

Chapter 4

Your professional Social Media presence

Annex 2 - Twitter Tips

Twitter is also a useful social media platform you can use to help you find a job. Here are some tips to make the best out this social network:

- ✓ Be active: start tweeting but be thoughtful and professional. Try not to tweet about taboo topics or controversial subjects. You can have a personality, but beware, if you're going to use Twitter to help you find a job, then keep it clean.
- ✓ Have a professional username: ideally related to your real name if possible. Do not use any embarrassing username. Try to keep it serious.
- ✓ Choose a professional profile picture: a simple photo of you face with a clean background is the best option.
- ✓ Update your tagline: Twitter only offers 160 characters for this, but it should be enough to introduce yourself and state the types of roles you're looking for. You can say that you are currently looking for a new opportunity or you can name your expertise/interests.
- ✓ Tag your location and link a website: this could be your LinkedIn profile, or a blog or portfolio to give employers easy access to your work.
- ✓ Start following people and companies that are of your interest: following, retweeting and liking people who are in the industry that you're seeking employment in, will help, a lot.
- ✓ Share other people's content: engaging with others posts also plays an important role regarding networking. You can also tweet about projects you are working on, and make sure you retweet posts that are relevant to you and your interests.
- ✓ Use hashtags: Twitter loves hashtags, and you should love them too. Hashtags are a way of organizing your tweets into categories. By tapping on a hashtag, you will also see all the other tweets that are related to your tweet. Remember to mix up your hashtags and see what hashtags are trending in your area about job searches.
- ✓ Stay up to date with current topics: tweets take seconds to post and are quick and easy to digest, meaning organizations use them to report breaking news and make announcements. If you're following the right mix of professionals and companies, your Twitter feed should be a real-time account of what's happening in your industry, as it happens.

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