

Seven Steps to Setting up Your Twitter Account for a Job Seeker

1. Choose a profile name

This is your Twitter name (also known as your @name). I would recommend using your real name if it is available. If not, try to include your name or initials. You will want to make the account user your full name as well.

2. Add a photo of you

It is important to add a photo of you so people can connect with you on a personal level. Do not use the default egg image. Your profile picture shows up every time you post a tweet so you want to differentiate your tweets from everybody else's. Your profile picture will help.

3. Complete your bio

Put relevant, keyword-rich information in your BIO. Add the URL for your LinkedIn Profile to your Bio, and use your LinkedIn Profile photo in your Twitter account to reassure people that the two accounts are from the same person. Your goal is to include the kind of keywords an employer would use a search to find people like you. Twitter gives you 160 characters to use for your BIO.

4. Add your website address

You could link it to your blog, LinkedIn profile, Facebook page, or anywhere online so people can find out more about you. People do click on it so you will want to add something there.

5. Follow people that can help you in your job search

You can follow whomever you want, but more importantly, you want to follow profiles that can help your job search. Do not follow too many profiles to start with because you will get overwhelmed.

6. Tweet daily and tweet on-topic

Demonstrate your knowledge of your topic, your writing and research skills, and your work ethic, with the tweets you publish:

- Re-tweet good content relevant to your topic and/or your target employers and their competitors.
- Be a good source of fresh, relevant information.
- Link to good information even if you did not write it.
- If you find a news item, particularly a positive one, about one of your target employers, tweet about it, including the name of the organization in your tweet.

7. “Retweet” and “Like” good content

When you find a tweet that you like, you have two ways to share it, and both can be beneficial for visibility. Since people often pay attention to their Twitter “Notifications” feed, either (or both) liking and retweeting that tweet can bring you to the attention of the person who created (or retweeted) that tweet.