

HOW TO: Find a Job on Twitter

March 13th, 2009 | by [Sarah Evans](#) 88 Comments



[Sarah Evans](#) is the director of communications at Elgin Community College (ECC) in Elgin, Illinois. She also authors a [PR and social media blog](#) and is the founder of [#journchat](#).

Tough economic times call for innovative approaches. An estimated 51 million people internationally are [expected to lose their jobs](#) in 2009, and with the unemployment rate on the rise, how does one find career opportunities fast? One great option is Twitter.

[Twitter](#) is evolving as another resource, in addition to traditional methods, for both job searching and recruiting.

Get the most out of your page

- **Make your Twitter presence “employer-friendly”**

- o Put your job pitch in your Twitter bio (which is 160 characters)
- o Use a professional looking avatar
- o Tweet about your job search

- **Utilize your Twitter background.** There’s lots of space you can use to promote yourself. Don’t know how to create a professional-looking Twitter background? Use [this free template](#) to design your own.

- **Include a link to an online CV** or resume in your bio. Use a tool like [VisualCV](#). (For more information on building an online resume, see Dan Schawbel’s post [HOW TO: Build the Ultimate Social Media Resume](#))

- **Establish yourself as an expert** in your field on Twitter. It’s important to note that you should **not** misrepresent yourself. If you’re not a medical doctor, don’t play one on

Twitter. As those on Twitter become interested in your content, when employers are looking at you, you'll have more than just your resume to back up your knowledge and experience.

“It’s about who you know”

How do you get to know the right people? It’s not always about who you’re looking for, some people on Twitter are actually looking for YOU.

There are many job recruiters who use Twitter to look for potential candidates. Before contacting a recruiter via Twitter, check out:

- Their bio
- Follower/Following ratio (Have they been around a while? Do they follow people back?)
- Click the link to their website
- Ask others in your network whether or not the recruiter is a credible source

Here are a few recruiters representing different professions and industries on Twitter:

Christa Foley a.k.a. [@electra](#) – Christa is the recruiting manager and recruiter at Zappos.com. Christa gives followers an inside look into her career at Zappos. She tweets out examples of negative recruiting interactions with potential clients, outreach she does with high school and college students, and ultimately looks for potential Zappos candidates.

About to meet with 43 local high school students to talk about Zappos culture and hiring.

11:57 AM Mar 4th from txt



electra
Christa Foley

Craig Fisher a.k.a. [@Fishdogs](#) – Craig is an IT and executive recruiter who co-founded A-List Solutions staffing firm. On Twitter he offers tweets on how to find a job in the web industry, hiring tips and tricks, along with professional career advice.

Jim Durbin a.k.a. [@smheadhunter](#) – A social media recruiter, Jim is active on the Twitter scene. His goal is to partner “social media gurus” with the right companies. Jim responds to followers’ questions, offers general recruiting advice and sends out “teaser” tweets for positions he thinks followers might be interested in.

Jennifer McClure a.k.a. [@CincyRecruiter](#) – Jennifer is an executive recruiter/coach. She often tweets out specific advice for job seekers, including words not to use on a resume. Jennifer is accessible to her followers and tweets about non-recruiting topics as well.

Laurie DesAutels a.k.a. [@biotechjobs](#) – Laurie recruits a specific niche, looking for senior level leaders in the biotech and pharmaceutical industry. Her tweet stream includes links to other job search resources and lots of Twitter information.

Job search tools & resources

A reactive job search on Twitter probably isn’t the best way to find a job. There are many new Twitter tools and applications to assist with a proactive job search.

@Microjobs

Started by well-known PR professional, [Brian Solis](#), [@Microjobs](#) was developed to bring together job seekers and recruiters through tweets.

How does it work?

Recruiters begin their tweets with @Microjobs, and then submit. The @Microjobs account automatically tweets out requests to its growing network of job seekers.