

The Power of the Twitter for Your Job Search – Getting Started

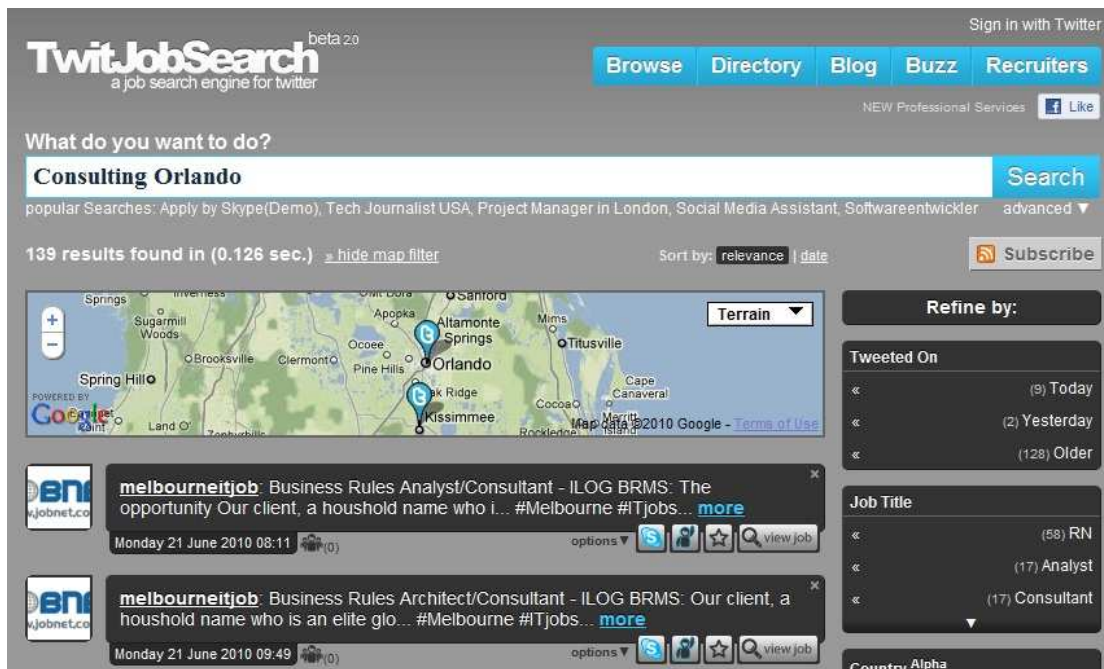
Michael Kazazis

June 21, 2010

Many people avoid Twitter fearing that signing up for an account requires one to post silly messages throughout the day updating followers of their every activity (and the pressures of even finding someone who would want to follow you). The truth is that you can successfully use Twitter as a job search aid and not ever have to worry about posting a single update or having any subscribers. Of course, there are many ways to effectively “push out” your personal brand via Twitter, but we’ll discuss that in a future piece...for now we want to get you comfortable with the power of Twitter for the job search.

Jobs are really posted on Twitter?

If you are new to Twitter, let’s first sell you on the proposition that many entities are pushing out jobs via Twitter. **TwitJobSearch** (<http://www.twitjobsearch.com>) offers a unique job search engine that does not require you to even have a Twitter account. With 600,000+ jobs that have been identified in the last 30 days, TwitJobSearch presents search results that usually have links to full job descriptions. Aside from searching, you can also browse via a job category.



With a couple of searches you can see that the jobs are out there. But rather than manually coming to the site to search every day, you hopefully want to put some automation into play....this is easy to do after you create a Twitter account.

OK, I'm sold...let's create a Twitter account.

In reality, you can have many Twitter accounts, each one serving a different purpose. To create an account, you simply go to <http://www.twitter.com> and provide your name and a unique email address. Since this account will initially be used for job search purposes, you might want to disable making your account public and searchable until you are more comfortable with Twitter. In addition, you will want to make your account private and to require your authorization for anybody to "follow you." Unfortunately the spammers of the world have figured out the Twitter game and if they can find a valid ID, they send out lots of follower requests with redirects to porn sites. So for now, I recommend you keep the account private.

Another decision you'll need to make is how you want to read your alerts. The default, you can read them directly on the Twitter website while logged into your account. Sure that works, but that's not the optimal way. Ideally, you'll have them forwarded to your cell phone (assuming you have a data plan) or you can use a tool like Twhirl (<http://www.twhirl.com>) to have them come directly to your desktop. I use the latter which effectively monitors three Twitter accounts for me.

Example of Twitter sign-up page:



The image shows the Twitter sign-up page with the following fields and options:

- Username:** Input field with a note: "Your URL: <http://twitter.com/USERNAME>. No spaces, please."
- Password:** Input field with a note: "6 characters or more (be tricky!)"
- Confirm Password:** Input field
- Email Address:** Input field with a note: "In case you forget something"
- Humanness:** A CAPTCHA image showing the word "attractive" and the numbers "71 71 69". Below it is a text input field labeled "Type the two words:" and a reCAPTCHA logo with the text "stop spam, read books."
- I want the inside scoop—please send me email updates!
- By clicking on 'I accept' below, you confirm that you are over 13 years of age and accept the [Terms of Service](#).
-

Twhirl desktop Twitter reader:



OK company, send me your openings!

Now that you have an account and a notification method ready to go, it is time to find the jobs. Many corporate recruiters now publish their job openings on Twitter, possibly before they even promote them via other communications channels. What you want to do is identify the firms you are interested in and see if they are utilizing an account to promote openings...if they do, you want to "**follow**" them. Some companies currently utilizing Twitter:

- Thomson Reuters - @JobsWithUs
- AT&T - @attjobs
- MTV - @mtvnetworksjobs
- Rollins College - @Rollins_Jobs

Once you follow a company, you'll be receiving their alerts with links to full job descriptions and application forms. You can find company Twitter addresses on the employment page of their website and on numerous lists that are easily available via a Google search. But before you subscribe to hundreds of different firms (do you really need to learn about Starbucks' barrister jobs in Hong Kong?), let's look at one online resource to help avoid information overload. These can help deliver opportunities specific to your geographic and job-track preferences.

TweetMyJobs (<http://www.tweetmyjobs.com>) has some 6,000+ specific channels that deliver notifications to you more specific to your career target.

They require you to create an account (user-id / password) with them where you place an optional profile. You will need to link (grant access) to your Twitter account...and then you go to the Job Channels tab to select the specific geographic areas and job types you are interested in (see example to the right). You hit the "+" and you are following the channel. New jobs discovered by the channel are forwarded to your Twitter account (and your cell phone if you are set up that way).

Here are some sample tweets I received based on Human Resource and Orlando:

The screenshot shows the 'Subscribing to:' section of the website. It features a blue header with the text 'Job Channel'. Below this, there is a list of channels, with one highlighted: 'USA-FL-Orlando Business/Mgmt.' with a red minus sign icon. Below the list is the 'Available Job Channels:' section, which states 'We have 9,353 job channels. Use the drop-downs to filter and search the list.' There are two dropdown menus: 'USA-FL-Orlando' and 'Human Resources', followed by a 'Filter List' button. A note below the filters reads: 'Please note that TweetMyJOBS works to ensure that only legitimate and ethical job listings appear on our site and includes specific language pertinent to this matter in our terms of service with recruiters and companies. This link may be helpful for use in your job search here or on any job board.' At the bottom, there is a blue header with the text 'Channel' and a list of channels, with one highlighted: 'USA-FL-Orlando Human Resources' with a green plus sign icon and a 'Click + to subscribe' button.

Siemens: HR Manager Employment Data /Human Res... (Orlando, FL) [#Jobs #TweetMyJOBS](http://bit.ly/cmXVSU)
11:49 AM Jun 17th via TweetMyJOBS from Florida, US 📍

Siemens: HR Manager Leave Administration/Human... (Orlando, FL) [#Jobs #TweetMyJOBS](http://bit.ly/d3Wqjk)
11:48 AM Jun 17th via TweetMyJOBS from Florida, US 📍

HD Supply: Sr Mgr - Human Resources (Orlando, FL) [#Jobs #TweetMyJOBS](http://bit.ly/cyKbi6)
12:46 PM Jun 16th via TweetMyJOBS from Florida, US 📍

HD Supply: White Cap- Human Resources Generalist... (Orlando, FL) [#Jobs #TweetMyJOBS](http://bit.ly/9DKnBY)
11:25 AM Jun 16th via TweetMyJOBS from Florida, US 📍

This is just one example, there are website appearing every day that aggregate job postings.

Where do we go next?

If you were new to Twitter and were successful with the above, you probably will have an appetite for taking the tool further in assisting with your job search. You will be interested in:

- Modifying your account with some bio information and creating a profile background (i.e., your personal brand)
- Replying to recruiter's tweets
- Posting messages to highlight your areas of expertise
- Linking your Twitter account to other social media tools

We'll walk you through these in future pieces.



NOTE: Before doing any of the above, especially linking your Twitter account to your LinkedIn account, you need to completely understand the consequences of what you post and what happens when you link your account to something like LinkedIn. I've seen some scary things...proceed with caution!

Michael Kazazis is VP of Operations and Finance / Co-Founder for Censeo Corporation, a human resource consulting firm that offers assessment technologies utilized by many of today's top organizations for selecting and developing leadership talent. Censeo's flagship product, TalentSIM recently was awarded Product of the Year by HR Executive Magazine. mkazazis@gmail.com