a path towards finding current job opportunities in nearly any market. Location based searches can be key in finding local people worth connecting with."

Christopher Hoyt (aka: RecruiterGuy), Associate Director of Talent Attraction at AT&T and blogger at www.TheRecruiterGuy.net. @TheRecruiterGuy

6) Keep Your Skills Current By Using Twitter

By following and reading the tweets posted by experts and leaders in your industry or profession, you will get access to information that will help to keep your skills current. This includes links to relevant blogs, videos, articles, webinars, training, online radio shows and invitations to local, face-to-face networking or industry events.

To locate experts and leaders in your industry and profession, you can use some of the same tools I discussed to help find your target recruiters and a few new ones as described below:

- ✓ In Twellow.com or TweepSearch.com, enter search keywords to identify the experts you are targeting (ex. "Social Media Expert" OR "CEO SaaS New York"). The relevant Twitter users will display in the search results.
- ✓ If you know the first and last name of a specific expert, try searching for him or her by using the "Find People" search box in the top navigation of your Twitter home page.
- ✓ In Twitter Search or Twitter Advanced Search, use keywords to search tweets for the content in which you are interested.
- ✓ Use Twitter "who to follow" lists posted on Listorious and TweepML.com. Alternatively, you can Google, Bing or Yahoo "Top Twitter users to follow for XX" and insert the topic of your choice. Many bloggers have posted their recommendations for top Twitter users by category.

"Focus not on quantity and more on quality – in respect to your following and tweets. The focus on quantity of followers and tweets has led many down a slippery slope of mismanagement of their specialization and focus. While those who focus on quality can generate better relationships, which are the hallmark of great personal and company brands."

@RecruitersWorld "Don't Worry Job Seekers, We've Done This Before"

7) Find Great Job Search Advice on Twitter

There are hundreds of Career Experts who continually provide advice and links to job search resources on Twitter. Topics include resume writing, interviewing, personal branding, the hidden job market, networking and social media.

The quickest way to find these experts is to use the Twitter Search function and enter the hashtag #jobsearch, #career or #jobseeker. You can also enter keywords about the topics you are most interested in, for example, "interviewing" or "personal branding". You will see page after page of posts from career gurus that you may find very helpful and users that you may want to follow on a regular basis.

There are also many "who to follow for your job search" lists posted in different places on the internet including Listorious, TweepML.org and Job-hunt.org. If all else fails, Google it.

These are recent examples of job search advice tweets:

@j2bmarketing: 7 phrases that kill your resume. A good read on the Career Adventure Blog <http://ow.ly/z18a> #career #jobsearch

@keppie_careers: Do you know how to respond to illegal interview questions: <http://bit.ly/18z00J> #career

@MegGuiseppi: Google Alerts For Executive Job Search and Personal Brand Visibility <http://bit.ly/3ne8mV>

@JobHuntOrg: FREE ebook Job-Hunt 20-Minute Guide to Using Craigslist for Job Search: <http://bit.ly/hDJf3>

8) Follow And Connect With Target Companies On Twitter

Do you want to stay up to date with activities, events and press releases for your target companies? Do you want to connect with employees who work at your target companies? Then find them and follow them on Twitter using some of the search tools mentioned earlier, e.g. "Find People" or Twellow.com.

- ✓ Larger companies may have multiple Twitter accounts supporting different brands or locations.
- ✓ In addition to the corporate accounts, many company CEOs and CMOs have individual Twitter accounts.

As mentioned earlier, about 50% of the Twitter users you follow will follow you back. It could be very powerful to have employees at the companies you want to work for, reading your Tweets. (See previous section - How To Showcase Your Skills And Knowledge / Reinforce Your Online Brand With Twitter.)

Connect Through Retweets

Retweeting another Twitter user's content is considered the biggest Twitter compliment. If you retweet content from the companies or individual hiring managers that you want to work for, they will take notice and may read your tweets and/or follow you back. What great exposure! (We will cover more about tweet content in a later section.)

Follow Companies With Triggers And Alerts

Within the business world, there are triggers or events that can lead to more or less hiring. When a company gets new funding, opens up a new location, has staff turnover or launches a new product, the company may be doing more hiring. Alternatively, when a company announces office closings and layoffs or filing Chapter 11, there may be a lot less hiring going on.

It is very helpful to stay in touch with triggers and events for your job search. A free tweet alert service can accomplish this. You simply register the words and phrases that you want to monitor on Twitter, choose a frequency (ex. "as they happen" or daily) and provide an email address. The tweet alert service will automatically review tweets from all users on Twitter and notify you via email when a match is found.

Here is an example of the triggers I might monitor, if I am looking for a Manager of Technology role for a startup or medium size, SaaS company in Atlanta.

- The names of my top 5 -10 target companies
- The phrases "got funding" AND "Atlanta" AND "SaaS"
- The phrases "layoffs" AND "Atlanta" AND "SaaS"
- The keywords "Technology" AND "Job" AND "Atlanta"

Some of the more popular tweet alert services are Tweet Beep, Tweet Alarm and Tweet Scan.

9) Set Up Your Account And Create a Twitter Profile

Now that you know why Twitter is such a powerful job search tool, it is time to establish your free Twitter account.

Visit www.twitter.com and set up a free account.

- ✓ Use your First and Last Name for your Twitter ID. If that's not available, use something similar or related to your job search.
 - marcireynolds **Best**
 - marcireynolds12 **Good**
 - BostonSocialMediaGuru **Could be good, if I am targeting a job in social media in Boston**
- ✓ On the Twitter Settings tab, fill in your time-zone, include a link to your blog, website or LinkedIn profile and add your location.
- ✓ Create a 160 character Twitter Profile Description. This should include the keywords and phrases that align with your job search goals and match some of the verbiage in your LinkedIn Profile Summary. You want to create consistent branding across all online profiles.
 - Include full words and phrases, as opposed to abbreviations. This helps recruiters find you.
 - Since your education is not part of your Twitter account information, I recommend that you include mention of your college/university, ex. Bentley Alum, within the Twitter profile verbiage.
 - To add a more personal element, you may want to include one ingredient of fun such as "Red Sox Fan", but nothing controversial or too revealing.
 - Avoid adding slashes between words, ex. sales/marketing, as that could impact your profile searchability. Instead, use a comma and space, ex. sales, marketing.

Here are some (fictional) examples of strong Twitter profile descriptions:

Director of Marketing | Expertise in Social Media, Email Marketing and Website Landing Page Optimization | Software, SaaS | Bentley University Alum | Red Sox Fan

Software Engineering Manager | Computer Networking, Software Architecture, Web | Renewable Energy, SmartGrid | Northeastern Alum | MA Hi Tech Volunteer

Global Field Sales Leader | Exceed International Sales Quotas Up To \$40M Yr | Unique Renewal Strategies & New Business Development Programs | Penn State Alum

Resume Writer & Job Search Strategist For C Level Executives | Certified VisualCV Creator | MBA, English Language Studies & Journalism, Harvard University

10) Create And Implement Your “Who To Follow” Strategy

There are six categories of Twitter users that I recommend you follow during your job search:

- Experts, top bloggers and thought leaders in your industry or profession
- Industry news alerts and industry magazines
- Recruiters
- Career coaches, resume writers, job boards
- Alumni associations: Most alumni associations have a presence on Twitter and provide a conduit to learn about networking, educational and career related events for Alumni in your area.
- Your target companies

Find them using Twitter basic or advanced search with keywords and/or hashtags, Twitter “find people” search, directories such as Twellow.com and Tweepsearch.com, and “who to follow” lists on TweepML, Listorious or uncovered via Google search.

Using Twitter Lists

A fairly new feature on Twitter is something called “Twitter Lists”. This feature allows you to create your own “who to follow” lists by category and to follow other people’s lists. Then, with one click, you can view of all of the Tweets for just the users aligned with a particular list. This saves time, improves efficiency and can make your job search easier.

You create Twitter lists by handpicking users one by one and adding them to a list category. These may or may not be users that you are already following.

You can also find and follow other people’s Twitter lists on tools like Listorious (www.listorious.com).

Twitter lists benefit your job search in several ways:

- If you are following a large number of Twitter users, dividing the names up by category allows you to quickly look at Tweets with similar focus areas. For example: My Target Companies, My Job Search Experts, My Industry Experts.
- You can use Private Lists to follow other people without them knowing, sometimes referred to as “shadowing”. This could be particularly valuable if you are still employed and don’t want anyone to know that you are looking.
- Other Twitter users have done a lot of the heavy lifting for you. There are Twitter lists for “job search experts”, “companies that are hiring”, “thought leaders by industry” and just about any other topic under the sun.

“I highly recommend Twitter for job hunting! Using Lists or a Twitter tool (TweetDeck is my favorite), job seekers can customize Tweet streams to create personal news sources, with the latest information from industry/profession sources plus target employers, even job postings. With a keyword-rich Bio plus on-topic Tweets, job seekers can carefully attract employer attention in return.”

***Susan P. Joyce, online job search expert and editor/
publisher of award-winning Job-Hunt.org, @JobHuntOrg***

How Do You Get Tweeps To Follow You Back?

I have observed that about 50% - 60% of the people that you choose to follow, will automatically follow you back. It is a much higher percentage, if you follow people that you know. You can expect to see your follower number continually rise by publishing high quality relevant tweets, retweeting content and by participating in the discussions.

Read and Learn

Before you start actively tweeting, take a few days to monitor the tweets of the users you are following. Get a feel for the type of content that is being shared, the tweet formats, who writes the best or worst tweets and who has the most retweet power. **However, in order to entice people to follow you back, they will want to read your tweets. So, get ready to share!**

11) Create And Implement Your Tweet Content Strategy

Publishing tweets provides a medium to showcase your unique skills, abilities and knowledge. You can also demonstrate that you are on top of the most current industry and professional trends.

While you are involved in a job search, the bulk of your tweet content should be business related.

Here are some suggestions on topics you can tweet about.

- Create "Thought Leadership Tweets", which are tweets that demonstrate your knowledge or opinions on topics, key trends and events related to your industry or profession.
- Share information about Industry or Professional News including links to relevant industry articles.
- Provide links to your own blog or other people's online content.
 - **Note:** When you include a link in your Tweet, you should shorten the URL so it takes up less space. There are several free websites you can use such as www.tinyurl.com and <http://bit.ly/>.
- Retweet interesting content from the users you follow.
- Share quotes that are business related.

There are also some prescheduled Twitter topics that are fun to participate in each week:

#musicmonday: Anytime on Mondays, add commentary about music that you like – and tie in the job search. Here is a tweet example:

"#music monday Listening to the new Creed CD while completing online research on Healthcare IT trends. It's very motivating!"

#followfriday or #ff: Anytime on Fridays, showcase the Twitter users you think others should follow. Here is a tweet example:

"#followfriday Talented Internet Marketers With Unique Tweet Content on the East Coast @XXXXX and @XXXXX."

Please note a few tweeting don'ts while you're in job search mode:

- Don't blatantly self promote in your tweet content. Instead, focus on giving and helping others (ex. Retweet their content). This will help build your Twitter credibility and gain more followers.
- Don't tweet about anything too controversial, ex. politics.
- Don't vent or use curse words. Everything you post is public so be ultra- professional.

Start Tweeting

Tweets can be a maximum of 140 characters, so design each tweet accordingly. Whether you use the direct Twitter interface or a Twitter application, you'll be able to see how many characters you have available, as you type.

I recommend publishing at least 1 tweet per day and a maximum of 5 tweets per day. The tweets should be published at different intervals throughout the day, not all at the same time. When you publish too many tweets, it can actually be a turnoff for your followers and they may stop following you.

Many studies have shown that the best time to tweet to maximize tweet exposure is the lunch break slot, 11-1, or later in the afternoon, 4-5 PM. I have found that different target audiences read tweets on different schedules. You also need to consider if your audience members are in different time zones.

There are a number of free Twitter tools and applications available to help with managing and scheduling your tweets. These include Tweet Deck, Tweet Later, and my favorite, Hootsuite.

In addition, LinkedIn recently launched Twitter integration functionality, which allows you to publish Tweets from your LinkedIn account. You can learn more about this in the LinkedIn Help section: <http://linkedin.custhelp.com/>

12) Manage Your Daily Twitter Routine And Interact With The Community

Twitter is a tool that requires a small investment of time every day in order to reap the full benefits. In addition to reading your Twitter communities' tweets, you also want to monitor whether someone mentions you in a tweet by including @yourusername or completes a Retweet of your content. The polite thing to do and the way to build strong relationships is to always say "thank you" Twitter style.

For example:

@MarketingJobs77 publishes: RT @J2BMarketing Get Your Copy of "Twitter For The Job Search", a fantastic eBook <http://ow.ly/ABC123>

J2B Marketing's response should be: @MarketingJobs77 Thank you for the RT on the Twitter Ebook!

You should also monitor your Direct Messages. Although many of them are "auto replies", you occasionally get a specific note that requires your attention.

"Twitter really is a triple threat. Constantly learn new things about your niche, network with others both locally and globally, and share your desired message in a way that otherwise would not be possible."

**Ryan Rancatore of PersonalBranding101.com
@ryanrancatore**

What's next?

Follow More People... Read More Tweets... Publish More Tweets... Build New Relationships... Take Part In The Conversation.. Have Fun... Get A New Job!

Twitter is a tool that is constantly evolving and changing. Keep your eye on blogs and tweets, and keep learning more about how Twitter can propel your job search forward.

I hope you found this eBook helpful. Let's keep in touch on Twitter. You can connect with me at @marcireynolds12 and @j2bmarketing.

About the Author: Marci Reynolds



Marci Reynolds is the CEO of J2B Marketing, a Boston based Internet Marketing and Copywriting firm for job seekers. J2B stands for "Job Seeker 2 Business"™. She is also the Principal at Marci Reynolds Consulting, which helps businesses succeed in Marketing, Sales & Business Operations and Communications/Copywriting.

Previously, Marci was Vice President of Sales Operations and Vice President of Telesales & New Business Development at Monster.com, the leading global online careers property.

In total, Marci's successful business career spans close to 20 years and includes senior leadership roles in Sales, Marketing, Ecommerce and Operations. In addition to leading departments and teams, she's been actively involved in the recruiting, interviewing and hiring process for hundreds of employees.

Marci has her MBA from Bentley University with a concentration in managing operations & technology and her BS, Business & Marketing from Northeastern University. She also holds Six Sigma Greenbelt and HubSpot Inbound Marketing certifications.

Marci believes that you can apply many of the same marketing and communication best practices that work for businesses, to work for job seekers and their job searches.

Marci is a blogger for the award winning website, Job-Hunt.org, The Sales Operations Blog and The J2B Marketing Blog. She is also a sought after speaker for "social media and the job search" at career education and networking functions.

Marci Reynolds' Contact Information

Email: marci@marcireynolds.com **Twitter:** twitter.com/marcireynolds12

Websites: www.marcireynolds.com, www.j2bmarketing.com

eBook Graphic Design provided by [Graphics To Go](#)