

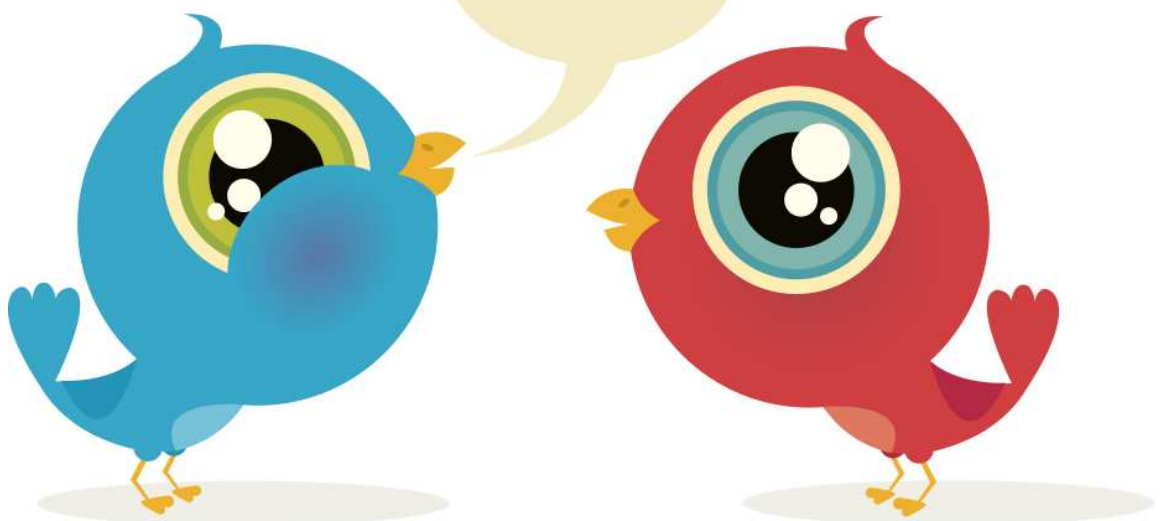
# twitter

## Get Job Leads **FAST**

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### Using **TWITTER**

*How to Use Twitter To Network,  
Mine the New “Underground” for  
Jobs, and Connect with Recruiters*



Written by Teena Rose

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## A few words from Teena ...

**Twitter is an online tool undoubtedly in its infancy.** Consider it's been popular for probably less than 2 years, and it's perhaps more of a toddler, just learning how to walk. Like many online services, Twitter is struggling to keep its footing. How long can a company survive on venture capital backing, without any implemented plans for generating revenue? The answer is unknown. Plus, there's no clear understanding how the Twitter community will respond once that revenue-generating plan is put into place. I tell you this just as a bit of precaution.

**Do I think Twitter is worth your time and effort?** Absolutely.

I wouldn't have written this book if I didn't believe that.

Good luck to you!

Regards,



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Follow me on Twitter! <http://twitter.com/teenarose>  
And, send me a LinkedIn invitation: <http://www.linkedin.com/in/teenarose>. Let's grow and excel together. :)

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**RESUME *to* REFERRAL** 

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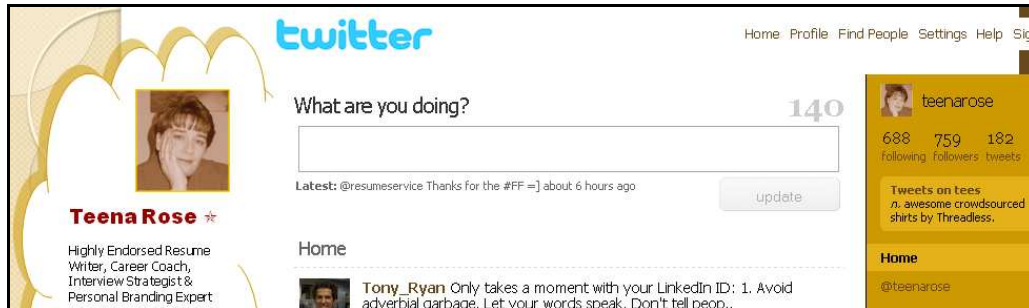
"The Place for Success, Direction, and  
Knowledge ... *power to the jobseeker!*"



# Introduction to Twitter

## What is Twitter?

**Twitter** is a free social networking and micro-blogging service that enables its users to send and read messages known as *tweets*.<sup>1</sup>



The best way of understanding Twitter is to simply think of it as a next-generation forum for discussion. On the Twitter home page, you're reading the happenings of those you follow (their tweets), and your followers are reading about the happenings of you (your tweets).

Twitter asks you one simple question: *"What's happening?"* (formerly What are you doing?)

In the beginning, people tweeted about personal things — what they had for lunch, for example. But as the Twittersphere evolved, business professionals learned ways of leveraging Twitter for businesses use. Recruiters for example are using Twitter to source for candidates, and in response, jobseekers are using Twitter to attract recruiters.

*"Twitter's going to become more and more valuable as a job-hunting tool because you can build up a job-search network in an afternoon and effectively create a whole self-presentation in the Twittersphere," says Rodney Rumford, author of **Twitter as a Business Tool**. "And anywhere there's a place for lots of people to network and talk and share interests, the opportunities will follow."*

## Who's on Twitter?

**Maybe the better question is who isn't on Twitter these days?**

Some contribute the popularity of Twitter to Oprah, commonly referred to as the O-factor. Oprah, along with Ashton Kutcher, brought extensive attention to Twitter during a show where Oprah submitted her first tweet. Some would say Twitter was "put on the map" that day. Honestly, I believe Twitter had already put itself on the map, making it a force that attracted Oprah's attention.

**Who's on Twitter? Those important to your job-search include:**

- Career Coaches/Counselors
- Personal Branding Specialists
- Resume Writers (**Me!** <http://www.twitter.com/teenaarose>)

<sup>1</sup> <http://en.wikipedia.org/wiki/Twitter>

You don't need to look far before realizing a fair number of those in the hiring realm are using Twitter to generate a better return for sourcing the talent. In fact, included in this book you will find a sizable list of recruiters, hiring managers, and career sites to consider following. Note I said "consider." You probably shouldn't follow everyone as it's difficult to keep an effective handle on the non-stop chatter, so a more effective use of your time is to focus on those who provide value to you and your search.



















































Beyond those on Twitter involved in hiring, don't overlook following some great business brands such as [JetBlue](#), [AirWays](#) and [Marriott International](#).<sup>2</sup> Since Twitter's exposure has grown significantly, companies now tweet about a variety of topics, aiding each to provide better customer service and also provide what some call corporate transparency to consumers. "Transparency" allows you to learn about what's going on behind the curtain, enabling you to learn firsthand about corporate functions, promotions, product issues, and various other business happenings in real time. It's likely company tweets could also include details about upcoming job fair, name of an internal contact you find useful, current issues the company is facing you can help with, and so on.

### Corporate brands on Twitter include:

- ❑ Comcast/Time Warner Cable/DirecTV
- ❑ Zappos/Overstock/Wal-Mart
- ❑ The Home Depot/Lowe's
- ❑ Starbucks/Java Brewing Company
- ❑ Dell/Hewlett-Packard

The best corporate brands to watch include those you have short-listed as an "ideal employer"; hopefully they have hopped on the Twitter bandwagon. Those more difficult to find will likely include smaller companies who have yet to discover and uncover the potential of Twitter.

### Here are some top brands on Twitter:

 <b>Twitter</b> 150770 tweets	 <b>BBC</b> 6334 tweets	 <b>Sky</b> 4484 tweets	 <b>Motorola</b> 2729 tweets	 <b>KFC</b> 1247 tweets
 <b>Google</b> 44001 tweets	 <b>Blackberry</b> 6258 tweets	 <b>Ford</b> 4362 tweets	 <b>Samsung</b> 2332 tweets	 <b>Intel</b> 1153 tweets
 <b>Youtube</b> 39636 tweets	 <b>Amazon</b> 5864 tweets	 <b>Mashable</b> 4154 tweets	 <b>Canon</b> 2052 tweets	 <b>GAP</b> 1116 tweets
 <b>iPhone</b> 39584 tweets	 <b>Disney</b> 5552 tweets	 <b>Sony</b> 3666 tweets	 <b>Techcrunch</b> 1884 tweets	 <b>IKEA</b> 1068 tweets
 <b>Facebook</b> 34165 tweets	 <b>HP</b> 5432 tweets	 <b>UPS</b> 3654 tweets	 <b>Guardian</b> 1875 tweets	 <b>Shell</b> 1039 tweets
 <b>Myspace</b> 16414 tweets	 <b>Microsoft</b> 5392 tweets	 <b>BT</b> 3382 tweets	 <b>O2</b> 1828 tweets	 <b>Toyota</b> 1032 tweets
 <b>Apple</b> 13468 tweets	 <b>CNN</b> 5266 tweets	 <b>Dell</b> 3341 tweets	 <b>Spotify</b> 1730 tweets	 <b>Honda</b> 1008 tweets
 <b>Digg</b> 9527 tweets	 <b>Android</b> 5196 tweets	 <b>Gucci</b> 3140 tweets	 <b>BMW</b> 1568 tweets	 <b>ComCast</b> 982 tweets
 <b>Fox</b> 9220 tweets	 <b>eBay</b> 4930 tweets	 <b>Starbucks</b> 3048 tweets	 <b>Nike</b> 1351 tweets	 <b>T-Mobile</b> 979 tweets
 <b>Yahoo!</b> 7523 tweets	 <b>MTV</b> 4906 tweets	 <b>Nokia</b> 2902 tweets	 <b>Subway</b> 1301 tweets	 <b>Coca-Cola</b> 969 tweets

<sup>2</sup> <http://mashable.com/2009/01/21/best-twitter-brands/>

So, in closing, following career coaches, personal branding strategists, and your favorite resume writer is a great idea, but also follow:

- ❑ Human Resources Managers
- ❑ Talent Agents
- ❑ Recruiters/Headhunters
- ❑ Outplacement Firms

## Why should jobseekers care about Twitter?

Twitter has become a new channel for open jobs. For example, a quick search using the key phrase “need web developer” and a multitude of open jobs are displayed within the Twitter network. Let’s look at the first one, displayed via DesignersTalk <sup>3</sup>.



A quick search of several job aggregators and it becomes apparent this position is not advertised elsewhere ... *at least not without laborious search.*

**What does that mean to the average jobseeker?** It means Twitter just might be the new “underground” for jobs — and with growing competition, uncovering unadvertised jobs would make any jobseeker salivate. Also, Twitter is still in the growth stages, possibly reducing some of the job competition that jobseekers despise.

## 5 Reasons Jobseekers Should Use Twitter

Think Twitter is a joke? Some say yes. There are great reasons for taking Twitter seriously, however, especially when one considers it a new job-search tool that hasn’t been fully tapped. Currently other job-search methods [posting your resume with job boards and emailing your resume to recruiters], what we might call traditional job-search techniques, are continuously eroding in effectiveness.

In order to fully understand why Twitter has become a front-running tool, jobseekers need only recognize several core changes that have occurred across the hiring landscape:

**First, recruitment firms were struggling even before the recession hit — especially those less established.** Employers are always looking for ways to cut costs, regardless of what the market is doing — *and recruiters seem to be experiencing the brunt of it.*

Some might say employers’ new vision isn’t unfounded. When you factor recruitment firms charge fees between 3% and 15%, hiring costs can get out of hand even for the most financially stable employers. The cost of hiring an executive with a \$100,000 salary for example costs the hiring company upwards of \$15,000.

Recruiters do provide a very valuable service, such as resume sourcing and prescreening of candidates, but hiring companies seem increasingly fixated on the costs of doing business, and how to go about reducing it.

*What’s the lesson here? Recruitment firms can be a great resource, but don’t overlook the importance of contacting employers directly, using services such as Twitter to make it happen.*

**Second, an estimated 15 million people are unemployed.** Fifteen million is a conservative number when you consider there are millions more out of work, no longer drawing unemployment benefits nor looking for employment. At one time, we were experiencing the [longest recession in history since the 1940s](#),<sup>4</sup> and some experts speculate it will

<sup>3</sup> <http://www.twitter.com/designerstalk>

<sup>4</sup> <http://jobbait.com/a/recession.htm>

take several years (possibly into 2018 or longer) to regain those jobs lost and before unemployment numbers get back to acceptable levels.

When factoring all the doom and gloom, jobseekers need great new ways to build relationships and uncover job leads ... beyond just those status quo.

*What's the lesson here? Twitter isn't saturated with jobseekers just yet, and if utilized correctly, it can serve as another resource to generate a nice return for you.*

**Third, few other tools like Twitter give you near direct access to hiring agents.** Ideally, two-way tweeting does require approval from both parties though. You follow HiringJim, HiringJim follows you back. Should HiringJim opt not to follow you, however, communication between the two of you becomes more difficult as Direct Messaging (DM) from you to him is impossible.

Note: You can submit an open message but the chance of HiringJim receiving it isn't a sure thing — it's worth a shot though, and may get you on his radar.

*What's the lesson here? Twitter is another channel for getting in touch with the right people, at the right time.*

**Fourth, Twitter creates a network like no other.** You'd be hard pressed to go anywhere online and not learn networking is still the number one way of locating jobs. Proof of this is represented by hiring companies increasing their use of employee referral programs, meaning they are encouraging employees to refer friends, family, and colleagues for open positions.

Can you blame them? The price is right.

*What's the lesson here? If you've been ignoring your network, you can no longer afford to do so.*

*Networking is the pivotal focus of Internet 2.0, and hiring companies are recognizing this as well. Twitter is part of Internet 2.0, and frankly one of the easiest ways to keep continued, day-to-day contact with your network.*

**Lastly, we go with what works ... and Twitter is giving us results!** Business professionals tend to stick with what works, right? A recent CNNMoney.com article entitled, HR by Twitter<sup>5</sup>, highlights the success of Breaking Point Systems (BPS) with hiring a new Marketing Director.

The VP of Marketing, Pam O'Neal, stated the company opted to use Twitter to attract a marketing professional with social media expertise.

## Can you think of a better way to attract a social media expert than by using social media tools?

BPS has stated it uses top social media tools, such as LinkedIn, Twitter, and Craigslist, to handle their recruitment needs. Other companies are following BPS's lead, such as Burger King, Forrester, AT&T, and American Express.

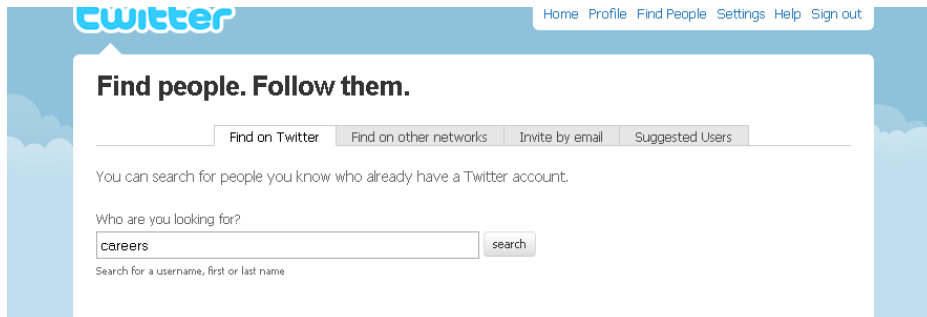
**To uncover additional companies using Twitter, visit Twitter.com, select "Find People," and input one or more of the following keywords:**

<sup>5</sup> [http://money.cnn.com/2009/08/24/smallbusiness/hr\\_by\\_twitter.fsb/?postversion=2009082505](http://money.cnn.com/2009/08/24/smallbusiness/hr_by_twitter.fsb/?postversion=2009082505)

The screenshot shows a web browser displaying a CNNMoney.com article. The page header includes the CNNMoney.com logo and navigation links for News, Markets, Technology, Personal Finance, Small Business, and CNN.com. A prominent blue banner reads 'SMALL BUSINESS' with sub-sections for 'NEWS & GROWTH IDEAS' and 'ASK & ANSWER'. The article title is 'HR by Twitter' with the subtitle 'How social media can help you find talent'. The author is David Koepfel, dated August 25, 2009. The article text discusses BreakingPoint Systems (BPS) hiring a marketing director through Twitter. A small graphic of a bird on a branch is visible. On the right, there is a 'Questions & Answers' sidebar with 'LATEST QUESTION' and 'ASK A QUESTION' buttons, and a 'Sponsored by CNNMoney.com VIDEO' section.

- ❑ Careers
- ❑ Recruiting
- ❑ HR Manager (or, human resources manager)
- ❑ Talent Recruiter
- ❑ Staffing
- ❑ Jobs

*Also, input the name of employers too.*

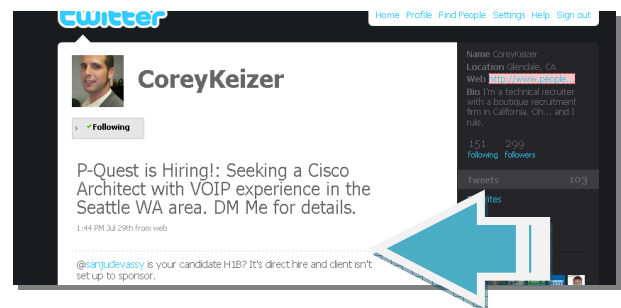


### Still not convinced you should care?

Take Corey Keizer, as another example. A technical recruiter for People Quest Staffing in California<sup>6</sup>, Mr. Keizer sought a candidate for a Cisco Architecture job located in Seattle, Washington. A prime opportunity for just the right candidate, do you agree?

As a recruiter, Mr. Keizer isn't alone in his efforts to find the right candidates for the right roles. There are hundreds if not thousands of talent recruiters flocking to Twitter.

Countless jobs — and those who fill those jobs — are on Twitter. I dare say a fair number of jobs are being filled more by referral and networking, initiated by online tools like Twitter — *and the use of these tools just may be overshadowing other methods used by jobseekers.*



## The Top 5 Reasons Recruiters Find Twitter Attractive for Recruitment

- ❑ **Twitter is free; and with the cost of business sometimes being a hefty burden, even recruitment firms can't resist the charms of a no-cost, useful online tool.** For recruiters seeing a decline in assignments, free services such as Twitter can offer needed relief to a weighed-down operating budget.

*For jobseekers: Twitter is free, even to Jane and Joe Jobseeker. If recruiters are using Twitter to attract ideal job candidates, it seems only fitting that jobseekers should put themselves in the position to be attracted.*

- ❑ **Twitter provides a substantial reach for recruiters, putting them in touch with prime job candidates that few other online services provide.** Building hundreds of followers within a few short weeks is very doable, so Twitter can certainly put recruiters in touch with followers (jobseekers) quickly as well.

*For jobseekers: Twitter puts you within "tweet reach" of recruiters.*

<sup>6</sup> <http://www.peoplequeststaffing.com/>

- ❑ **Twitter offers a formal and informal platform for recruiters to open conversations.** Recruiters strive for the best job candidates, which usually means “cherry picking” prime candidates away from competitors. Twitter certainly offers one more method of contact to pick. 😊

*For jobseekers: Make yourself accessible to recruiters by learning about their current and continued recruitment needs. Take an active interest in keeping up on recruiter posts, recommending colleagues or associates when the need arises [keep in mind not each job posted will be perfect for you, but might be perfect for someone in your network — don't forget to feed your network!].*

- ❑ **With Twitter having an estimated 3.3 million registered users<sup>7</sup>, building relationships and keeping in contact with colleagues and industry groups has never been easier.** The next generation of the Internet is about building relationships, and Twitter's neighborhood provides an ideal platform for doing it.

*For jobseekers: Use Twitter to find and build relationships with recruiters who are ideal matches for you. Focus on those specific to your ideal job title and target industry.*

- ❑ **Twitter has created a community for recruiters to learn, and pass on those teachings.** A recruiter would be wise to build their brand and network by using what they learn, or what they know, and passing it on to others.

*For jobseekers: Consider yourself a funnel for information. Sift through what you receive, and pass on only what's of importance to those who follow you — that includes passing on job leads and job-search tips too. When the time is right, those on the receiving end of your tweets will return the favor by making you privy to job leads as well.*

## Take The Leap

Registering with Twitter is easy. Provide full name, user name, password, email, and agree to the terms of use — that's it! The most challenging part of the registration process is selection of a user name.

Since you purchased this book, I'll presume you plan to participate in Twitter for job-search purposes — and if that's the case, you have a variety of user name choices to consider. Do you remember the sage advice given to jobseekers when selecting email addresses? Well, the same advice is true when selecting a Twitter handle.

### For example, your options might include ...

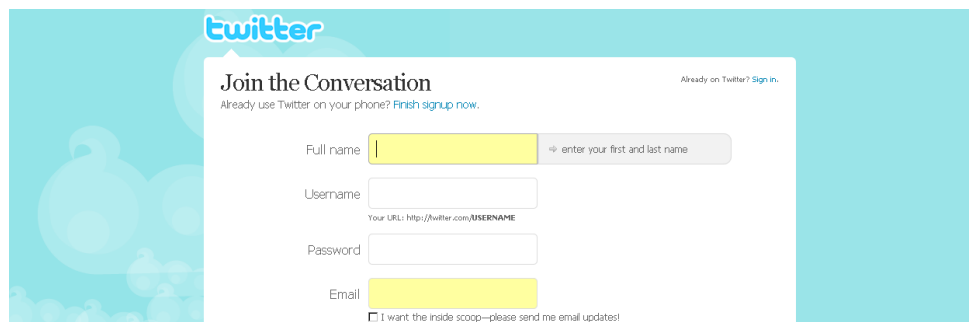
- ❑ Firstlastname (most preferred)
- ❑ first-lastname (hyphenated name)
- ❑ nickname (professional nicknames, obviously)
- ❑ targetjobtitlefirstname (i.e. EditorSally ... might not be an ideal option for some)
- ❑ targetjobtitle (least favorite, but doable)

Selecting a professional name is certainly ideal, but you going with something a bit more fun is an option too.

For example, I use handles like “ThereGoesTeena” for some of my accounts. It's professional, and I feel it would be appropriate for anyone seeking employment as well. The most preferred choice, first and last name, may be challenging for those with common names, so going with something different and unique might be more necessary.

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<sup>7</sup> <http://recruitingblogs.ning.com/profiles//blogs/why-recruiters-should-use>



## Put Yourself Out There

Before you begin tweeting, there are ways to increase your return from Twitter — *right out of the gate*.

**First, take advantage of Twitter’s offer for you to include a web link seen by visitors to your profile.** For jobseekers, pointing visitors to your online resume, LinkedIn account, VisualCV, or whatever page a person can visit to learn more about you and your career aspirations is the best option.

**Second, crafting a great bio is time well spent.** When writing a bio, focus on relevant keywords and key phrases, much like you did when writing your resume. In fact, reworking a snippet from your resume’s intro statement can do the trick for developing a Twitter bio on the fly. You can always rework your bio later, if necessary.

Twitterers have commented about how including keywords such as “seeking a job ...” or “need a job” can help make a candidate available to recruiters and hiring agents. Although I’m not a huge fan of this technique, I do agree a person needs to provide some indication that new job opportunities are welcomed. So, you could opt for something a bit different like “Job offers welcomed.” It’s short and sweet.

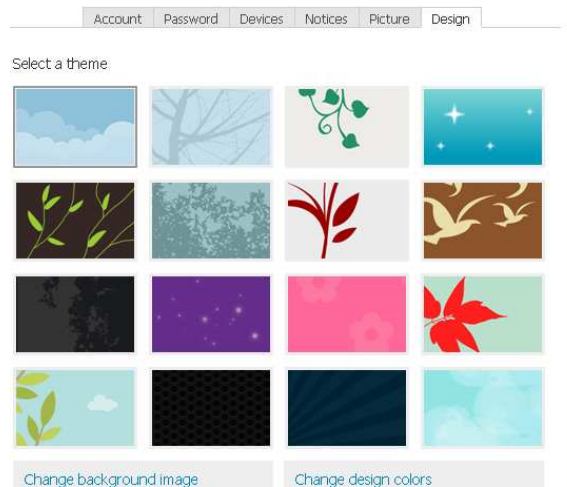
**The options on filling out your Twitter bio are virtually endless. In fact, placing your current or job target within your bio are perfectly acceptable choices. Snippets to consider include:**

- ❑ Target: Web Designer Position
- ❑ 10-Year Web Designer; Job Offers Welcomed
- ❑ 10-Year Web Designer; HTML/CSS/XML

Of course, acceptable alternatives (touch of professional and personal) might also include:

- ❑ Web Designer, Film Maker, and Proud Father
- ❑ Web Designer with a “Nose for Clean Code”
- ❑ Web Designer who actively volunteers with the Red Cross, Habitat for Humanity, and Boy Scouts

**Third, opt for a professional photo of yourself.** Remember, hiring managers may visit your profile so go with something that will make your mom proud, and select one with high resolution (*if humanly possible*). It’s absolutely up to you whether you pick a picture where you’re smiling, not smiling ... or, one that’s candid or was professionally taken by a photographer. I’ve seen quality headshots taken with nothing more than a cheap digital camera, so go with what you feel comfortable with and to that which you have access. Should you change your mind later on, swapping out your profile picture takes less than 5 minutes.



### **Lastly, consider creating a Twitter skin to further benefit your job-search efforts.**

Twitter offers an array of themes you can use as your Twitter skin, but should you long for something a bit more personal, a Twitter skin can be created using PowerPoint.

Think of the layout of a tri-fold brochure, which contains three sections. For creating your Twitter skin however you'll focus on the far left section.

Keep in mind you have only a narrow, short section in which to place background color, text, graphics, and so on. Once finished creating your slide within PowerPoint, you have two choices in which to save your background to make it uploadable to Twitter.

Your first choice is to save the slide as a .PNG, .GIF, or .JPEG file. A great alternative if the saved file is below 800k in size. Your second choice is to perform a Print Screen of the finished slide. Once you have a screen shot, crop and resize the graphic to the right size requirements.

Don't worry if you find yourself reworking the slide/graphic many times until you get it perfect. I'm technically challenged, and it takes me several dozen tries sometimes to get spacing just right.

### **Other resources for finding that perfect Twitter skin:**

- [FreeTwitterSkins.com](http://FreeTwitterSkins.com)
- [TwitterImage.com](http://TwitterImage.com) (click on Free Twitter Backgrounds)
- [TwitterBackgrounds.com](http://TwitterBackgrounds.com)
- [TwitRounds.com](http://TwitRounds.com)
- [TwitterBackgrounds.org](http://TwitterBackgrounds.org)
- [TwitterBacks.com](http://TwitterBacks.com)
- [TwitterBackgroundGallery.com](http://TwitterBackgroundGallery.com) (resource for viewing unique backgrounds)



# Twitter 101

## Twitter Jargon

Twitter has certainly generated the need for shorthand. \*=[

One aspect of twitter I find most appealing is its simplicity. Tweets are 140 characters long, so getting one's message across within a tight space is quick and most often easy. Brevity is the name of the game, therefore, you will be exposed to new acronyms during your tweeting travels — *thankfully with Twitter, there aren't many!*

Certainly, I'm merely covering the basics here to get you started. For a rather large list of acronyms and abbreviations, [check out this link](#)<sup>8</sup>.

-----~\*\*~-----

### Retweet (RT)

A retweet (RT) tells you the message came from another. Let's say you're following me, @teenarose, and I tweeted about specific job opening. You then decide that although the job isn't a perfect fit for you, it might be of interest to someone following you. A retweet allows tells readers that the message originated from someone other than you.

Why would you want to retweet? It's common in Twitterland for individuals to retweet advice, tips, tools, and resources when they deem important for others to know.

### Let's say you received the below tweet from me:

---

[teenarose](#) *The Cruel & Unusual Treatment of Jobseekers;* <http://ad.vu/sdiw>. Comments welcome. [#career](#)

---

**To retweet it**, simply copy and paste the text into your "What are you doing?" box, doing a few quick modifications before hitting submit. The retweet for example should look like the following:

---

RT [@teenarose](#) *The Cruel & Unusual Treatment of Jobseekers;* <http://ad.vu/sdiw>. Comments welcome. [#career](#)

---

**Adhering to Twitter etiquette**, add the @ sign before the Twitter handle, making it "live" for others reading the retweeted post. Those on the receiving end of your retweet will see this:

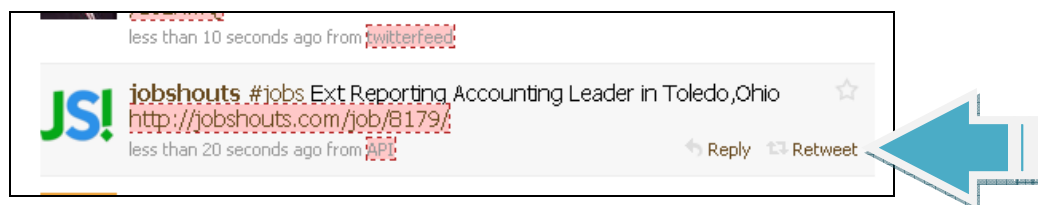
---

[yourtwitterhandle](#) RT [@teenarose](#) *The Cruel & Unusual Treatment of Jobseekers;* <http://ad.vu/sdiw>. Comments welcome. [#career](#)

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### New Retweet Feature

Find the above to be complicated? Twitter actually rolled out a new retweet feature that takes all the guesswork out of retweeting posts. The retweet feature is in beta, and not everyone has access to the feature, but they should once the kinks have been worked out.



<sup>8</sup> <http://www.ogawadesign.com/ogawa-design-blog/twitter-for-your-biz/twitter-abbreviations-and-twitter-acronymns.html>

----- ~\*\*~ -----

## Direct Message (DM)

Direct messaging is a private conversation between you and someone in your network. Now is a great time to mention you can \*only\* direct message (DM) those who follow you. You see their tweets, but they don't see yours — unless they are following you, of course.

A DM to someone not following you might not be in vain, however. An increasing number of Twitterers are searching consistently for mentions of their Twitter handle, using Twitter Alerts (tweetbeeps.com) for example, so it is possible to get a message to someone not following you — *but in a roundabout and sometimes not so effective way of course.*

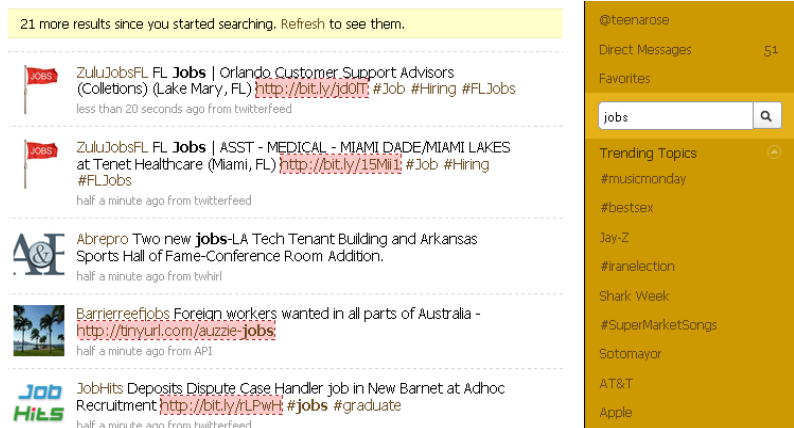
----- ~\*\*~ -----

## Job-Search Hashtags

Hashtags categorize Twitter posts, much like labels or tags help categorize blog posts. For jobseekers, hashtags provide a shortcut to searching for jobs and a slew of additional hiring or career topics. Equipped with a complete list of job-search hashtags, like the below, a jobseeker can certainly get that much-needed boost in the right direction for uncovering job leads. Do a quick search and you'll uncover thousands of posts with varying hashtags.

### Common Job-Search Hashtags include:

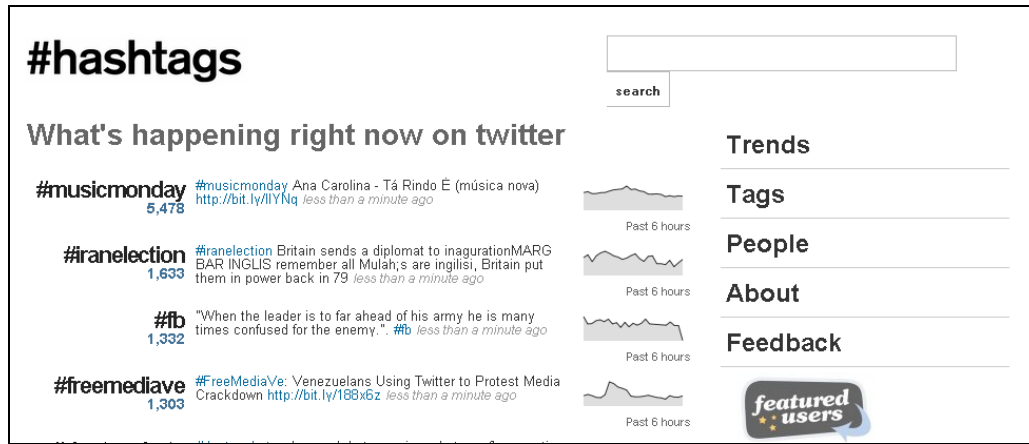
- ❑ #jobsearch
- ❑ #hiring
- ❑ #tweetmyjobs
- ❑ #resume
- ❑ #jobs
- ❑ #interview
- ❑ #jobtips
- ❑ #jobhunting
- ❑ #employment
- ❑ #jobhunt
- ❑ #career
- ❑ #jobadvice
- ❑ #laidoff
- ❑ #findajob
- ❑ #hiring



Thankfully there are additional ways to finetune your hashtag search by simply visiting hashtag.org and conducting a search using relevant keywords. For example, inputting "job" reflects hashtags available for a multitude of specialties, including:

- ❑ #dataentry\_job
- ❑ #webdesign\_job
- ❑ #SEO\_job
- ❑ Or, demographic-specific like #FLjobs

Hashtags are a community-driven convention for adding additional context and metadata to your tweets.<sup>9</sup> In short, hashtags put tweets into categories that can later be searched. To some, labeling 140-character tweets into categories might seem a bit unnecessary, but if you really think about it, imagine the difference of learning the world's happenings within minutes rather than waiting for the six o'clock news. For those seeking tweets on the passing of Michael Jackson, for example, a quick hashtag search for michaeljackson or mj would produce a long list of relevant tweets covering this very topic.



Some speculate Twitter will increasingly broaden the receipt of real-time news, providing those on the receiving end more time to analyze and use that data. For example, imagine hearing about a layoff only moments after it happens or a job opening that went live a mere 10 minutes ago. Twitter helps put people in the moment, and hashtags identify the topics being discussed within that moment.

Certain organizations have learned how to leverage hashtags too. Take the Society of Human Resources Management, as an example. During the organization's 2009 conference, tweets were tagged with #SHRM09 so SHRM members and Twitter followers could search and read chatter about the conference. Presenters, attendees, sponsors, and vendors alike used the tags, which put SHRM into the forefront for millions of Twitterers as posts were retweeted and "waved" across the Twitterverse. The SHRM is proof that one movement on Twitter can attract a new layer of organization following.

## "As a jobseeker, how do I go about leveraging hashtags to uncover job leads?"

**First**, decide on a variation of keywords that match your job target. Integrate one of the above keywords to increase your return; for example, #editingjobs or #teachingjobs. What you're looking for is not only recruiters searching for candidates meeting your criteria, but you're seeking hiring companies and organizations as well. Don't overlook the importance of uncovering members of interest you should follow too. Search hashtags not just searching for your target job title, but expand your search demographically as well.

**Second**, use hashtags to uncover job and unemployment topics to further advance your resume, interviewing, networking, and salary negotiation skills. Searching hashtags such as #resume\_tips, #careercoach, #interview, and #personal-branding can uncover tips and resources recommended by others.

**Third**, don't forget about collaborating with others in your field and hashtags allow you to search for them. For example, let's say you're an HR rep. Why not follow other HR reps to stay in tune with industry standards relative to continued education or to keep you informed of conference participation, job-search, and so on.

<sup>9</sup> <http://hashtags.org/>

## Resources for finding hashtags include:

- ❑ Twemes.com
- ❑ Wthashtag.com/Main\_Page
- ❑ Twitter.com (note the Trending topics on the right side of your Twitter account)

## What should you tweet about?

Certainly the topics to tweet about are infinite, but since you plan to use your Twitter account for job-search purposes, some general areas of interest to those following you might include:

- ❑ Topics relating to your career
- ❑ Topics relating to your industry
- ❑ Topics relating to technology advancements that affect your career/industry
- ❑ Topics relating to job/career/industry challenges you need assistance with

## Tweet Cautiously

**A survey included within a presentation given by Brooke Watts and Francois Dufour on LinkedIn indicated an increasing number of recruiters and HR personnel plan to spend more time and money on professional social networking forums like Twitter.**

One could take that claim to mean the obvious sourcing for candidates, but it could also have a less-than-favorable flip side, meaning an intended growth to also leverage tools like Twitter to prescreen candidates. No problem for those who carry themselves professionally online. But always be very, very, very careful what you tweet because your words can help you, or bite you in the butt. It's also worth noting what your tweet will \*live\* on the Internet for an undisclosed amount of time, possibly viewable by talent recruiters for years, so keep that in mind as well.

When using your twitter account to further expand job-search horizons (now, but don't forget about later), posting professional tweets is really the only option. Of course, you can post comments about whatever you wish, as long as you realize there are consequences to that which you post.

Take the following as a prime example of what not to do:



Had a job **interview** for the board of ed...**bitch** gonna say I'm too passive...smh ... I'm too big to be acting like a animal..especially on a  
about 19 hours ago from mobile web

**A good rule of thumb to follow, and to keep your professional "world" from becoming tarnished:**

*Write tweets you'd be comfortable having your priest, mother, and children read.*



# Growing Your Twitter Presence

## Recruiter & Job Pages to Follow

Now that you've set-up an account, go ahead and start following others!

The following list of recruiters, human resources managers, and corporate career pages should certainly give you a significant jumpstart to building your presence. As I mentioned previously, be selective on those you follow. Avoid following anyone and everyone, especially since your Twitter account will be public. Overall, focus your energy on those who will add value to your job-search, as well as, you.

I hesitated listing this section, mainly due to concern about maintaining this information. Sometimes Twitterers, even recruiters and HR managers, start strong with their Twitter accounts but subsequently lapse, for one reason or another. Twitter does require a fair amount of dedication, and not everyone has the stamina.

- ❑ Accenture [@Accenture Jobs](#)
- ❑ ACULIS, Inc. [@Aculis](#)
- ❑ ADP [@ADPCareers](#)
- ❑ Agilent [@JobsatAgilent](#)
- ❑ Allison Werner [@AllisonWerner](#)
- ❑ Allstate Insurance [@AllstateCareers](#)
- ❑ Amanda Ellis [@AEllisLegal](#)
- ❑ American Express [@BrandonPatton](#)
- ❑ Andrea Santiago [@AndreaSantiago](#)
- ❑ AOL Recruiter [@ThereGoesDave](#)
- ❑ APCO Worldwide [@Jessica lee](#)
- ❑ Apical Recruit [@ApicalRecruit](#)
- ❑ Apple Jobs [@timesse](#)
- ❑ Assurant Solutions [@AssurantCareers](#)
- ❑ AstraZenecaUS [@AstraZenecaUS](#)
- ❑ Atos Origin North America [@aona\\_recruiting](#)
- ❑ AT&T [@ATTjobs](#)
- ❑ Audrey Chernoff [@AudreyChernoff](#)
- ❑ Aviation Jobs [@AviationJobs](#)
- ❑ BAE Systems [@KellyViglione](#)
- ❑ Bank Recruiter [@BankRecruiting](#)
- ❑ Bayer [@Bayer](#)
- ❑ Best Buy [@BestBuy](#)
- ❑ Blackbaud [@StephMcDonald](#)
- ❑ Boehringer Ingelheim [@Boehringer](#)
- ❑ Brad Remillard [@ImpactHiring\\_BR](#)
- ❑ Brent Russell [@DR\\_Recruiter](#)
- ❑ Brian McCoy [@TopMentor](#)
- ❑ Burger King [@BKCareers](#)

- ❑ CitiGroup [@CitiGroupJobs](#)
- ❑ City of Kingston [@KingstonCareers](#)
- ❑ Clearspring [@IHireU4CS](#)
- ❑ Comcast Entertainment Group [@CEGJobs](#)
- ❑ Compuware [@ScottBoren](#)
- ❑ comScore [@comScoreCareers](#)
- ❑ Craig Fisher [@FishDogs](#)
- ❑ Darryl Dioso [@DarrylRMSG](#)
- ❑ David Benjamin [@DaveBenjamin](#)
- ❑ David Talamelli [@DavidTalamelli](#)
- ❑ Davita [@DavitaJobs](#)
- ❑ Deloitte Touche Tohmatsu [@JoinDeloitteUS](#)
- ❑ Dawn Miller [@DawnMiller](#)
- ❑ Dawn Mular [@DMular](#)
- ❑ Deloitte Australia [@Green\\_Dot](#)
- ❑ Derrick Carlisle [@DerrickCarlisle](#)
- ❑ Disney/ABC [@DisneyABC](#)
- ❑ Disney Recruiter [@DisneyRecruiter](#)
- ❑ Driver Recruiter [@DriverRecruit](#)
- ❑ Ecolab [@Ecolab\\_Jobs](#)
- ❑ Drew Kovacs [@Plaz](#)
- ❑ EDS [@TinaHuckabay](#)
- ❑ EMC Careers [@EMCCareers](#)
- ❑ Ernst and Young [@Ernst\\_And\\_Young](#)
- ❑ Excellaco [@Excellaco](#)
- ❑ ExecuSearch [@ExecuSearch](#)
- ❑ Expedia [@Expedia\\_Jobs](#)
- ❑ Farmers Insurance [@Farmers\\_Jobs](#)
- ❑ Follett [@FSCCareers](#)
- ❑ Forrester Research [@ForresterJobs](#)
- ❑ Fullhouse Interactive [@FullhouseCareer](#)
- ❑ GlaxoSmithKline [@GSKUS](#)
- ❑ Google [@GoogleJobs](#)
- ❑ Google Recruiter [@GoogleRecruiter](#)
- ❑ Gordon Lokenberg [@GordonLokenberg](#)
- ❑ Greg Dwyer [@GregDwyer](#)
- ❑ Hallmark [@HallmarkCareers](#)
- ❑ Harvey Clay [@HarveyClay](#)
- ❑ HCA [@ACareerAtHCA](#)

- ❑ Heather Gardnes [@HeatherGardner](#)
- ❑ Hershey Company [@HersheyCareers](#)
- ❑ Hewitt [@HewittCareers](#)
- ❑ Hitachi Consulting [@Havrilla](#)
- ❑ HomEq Servicing [@DCastrodale](#)
- ❑ Hyatt [@HyattCareers](#)
- ❑ Intel [@JobsAtIntel](#)
- ❑ Intercontinental Hotel Group [@IHGeCareers](#)
- ❑ ITA Software [@ITACareers](#)
- ❑ J.B. Hunt [@JBDriverJobs](#)
- ❑ James Guske [@JGuske](#)
- ❑ Jeff Worth [@JeffWorth](#)
- ❑ Jennifer McClure [@CincyRecruiter](#)
- ❑ Jessica Miller Merrell [@Blogging4Jobs](#)
- ❑ Jim Durbin [@SMHeadhunter](#)
- ❑ Johnson & Johnson [@JNJComm](#)
- ❑ Jon Lyles [@JonLyles](#)
- ❑ Kaiser Permanente [@JennStockton](#)
- ❑ Kaplan Test Prep Services [@KTPA\\_Careers](#)
- ❑ Keller Williams Realty [@KWCareers](#)
- ❑ Karla Porter [@Karla\\_Porter](#)
- ❑ Kentucky Fried Chicken (KFC) [@CyndiPHX](#)
- ❑ Kim Pope [@KimPope](#)
- ❑ Kim Sheets [@MKTRecruiter](#)
- ❑ Kissito [@KissitoCareers](#)
- ❑ KPMG [@RecruitingTruth](#)
- ❑ Kroger [@KrogerWorks](#)
- ❑ Kunin Associates [@KuninAssociates](#)
- ❑ Laurie DesAutels [@BiotechJobs](#)
- ❑ Legal Recruiter Kanas City [@LegalRecruitKC](#)
- ❑ LexisNexis [@LN\\_Recruiting](#)
- ❑ Lindsey Olson [@PRJobs](#)
- ❑ Lisa Retchless [@NetRecruiter](#)
- ❑ Markus Hafner [@Eskimo\\_Sparky](#)
- ❑ Martin Burns [@RecruiterMoe](#)
- ❑ Mattel [@MattelRecruiter](#)
- ❑ Matthew Bartkewicz [@Bartkewicz](#)
- ❑ Mayo Clinic [@MayoClinicJobs](#)
- ❑ McCormick & Schmick [@Careers At MSSR](#)

- ❑ McGladrey [@LifeAtMcGladrey](#)
- ❑ Merck [@MerckCareers1](#)
- ❑ Michael Laine [@McLaine](#)
- ❑ Microsoft [@JobsBlog](#)
- ❑ MN Recruiter [@MNRecruiter](#)
- ❑ MTV Networks [@MTVnetworksjobs](#)
- ❑ MTV Games [@MTVGamesJobs](#)
- ❑ MySpace [@MySpaceJobs](#)
- ❑ Net Recruiter [@NetRecruiter](#)
- ❑ New York Times [@NYTimesRecruit](#)
- ❑ Newell Rubbermaid [@CoolJobsatNWL](#)
- ❑ nGenera [@nGeneraCareers](#)
- ❑ Novartis [@Novartis](#)
- ❑ NRA Recruiter [@NRA\\_Recruiter](#)
- ❑ Odyssey Financial Technologies [@OdysseyCareers](#)
- ❑ Orion Recruiting [@OrionRecruiting](#)
- ❑ Paul DeBettignies [@MNHeadhunter](#)
- ❑ Pearson Education [@JobsAtPearson](#)
- ❑ Peggy McKee [@salesrecruiter](#)
- ❑ Pfizer [@Pfizer](#)
- ❑ Raytheon [@Raytheon\\_Jobs](#)
- ❑ Retail Recruiter [@RetailRecruiter](#)
- ❑ RWRoundarch [@RWRoundarch](#)
- ❑ Ryan Coleman [@NextForce](#)
- ❑ Sally Oahu [@SallyOahu](#)
- ❑ Sally Witt [@DRSallyWitt](#)
- ❑ Sodexo [@SodexoCareers](#)
- ❑ Sodexo Recruiter [@TheWhitniss](#)
- ❑ Southwest Airlines [@SWALesa](#)
- ❑ Spotsylvania Medical Center [@CareersAtSRMC](#)
- ❑ Starbucks [@StarbucksCareer](#)
- ❑ Steven Gilbert [@StevenGilbert](#)
- ❑ Take Care Health Systems [@TakeCareJobs](#)
- ❑ Technical Recruiter [@Tech\\_Recruiter](#)
- ❑ TheOnlineBeat [@TheOnlineBeat](#)
- ❑ Thomson Reuters [@TRCareers](#)
- ❑ Tim Pauk [@TimPauk](#)
- ❑ Time Warner Cable [@TWCCareers](#)
- ❑ TravelMax Allied [@TravelMaxAllied](#)

- ❑ Trevor Carah [@TCarah](#)
- ❑ Twitter [@Jobs](#) (don't overlook jobs@Twitter! ☺)
- ❑ United Parcel Service [@UPSjobs](#)
- ❑ United States Department of State [@DOScareers](#)
- ❑ Verizon [@VerizonCareers](#)
- ❑ University of Pittsburgh Med Center [@UPMCCareers](#)
- ❑ Verizon Wireless [@CareersatVZW](#)
- ❑ Warner Brothers Entertainment [@WBCareers](#)
- ❑ Washington Post [@WashPostJobs](#)
- ❑ Wine Careers [@WineCareers](#)
- ❑ Wipro [@WiproCareers](#)
- ❑ WordPressWork [@WordPressWork](#)
- ❑ Yellowbook [@YPRecruiting](#)
- ❑ Zappos [@Electra](#)

**For a more comprehensive and growing list of recruiters, visit:**  
<http://twitter.com/teenaRose/recruiters>

## Jobs / Job Boards on Twitter

- ❑ [@37jobs](#)
- ❑ [@AlbanyJobs](#)
- ❑ [@AuthenticJobs](#)
- ❑ [@BoulderJobs](#)
- ❑ [@CareerCast](#)
- ❑ [@CoolWorks](#)
- ❑ [@DOScareers](#)
- ❑ [@eComJobs](#)
- ❑ [@Elance](#)
- ❑ [@EntryLevelJob](#)
- ❑ [@ExecJobs](#)
- ❑ [@ExecSearches](#)
- ❑ [@FashionCareers](#)
- ❑ [@FashionRetail](#)
- ❑ [@FindAPilot](#)
- ❑ [@Fish4ACCJobs](#)
- ❑ [@Fish4Jobs](#)
- ❑ [@FoodServiceJob](#)
- ❑ [@Freelance\\_Jobs](#)
- ❑ [@FullSailCareers](#)
- ❑ [@GadBall](#)

- ❑ [@GreenJobs](#)
- ❑ [@HippoJobs](#)
- ❑ [@HireBioMedical](#)
- ❑ [@HireMyMom](#)
- ❑ [@HotelJobFinder](#)
- ❑ [@HRCrossing](#)
- ❑ [@Indeed](#)
- ❑ [@InovaHire](#)
- ❑ [@Jewish\\_Jobs](#)
- ❑ [@JobFest](#)
- ❑ [@JobFox](#)
- ❑ [@Joblighted](#)
- ❑ [@JobLister](#)
- ❑ [@JobLister](#)
- ❑ [@Jobs\\_Now](#)
- ❑ [@Jobs4Friends](#)
- ❑ [@JobSearch](#)
- ❑ [@Jobshouts](#)
- ❑ [@JobsInTech](#)
- ❑ [@JobsiteJobs](#)
- ❑ [@JobsLosAngeles](#)
- ❑ [@JobsOrlando](#)
- ❑ [@Jobwire](#)
- ❑ [@Journalism\\_Jobs](#)
- ❑ [@JuicyJobs](#)
- ❑ [@Krop\\_Jobs](#)
- ❑ [@Libgig\\_Jobs](#)
- ❑ [@LookToHire](#)
- ❑ [@Manpower](#)
- ❑ [@Media\\_Jobs](#)
- ❑ [@MediaMatchJobs](#)
- ❑ [@Medical\\_Jobs](#)
- ❑ [@Micro\\_Jobs](#)
- ❑ [@MonsterCareers](#)
- ❑ [@MtITweetJobs](#)
- ❑ [@MyITJobs](#)
- ❑ [@NewRetailJobs](#)
- ❑ [@NewYorkTechJobs](#)
- ❑ [@NYMarketingJobs](#)

- ❑ [@ODesk](#)
- ❑ [@PDXTechJobs](#)
- ❑ [@PhoenixITJobs](#)
- ❑ [@PhoenixTechJobs](#)
- ❑ [@PhysicalTherapy](#)
- ❑ [@PPCJobs](#)
- ❑ [@PublishingJobs](#)
- ❑ [@RecruiterJobs](#)
- ❑ [@ReddingJobs](#)
- ❑ [@ReflectX](#)
- ❑ [@RoboJobs](#)
- ❑ [@SciencesJobs](#)
- ❑ [@SDJobs](#)
- ❑ [@SEOJobs](#)
- ❑ [@SFMobileJobs](#)
- ❑ [@SimplyHired](#)
- ❑ [@SnagAJob](#)
- ❑ [@SoCallLawCareers](#)
- ❑ [@SocialMediaJob](#)
- ❑ [@SocialMediaJobs](#)
- ❑ [@StartupHire](#)
- ❑ [@StevenRothberg](#)
- ❑ [@StudentJobs](#)
- ❑ [@SummerJob](#)
- ❑ [@TalentZooJobs](#)
- ❑ [@TechnicalGreen](#)
- ❑ [@TeenaRose](#)
- ❑ [@TheCollegeGrad](#)
- ❑ [@TravelNurseJob](#)
- ❑ [@TwitJobSearch](#)
- ❑ [@USMusicJobs](#)
- ❑ [@WAHM Job Leads](#)
- ❑ [@Web Design Jobs](#)
- ❑ [@Web20Jobs](#)
- ❑ [@Web20Jobs](#)
- ❑ [@Workforce50](#)
- ❑ [@WorkFreelance](#)
- ❑ [@WorkHappyNow](#)
- ❑ [@WorkInSports](#)

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<http://twitter.com/teenaRose/jobs>



# Twitter Tools

## TweetBeep

Tweet Beep ([www.tweetbeep.com](http://www.tweetbeep.com)) is a subscription service that will automatically update you via email when a specific word or phrase is tweeted on Twitter. The site describes itself as "like Google Alerts for Twitter".

The site offers four levels of subscriptions. The basic service, which is free, allows you to define up to 10 alerts, and you can specify whether you want to receive email once each hour or once each day. Each email message will contain a maximum of 50 tweets that meet your search criteria, so if you define your criteria too broadly or choose a particularly popular keyword, you may miss out on some tweets.

For most job hunters, the free version of the service should be sufficient, but if you need more to track more keywords, you can pay to be able to run 30 searches (\$3 per month) or 75 searches (\$6 per month). For \$20 per month, you can define up to 200 alerts, you have the option of receiving email every 15 minutes, and each email can contain a maximum of 100 tweets.

### *Using TweetBeep as a Job-Hunting Tool*

With TweetBeep you can set up searches for tweets about job openings ("jobs Dallas engineering" for instance) or to find out what people are saying about a particular job type industry such as "hospital administration" or "JavaScript web development". You can also set up alerts that notify you whenever a specific company is mentioned; this may give you insight into how well respected the company is, how happy its employees are, and how stable it is -- all important factors in determining whether it's a place you'd like to work.

Other uses for Tweet Beep include finding recruiters in a specific job market and finding people who already work in the industry who might be able to mentor you in your job search.

You may also find it helpful to connect with others who are searching for jobs. While other jobseekers are your competition in some senses, they may also be a source of support and information. By becoming a follower of twitterers who are looking for jobs in the same industry or region as you, you can find out what is working and what isn't in the job market. And by tweeting about your job search experiences you may be able to help someone else, who in turn could provide you with a lead to the job you're looking for.

## TwitterJobcast

What happens when an IT professional who enjoys coding websites gets laid off? In the case of David Pew of Grand Blanc, Michigan, the result was TwitterJobcast, a website that connects employers to jobseekers with Twitter.

Pew says that one of his goals after he was laid off from a job as IT manager for a robotics firm was "to help others that found themselves recently unemployed." With that in mind he created TwitterJobcast. The concept is simple: the website gathers all public tweets that include the word "hiring" and allows you to search through the list based on keyword and location. You can also look through all "hiring" tweets or browse by city, with predefined searches for a number of key cities in the US, Australia, Canada, India, and the UK.

Tweets that match the current search criteria are displayed in a list along with the sender's avatar. Clicking on the avatar takes you to the sender's Twitter page. Beneath each tweet is the location it's been tagged with, the date of the tweet, a "Retweet" link, and a "@reply" link.

Clicking the Retweet link brings up a simple form that allows you to type in your Twitter ID and password (which are not stored at TwitterJobcast) and a message box with the text of the original tweet preloaded. Similarly, the @reply link brings up the form with the message box preloaded with the username of the original tweet's sender. If you click the "Submit" button on the form, TwitterJobcast will log into your Twitter account and send the message for you. Employers can also post job openings via the website using a similar method.

Although it is not necessary to have a Twitter account to use this site, it is highly recommended. Without a Twitter account, you will only be able to click on links within some of the posts and will not be able to reply to posts.

One downside to TwitterJobcast is there is a fair amount of "noise". For example, if someone tweets "I wonder if hiring a band is better than a DJ?" that tweet will show up on the site. Still, as a simple search tool for job seekers, TwitterJobcast is worth trying.

## NearbyTweets

Ever get the feeling that there's got to be someone out there on Twitter who has the information you need to find the job you want, but you just don't know how to find them? NearbyTweets may be able to help. NearbyTweets allows you to search for Twitter users near you (or near whatever location you specify).

To use this tool, go to [www.nearbytweets.com](http://www.nearbytweets.com) and move your mouse pointer over "change locations/add keywords". Type in a location -- you can specify anything from a particular street address to an entire country -- and distance (in miles) from the location. You can also choose to view only those tweets containing particular keywords.

NearbyTweets will then display the last 50 tweets posted near the location you specified on the right side of the screen, with avatars for each user on the left. If you mouse the avatars, the tweets will pop up; if you click on the avatar, it will take you to the user's Twitter page. You can also click the user name in the tweet listing on right side of the screen.

As a job-hunting tool, NearbyTweets can help you to locate recruiters in your area or in an area to which you are considering moving. You can also use keywords to find job listings, information about the job market, or the latest buzz about a particular industry.

Other ways you can use NearbyTweets in job hunting:

- Find out what people are saying about a specific employer. Learn what customers think of the company's products and service, what their competitors say about them, and what their employees talk about. This may help you to weed out companies that aren't a good match for you. Once you've selected organizations where you do want to work, you can look for discussions to give you ideas to help tailor your resume and cover letter to attract the attention of their HR department.
- Search for locals who work at the company or in the industry in which you're trying to get hired. By connecting with them in Twitter, you can increase your network and help get the word out that you're looking for work.

Because it has a keyword filter, NearbyTweets is more than just a way to find out who's tweeting nearby. It may be the tool you need to find the person who can lead you to your next job.

## TweetMyJobs

TweetMyJobs bills itself as the largest Twitter jobs board, listing 300,000 jobs in over 4,000 companies. Unlike some of the other Twitter tools we've reviewed, as its name implies, this one is not a generic Twitter search engine but rather is specifically geared toward companies who need employees and the people who want to work for them.

You can search for jobs by type of work and location straight from the site's home page ([www.tweetmyjobs.com](http://www.tweetmyjobs.com)), or you can look for jobs at a specific company by selecting "Browse Jobs" on the menu. Clicking on a job will bring up detailed information about the position and will also open a new window that shows the recruiter or employer's web page about the job. Links on the TweetMyJobs page will take you to the Twitter page for the job posting, to an online application if available, and to a page that allows you to email information about the position to a friend.

If you want to be notified when new job openings are posted in a particular industry and location -- a "Job Channel" in TweetMyJobs terminology -- you can sign up for an account. Messages are sent to your cell phone via Twitter whenever new listings are added to the Job Channels you specify. You can also review the messages at the TweetMyJobs website or at Twitter itself.

Another nice feature of this site is that you can post your resume so that it is available to recruiters and prospective employers who search the resume database. TweetMyJobs will also provide you a short URL that you can use when tweeting in response to job ads.

Originally, TweetMyJobs covered job channels only in the 50 largest metro markets in the US; however, it has now expanded into Canada, India, Israel, and the UK, as well as into other cities in the US. TweetMyJobs has signed agreements with a number of recruiting and placement firms and has job listings in both the public and private sectors.

Although in some ways similar to job sites such as Monster.com and CareerBuilder.com, TweetMyJobs does offer a few distinct advantages. The ability to be notified instantly via text message means you can know immediately when a new job comes up -- and in today's job market, sometimes minutes count. The ability to post a resume to Twitter via a small URL is also a strength of this site, as it means you can quickly and easily let prospective employers know about your skills and experience.

This tool is definitely one to check out if you are looking for work or contemplating a career change.

## TwitterJobSearch

Claiming to be "the world's first job search engine to harness the power of Twitter", TwitterJobSearch is an advertiser-supported website that collects job postings from Twitter and other social network sites and allows you search for the job listings most relevant to you.

The user interface on TwitterJobSearch is quite elegant. You can enter your search criteria as plain text, such as "Event planner in Seattle", or you can click "Advanced" to bring up a form that allows you to define a more complex search. Once you have a search you like, you can save the search definition to an RSS feed.

In addition to the individual tweets that match your search criteria, TwitterJobSearch also summarizes them by category on the right side of the screen:

- **Tweeted On** shows you how many results were posted today, yesterday, and before that. To see only the most recent posts, simply click on the "Today" line.
- **Job\_title** shows the various job titles being advertised, with the top three shown by default. Click the down-arrow to see all job titles. As with Tweeted On, you can limit your search results by clicking on one line in the box.
- **Country, Tweet Frequency, Salary, Skills, and Job\_type** all offer similar options.

Search results are displayed in order by relevance as a default, but you can easily sort them by date.

You can interact with the job listings in various ways:

- Clicking on the avatar or user name takes you to the poster's Twitter page.
- Mousing over "more" displays information obtained from the URL included in the tweet.
- Clicking the little image of people next to the date shows the users who have indicated they are interested in the job.
- Clicking the image of the person with a raised hand allows you to indicate that you have the skills to do the job. You can choose to share that privately with the recruiter or to make that information available to anyone. To do either, you must log in to the site (which you do with your Twitter login info).
- Clicking the star saves the listing to your account so you can refer to it later.
- Clicking "view job" takes you to the page pointed to by the URL in the tweet.

In addition, if you click the "x" in the upper right of the listing, you can remove it from the search results. When you do that, TwitterJobSearch asks you to specify whether it's just that you're not interested or if it's not actually a job listing or is for some reason inappropriate.

Other features on TwitterJobSearch include a GoogleMap showing recent job listings, the ability to store your resume online, and the ability for recruiters to post job listings.

Overall, TwitterJobSearch is an extremely powerful Twitter search engine with a lot of tools to help you find the job postings that are most relevant to you. Definitely a site to bookmark if you are looking for a new job.

## JustTweetIt

Whether you want to find someone on Twitter or be found, JustTweetIt is a tool that may help. JustTweetIt ([www.justtweetit.com](http://www.justtweetit.com)) is a user directory for Twitter organized by interest area. With just under 30,000 listings at the time of this writing, JustTweetIt has only a small proportion of the Twitter user base; however, it can still be a useful tool in your job-hunting arsenal.

There are two ways to use JustTweetIt: to list yourself by interest or category or to look up people by interest or category.

To submit your listing, first you choose an interest area from the drop down menu at the top of the page, from the list of popular categories on the home page, or from the complete directory accessed with the "Twitter User Directory" option on the menu. Categories range from Activists to Wedding Planners. Once you have chosen the category under which you'd like to be listed, you provide your name, the email address associated with your twitter account (this allows JustTweetIt to display your Twitter avatar), your twitter URL or username, and a brief bio to help others who share your interests find you. You can list yourself in up to three categories.

While you are on the page for a category, you can also browse through the listings of people who have registered in that directory. If you find people of interest, you can go to their Twitter pages to see their recent tweets, or you can click the "Follow me" button to add them to your Twitter list.

As a job-hunting tool, JustTweetIt may not be right if you are looking for tweets about specific job openings. It does have potential as a networking tool, however, by enabling you to find people listed in the categories in which you'd like to work and to establish communication with them.

The other way to use JustTweetIt is to list yourself in the areas in which you want a job, in case recruiters or prospective employers search the directories. You can include resume information in your listing. As with other social networking tools, you should be careful when creating a listing on JustTweetIt. Be sure your profile information is well written, grammatical, and spelled properly, and make sure that the Twitter account you link to contains only professional tweets that you want a prospective employer to see.

## Twellow

Twellow ([www.Twellow.com](http://www.Twellow.com)) bills itself as "The Twitter Yellow Pages". It analyzes and groups the users who post Twitter messages and divides them into various categories.

Unlike tools that require users to register and choose categories under which they want to be listed, Twellow scans all public tweets and includes all twitterers who have posted publicly. However, if users register with Twellow, they can edit their categories, add links to other social media profiles, and create extended bios with additional information and links.

In addition to searching the Twellow database by geographic location or category, you can also search within your followers and the twitterers you follow if you are a registered user. Note that registering with Twellow requires that you provide an email address, your Twitter username, and your Twitter password. According to documentation on the site, the password is used for verification and to make it easy for you to follow or un-follow other users in their system; they say the password is not stored permanently at Twellow.

### *Twellow as a Job-Search Aid*

Since searching on Twellow brings up user profiles rather than tweets (although recent tweets will show up on users' profiles if you click on their names), it is not the best tool for finding job listings or news about specific industries or companies. Instead, it would be better to search for recruiters and hiring managers or for people who work in Human Resources.

Twellow can also help you expand your personal network. For instance, if you are looking for a job as an accountant in Atlanta, you can search for "Atlanta" within the Accounting category. By looking at the profiles in the search results and checking out their tweets, you may learn about job openings or gather other information about the job market. You may also find it helpful to search for people who freelance in the field in which you want to work.

Finally, if you are active in Twitter, you should search for yourself on Twellow. Simply enter your name or Twitter username in the Search box and search within all profiles. Check to see if you agree with the category or categories associated with your profile. If not, register with the site and edit the categories. Even if you do agree with the categories, it may be a good idea to register. That way you can include resume information in your profile in case a prospective employer finds you on Twellow.

## VisualCV

Though the traditional resume, printed on high-quality paper, has not exactly gone the way of the 8-track tape, it's undeniable that having an online version of your resume or CV is increasingly helpful. But simply having an electronic version of the paper resume is not always enough, and that's where VisualCV comes in.

VisualCV ([www.visualcv.com](http://www.visualcv.com)) is a website that allows you to build, store, and share your resume online, taking advantage of multimedia, internet links, and more. With VisualCV, you can

- Create multiple resumes, tailored for different purpose. Each resume can be set up with its own privacy setting.
- Share information publicly or privately by sending or posting a link to your resume.
- Choose whether or not to show personal information on a resume.
- Control and monitor who gets to view the information on your resume.
- Link your resume to social networking sites such as Facebook, LinkedIn, and Twitter.

Resumes built with VisualCV are not merely dry listings of your skills and experiences. Instead, they are web pages that can also include audio and video elements, links to examples of your work, and even the content of your blog. And when prospective employers review your VisualCV, they get the benefit of features designed to help them select candidates quickly and efficiently. For instance, if they hover over the name of the university you attended, Visual CV will instantly display information on the school and its standing according to Princeton Review.

VisualCV is a large site with a lot of content, so expect to take some time learning to get around and learning how to use the VisualCV editor. It's not the place to try to throw together a resume 15 minutes before a job application deadline.

Like many job sites, VisualCV offers its services for free to job searchers but charges employers and recruiters.

Besides the ability to build and share resumes, VisualCV is also a job board, with over a thousand companies represented. When you find a job you're interested in, you can apply online, and of course include a link to your VisualCV resume.

## TweetScan

TweetScan is a very simple to use tool that searches Twitter, identi.ca, and other Laconica-based sites. It searches through public messages and user profiles and can display the results immediately or send them to you via email, RSS, and JSON.

For one-time searches, just go to [www.tweetscan.com](http://www.tweetscan.com), type a search term into the box, and click "Search". The site will display recent tweets that contain your keyword(s). For each tweet, you can click on the user name or avatar to go to their Twitter page, or you can click on "Reply" to go to your Twitter page and post a tweet in response.

You can also click the "Find People" link on Tweetscan's home page to go to a page that will initiate a search through user profiles for the keyword(s) you specify.

In addition, you can register with the site to set up saved searches and to scan up to 10 phrases for daily or weekly delivery. There's also an option for a paid subscription that lets you search for through the library of nearly a quarter of a billion stored tweets.

To use this as a job search tool, you could create a search for "jobs Omaha sales", for instance, to look for job listings. Or you could search for tweets referring to a specific company to help you decide whether you to apply for a job, tailor

your cover letter and resume, or prepare for possible interview questions. Other searches might give you information about the latest trends in the industry or identify people who may be able to help you in your job search.

By registering and setting up email alerts, you can have Tweetscan send you an email message every day with tweets or twitterers that match your search criteria. That way you don't have to worry about missing potential leads or information about your job market.

With the all-too-real risk of information overload when using Twitter, tools such as Tweetscan can help you to find the messages you need to move your job search forward.

## TwitHire

TwitHire ([www.twithire.com](http://www.twithire.com)) is a very simple job board that allows companies to easily promote available jobs and find potential new employees through Twitter.

PC Magazine named TwitHire one of the "Best of the Internet" in October 2008, but a year later it appears the site may have been a great idea that didn't quite catch on.

Employment opportunities are categorized into only three categories -- design jobs, programming jobs, and other jobs - - and there is no ability to filter by location, job title, or other keyword. As a result, this tool doesn't stand up well when compared to other Twitter-based sites like TweetMyJobs or to traditional job boards like Monster.com.

To search for job openings on TwitHire, simply click the tab of the category you want see or click "All" to view every job opening in their database. Each listing includes the avatar and name of the Twitter user who posted the tweet, the job title, the location of the job, and the date the tweet was posted. If you click on the avatar or user name, it will take you to the user's Twitter page. Clicking on the job title will take you to a page with more details about the job. There is also a "Reply" link on each listing; clicking it will take you to your Twitter page with the tweet text area preloaded with the job poster's username.

Although TwitHire isn't as sophisticated as some Twitter search tools, it does contain listings from a number of well-known organizations. This may be due in part to the fact that, unlike some of those other tools, TwitHire does not charge companies for listing job openings, so there is little downside for companies posting on the site.. When we checked it out, employers included AT&T, YMCA, Sony Pictures, and Bally Fitness, as well as a school district in California. The volume of listings on the site, however, is quite small -- generally two to five tweets per day.

If you are looking for a job, it certainly won't hurt to check out TwitHire, and it may connect you with the job of your dreams. But given the small number of openings listed, it would be wise not to make TwitHire your primary job search tool

## Workhound

Workhound ([www.workhound.co.uk](http://www.workhound.co.uk)) is a UK job search engine that includes thousands of jobs from all the major UK job boards, agencies, and employers. You can easily search by sector, location, and keyword, then refine your results by selecting particular job titles, salary ranges, and more.

In addition to the powerful search engine, with a quite intuitive interface, Workhound also has tools such as a salary calculator that displays average salary data by job title and location and an employment trends page that graphs and analyzes employment figures by industry, worker type, and more.

In early 2008, Workhound announced that it was going to make use of Britain's largest database of real-time recruitment offers (with nearly 1 million positions listed), and each day find the 24 best paying jobs and send a single tweet to those who follow the feed. The site also introduced a Twitter job feed directory.

Searching the Twitter feed, accessed at <http://www.workhound.co.uk/twitter/>, is separate from searching the main Workhound database. The Twitter feed, according to the site, is a directory of "the best twitter job feeds 400+ and counting". You can narrow your search results by country and industry. Once you select a specific industry, Workhound will show you the Twitter user(s) who provide job postings in that industry, with links to their Twitter pages. Actual tweets relating to job openings are not displayed on the Workhound site.

If you are looking for work in the UK, Workhound is definitely a site to check out. And if you want to see what Twitter feeds Workhound staff feel provide the best job leads, then take a look at the Twitter job feed directory page.

## TwitterJobFinder

TwitterJobFinder is a job search engine for Twitter that indexes and archives job-related tweets over a seven-day period.

The home page for the site ([www.twitterjobfinder.com](http://www.twitterjobfinder.com)) allows you to find jobs based on a variety of search criteria. Note that the instructions say to search by job title and/or location, but you can search for any keywords you want, such as date, title, skills, and job type.

You can also click on one of the locations or job categories listed on the front page or choose City Job Finder or State Job Finder from the menu at the top of the screen. If you're looking for work in a location that doesn't appear in TwitterJobFinder's lists, don't worry. You can type the city name into the search criteria box and find jobs in your desired area that way.

You can also use a link on the home page to Browse All Jobs. Under each category it lists links to job titles along with the number of listings for each title. This view can give you an idea of where the job market is -- which job titles are hot and which ones aren't. Do note, however, that some job listings may appear under more than one title or in more than one category.

For each job listing, TwitterJobFinder displays how long ago the tweet was posted, a link to the Twitter page of the person who posted it, and a "View Job" button that takes you to a page that contains detailed information about the position. Often, that page is on another job search site or job board, which may in itself be a good resource in your job search.

TwitterJobFinder is easy to use and has an impressive number of job listings in its database (over 20,000 when we looked). And unlike a number of sites built around Twitter, you don't have to have a Twitter account to get full use of the site.

One of the few drawbacks to the service is that in a tight job market such as we have now, job vacancies can be filled very quickly; in a couple of random searches that we executed, a few of the listings returned by the search had been removed from the original job site. Conversely, some older job listings may be worth checking on, especially if the position requires an unusual skill set or is in a remote location. TwitterJobFinder deletes jobs from its database after seven days, though, so it isn't possible to view postings more than a week old.

Our other quibble with TwitterJobFinder is that it does not provide a way to save searches. Each time you come back to the site, you have to re-enter your search criteria.

Overall, though, we think this tool is well worth your time if you are in the market for a new job.

## JobMotel

If you are a web developer looking for a job that uses your skills in Ruby on Rails, Python, PHP, or JavaScript, you should check into JobMotel. No, it's not a vacation spot for job hunters -- JobMotel is a website that gathers information about contract, permanent, and freelance positions in the web developer arena. The job listings are updated constantly and include leads from RAILSwork, Ruby Inside, Authentic Jobs, Smashing Magazine, and other job list boards.

You can go directly to the website ([www.JobMotel.com](http://www.JobMotel.com)) to look for listings; however, that will only show you what jobs openings are available at the time you search. Because the service aggregates positions from various specialized job boards / feeds, new listings are added throughout the day, and you never know when the job you want may appear.

JobMotel has solved that dilemma by publishing the job listings on Twitter. The service offers the following Twitter feeds, updating them every hour:

- **JobMotel\_Ruby:** This feed lists positions for Ruby on Rails developers. At the time this article was written,

this feed had nearly 2,200 tweets; recent posts included jobs in New York, California, other parts of the US, and Australia as well as opportunities for remote or home-based work.

- **JobMotel\_Python:** This feed lists positions for Python developers. It's not as active as the Ruby list; there had been 500 tweets to this feed when we checked it out. As with the Ruby list, there are positions advertised for work within the US, in other countries, and for telecommuters.
- **JobMotel\_PHP:** This feed lists PHP web developer jobs. New Jersey, New York, Israel, and California were the locations of some of the positions listed. The feed had 1,000 tweets at the time this article was written.
- **JobMotel\_JS:** This feed is for job hunters with JavaScript skills and experience. This feed is the least active (only 200 tweets when we looked), but almost all job listing tweets begin with "[full-time]", "[freelance]", or "[part-time]", which makes it easy to focus on the positions you're most interested in.

All of the tweets include a link back to the job listing's page on JobMotel's website, where you can see details about the job and how to apply. The page also includes a link to the original source of the job listing. Drilling back to that page can provide you additional sources of potential job leads.

So, whether you're looking for more freelance work, a contract position, or full-time employment, if web development is your field, you should be following one of the JobMotel feeds on Twitter.

## TwitterHawk

If you are looking for work but can't devote all your time to the job hunt, you may be concerned about not being able to respond when a job opening is posted. TwitterHawk ([www.twitterhawk.com](http://www.twitterhawk.com)) may be able to help.

TwitterHawk is a real-time targeted marketing engine that allows users to search for specific tweets and then automate responses. The service is not free -- it costs five cents to have TwitterHawk send a tweet -- and it uses a number of safeguards to prevent spammers from using TwitterHawk to flood users with unwanted messages, some of which may make the service less useful for job hunting. Therefore, it may not be the ideal "administrative assistant" for job seekers, but in some situations it could be worth trying.

### *How It Works*

When you set up your account at TwitterHawk, you define any number of searches. The search criteria can be quite complex; for example, you could create a search such as

```
job "electrical engineer" near:"san diego" within:40mi
```

to find tweets sent within 40 miles of San Diego that mention "job" and the exact phrase "electrical engineer". For each search, you specify how often TwitterHawk should search for matches.

You also define up to five messages, such as "@user: I have 14 years experience in electrical engineering. Please see my resume at URL", that TwitterHawk should send when it finds a tweet matching your search criteria. The service will cycle through the messages so that it doesn't appear you are spamming, and it will only send one message to a given user, no matter how many times their tweets match your searches.

Finally, you choose whether you want to have TwitterHawk send messages automatically or queue them up for you to review and confirm. It's recommended that you start by confirming outgoing tweets until you're comfortable that your search is targeting the right twitterers.

### *Limitations and Their Effect on Job Hunters*

To prevent anyone from using TwitterHawk to spam users, the following restrictions are imposed:

- There is a blacklist of terms that TwitterHawk will not respond to. This should not prevent its use in responding to job postings (the banned words are ones like "the" and "anyone").
- Although you can define any number of searches, only six can be active at any one time. Again, this should not be a problem for most job hunters.

- You're limited to one automatic reply every two hours per search and one reply per twitterer. These limitations could be a problem if a lot of job listings hit Twitter at the same time or if a recruiter or hiring manager tweets about several positions you want to reply to.

### *Bottom Line*

If you are conducting a job search but have other time commitment that prevent you from monitoring Twitter as closely as you'd like, TwitterHawk could be useful in letting prospective employers and recruiters know you're interested in new job listings. The benefit of landing a job far outweighs the tiny cost (and the site gives new users 10 free tweets, so it may not cost you anything). However, besides the limitations mentioned above, consider this before signing up: If you don't have time to monitor new job listings, will you have time to follow up if the recruiter or employer responds to your automated message?

## Monitter

If you've used Twitter very much, you've no doubt realized that the number of tweets is phenomenal and that, if you're trying to use it for business purposes rather than as a social networking tool, the challenge is often in locating tweets relevant to your needs.

As a result, a number of developers have created Twitter search engines. Monitter, one such search engine, distinguishes itself from the pack by allowing you to run multiple searches in parallel, with results displayed in real time. For job hunters, Monitter is like having a customized stock ticker, but instead of showing you the latest trades on NASDAQ, it shows you the latest tweets related to your job search.

Using Monitter is very easy. Simply go to [www.monitter.com](http://www.monitter.com) and type keywords in the boxes that run across the screen. Tweets that mention the word or phrase you specify will begin appearing under the box. If you see a tweet that interests you, click on it to bring up a link that will take you to the Twitter feed.

The site defaults to showing three streams of tweets, but you can add or remove columns with controls at the bottom of the page (note that the columns do not "shrink to fit" -- you'll need to use the horizontal scroll bar if you add more columns). You can also use controls at the top of the page to narrow your search to include only twitterers near a specific geographic region.

In addition to simple keywords and phrases, you can enclose text in quotes to look for tweets containing an exact phrase, search for one term OR another, and perform other complex searches. Clicking the help link at the top of Monitter's screen brings up an explanation of the various search options.

So how can you use this to help you in your job hunting?

Obviously, you can use keywords like "hiring", "jobs", "freelance", or "contractor" to bring up listings, but you can also use Monitter to find out what people are saying about a particular industry or company -- potentially very useful in gathering information to tailor your cover letter and resume or when preparing for an interview. The geographic filter can be used to look for job information specific to where you live, or to where you are thinking of relocating.

Another use is to find people for doing some good, old-fashioned networking. By searching for job titles or for topics of interest to those who hold the kind of job you want, you may be able to find people who can guide you in your job search.

Whether you are just starting your job search and looking for leads or wanting to get the inside scoop on the company where you've got an interview, Monitter is worth adding to your job search toolkit.

## TwitRes

As the number of employers and recruiters using Twitter to post job openings grows, so too does the number of tools to help job hunters connect with those employers. TwitRes ([www.twitres.com](http://www.twitres.com)) is one such site.

As its name implies, TwitRes helps you share your resume on Twitter. Unlike some sites, which ask you to distill your resume into a short, 140-character tweet, TwitRes allows you to upload your entire resume. It then creates a link to an online version of the resume, maintaining your formatting, with a short URL you can use when tweeting.

Using TwitRes is very simple. To begin, you have to agree to give TwitRes access to your Twitter account (once you're no longer using TwitRes, you can revoke this access on the Settings page of Twitter--just go to the Connections tab). You then tell TwitRes where to find your resume file on your computer (supported file formats are .doc, .docx, .pdf, .txt, and .rtf), agree to the terms and conditions, enter a short message, and click the "Upload & Post" button. TwitRes stores your resume in its file server, creates a link to it, and posts a tweet from your account with the message you entered and the URL of your resume.

The page that displays your resume shows your avatar from your Twitter profile. Visitors can click on it to go to your Twitter page. Above your resume are five buttons:

- **Comment:** Allows visitors to leave a comment and to see comments left by others.
- **Recommend:** Allows visitors to flag your resume as being recommended.
- **Download:** Allows visitors to download a copy of your resume to their computer.
- **Email:** Allows visitors to email someone else about your resume. They have the option of including your resume as an attachment.
- **Share:** Allows visitors to post about your resume to their Twitter, LinkedIn, and Facebook accounts.

TwitRes is quick and easy to use when uploading your resume, and the resume page it creates is attractive and easy to use as well. One of the only caveats (and it is mentioned by TwitRes itself) is something that applies to most online resume applications: be careful of privacy issues. When you upload your resume to TwitRes, you are, in effect, making it available to anyone on the Internet. Carefully consider what personal information of yours (phone numbers, email addresses, postal addresses, etc.) to include. You should also contact any references you list on your resume to find out if it's okay to show their details.

TwitRes is a service of ResumePark.

## Twitsume

Twitsume ([www.twitsume.com](http://www.twitsume.com)) is a website that allows you to build an on-line resume linked to your Twitter account. The site also allows you to view the resumes of people you follow on Twitter and those who follow you. In addition, you can email or download your resume once it has been built, and of course you can include a link to your Twitsume resume in tweets, emails, blogs, and the like.

Building your resume at Twitsume is not a quick process. There are 10 sections to fill out, each with several questions to answer. Perhaps because the company who runs the site is based in South Africa, it asks some questions that are unusual for US-based resume sites, such as gender, birth date, and whether you have a disability (the answers to the first two are displayed on the resume, but the last one is not).

The sections of the resume on Twitsume are:

- Personal Information
- Languages
- Education
- Professional Qualifications
- Computer Literacy
- Work Experience
- Next Job
- Strengths

- Interests
- References & Documentation

Most of the sections ask you to choose answers from predefined lists rather than entering free-form text. You can usually (but not always) request the addition of new options if what you want isn't in a list.

You can leave entire sections blank if you wish, but once you start filling out a section, you may be required to answer certain questions in order to save any answers. For instance, in the Strengths section, if you want to choose attributes for "Best Describes Me", you must select five attributes from Twitsume's list, no more and no fewer, and you must also select three attributes in the "Least Describes Me" list.

The standardization that results from this approach to building a resume may make it easier for someone to search for people with particular skills or qualifications. However, it's not clear that there is such a search facility at Twitsume, since it appears to be geared toward job seekers rather than employers. Therefore, the benefit of trying to fit your background into Twitsume's boxes seems a bit doubtful.

When you view resumes on the site, it automatically shows the user's Twitter avatar and latest tweets -- something to keep in mind if you use your Twitter account for both personal and professional messages.

The downloadable resume created by Twitsume is in PDF form, and it is extremely simple in format. While it may do in a pinch, the result is not likely to be a resume that you would want to send to prospective employers.

One other note: to use Twitsume, have to agree to give it access to your Twitter account (once you're no longer using Twitsume, you can revoke this access on the Settings page of Twitter--just go to the Connections tab).

## Followbase

Although Followbase ([www.followbase.com](http://www.followbase.com)) may not look like a job-hunting tool, at some stages of the job search, it's definitely a site worth checking out.

Followbase provides "Customer Service & Support via Twitter" and is aimed at companies that wish to see what people are saying about their organization and to respond in a cohesive, efficient way. If you are considering applying for a job at a company that uses Followbase, or if you're even further along the process and have an interview scheduled there, the site can provide insight into the company.

Using Followbase in this way is quite simple. First, search for the company. As you type in the name, potential matches are shown. If the company isn't listed, then you're out of luck. However, if it is, select it, and you will be taken to a screen that shows you the latest tweets mentioning the company. If you're signed in with Twitter, you can also post a tweet to the company from that screen.

Tabs on the screen take you to filtered lists of tweets:

- **Ideas:** Tweets that mention the company and which have been tagged with "#idea", "#feature", or "#suggestion" or similar keywords.
- **Problems:** Tweets that mention the company and which have been tagged with "#problem", "#bug", or "#complaint" or similar keywords.
- **Questions:** Tweets that mention the company in a question.

As with most tools of this kind, you'll probably see a fair amount of "noise" -- i.e., tweets that mention the company in passing or that aren't really relevant to the organization. However, you may be able to get a sense of how happy or unhappy the company's customers are, what people think of the company's products and services, and how responsive the company is to customer questions and complaints.

After reviewing tweets about a company on Followbase, you may decide that the company's reputation or culture aren't a good match for you, or you may be able to identify an area where your skills and experience could help the company solve existing problems or take advantage of opportunities in its market. At the least, it should give you some areas in which to conduct further research in order to tailor your cover letter and resume or to prepare for an interview.

## TweetTabs

TweetTabs ([www.tweettabs.com](http://www.tweettabs.com)) is a Twitter-based search engine that allows you to run multiple searches and have the results streamed simultaneously to your screen.

Using the tool is pretty easy: you simply type your search criteria into the box at the top of the screen, and TweetTabs will create a column for that search, with tweets appearing as they are posted. You can delete columns from your screen, and you can drag them to change the order in which they appear. You can add as many columns as you want, although they do not shrink to fit the screen so you'll have to scroll to see more than three.

While TweetTabs isn't designed specifically as an aid for job seekers, it can certainly be useful if you are looking for work. You can search for keywords such as "jobs", "hiring", or "position available" to look for job listings, adding a location keyword if you want to work in a specific area. Searching for industries or job areas and job titles may also give you leads.

Joining conversations in various communities, both geographic and interest-based, can also be helpful in terms of making connections for networking and in learning what issues are important for a particular industry or employer. TweetTabs can help you find the conversations and the communities.

With TweetTabs, you do not create a user account, so you cannot save favorite searches. However, the last set of searches you performed is stored in cookies so it automatically loads the next time you go to the site. You can also click the "Share" button at the top of the screen to get a URL for your current search set. It also creates a short URL version that can be tweeted.

With more hiring managers, recruiters, and placement agencies using Twitter to announce job openings, tools like TweetTabs can help you keep an eye on new listings. And it can also help you keep up to date on the latest buzz in the industry or company in which you want to work.

## TwtJobs

Remember when the advice on creating a good resume was to limit yourself to two pages? In the age of Twitter, now the goal may be limit it to 140 characters. Those 140 characters are not enough to convey all your skills and experience, of course, but with more and more employers and recruiters using Twitter, having a tweetable resume is fast becoming a necessity for today's job hunter.

This is where TwtJobs comes in. TwtJobs ([www.twtjobs.com](http://www.twtjobs.com)) allows you create a "Twitter Resume" that you can then tweet to potential employers. You specify your Twitter name, a headline, 140 characters of resume text, your key skills, your education level and years of experience, and the industry in which you work. You also indicate whether you want your resume to appear on search results and whether you want to be marked as currently employed so that employers and recruiters don't publicly tweet you.

Once you click the "Create Twitter Resume" button, TwtJobs takes you to your new resume page, which has a relatively short URL that you can reference in tweets; you're also given a separate URL that allows you to modify your resume.

On the resume itself, there are four tabs. The first shows your name and avatar (taken from and linked to your Twitter profile) and the information you entered to create the resume. The formatting is fairly attractive, clean, and simple. The second tab allows viewers to post a comment about your resume and you to see those comments. The third tab searches Twitter for any tweets referring to your Twitter resume. And the fourth gives you html code to embed your resume on a Web page or blog.

If you or your visitor clicks the "Re-tweet it" link above your resume, it takes you to Twitter and preloads the "What are you doing?" box with "RT @username is looking for a job" followed by your headline, the URL of your resume, and the tag #twtjobs. There are similar links for other networking sites.

The free version of your resume does have TwtJobs' header and footer with links to other parts of their site. If you'd like a page without those links, you can make a one-time payment via PayPal to upgrade to a version with less clutter.

The upgraded version will also use the design settings specified in your Twitter profile, so your resume will look more integrated with your Twitter account. How much does the upgrade cost? That's up to you. The folks behind TwtJobs ask you to pay whatever you think it's worth.

How useful is TwtJobs? It's safe to say that your TwtJobs page is not going to replace a finely crafted and detailed resume. However, it may provide enough of a hook to interest recruiters and prospective employers to find out more about you.