

Twitter for Job Search 101

Twitter is an online community that connects users to each other in real time. Capitalize on this social media function by building a network and forming relations with potential employers and industry contacts. Remember, decision makers prefer to hire people they already know; have had some sort of contact with; or who come recommended by someone they know.

Twitter Handle – Use your real name. Keep it consistent with other online profiles.

Twitter Bio – Focus on keywords that describe YOU. Think about the kind of followers you want to attract. Add your niche keywords.

Tweet – This is a 140-character burst of information. Think of it as a newspaper headline. Provide information about your latest projects. Share photos and useful articles about your industry. Retweet (RT) and mention others in your field as much as you can.

Hashtags – Track hashtags that are useful for your job search (e.g. #esljobs, #jobs #career). Of course keep up with scheduled Twitter chats such as #ELTChat or #HireFriday.

Follow – Due to the popularity of the “Twitterverse” (and because it’s free) most firms and organizations list jobs on Twitter. From companies, to municipalities, to post secondary educational institutions – human resource (HR) staff and recruiters post opportunities on Twitter. Of course you’ll want to follow @TESLOntario and career professionals such as me (@AudreyPrenzel) to learn about job search tips and employment news.

Good luck.

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