



Twitter and employability

Although Twitter is not the obvious social media tool to enhance your employability - LinkedIn (<http://www.linkedin.com/>) is the more obvious candidate - we think it has an important role to play.

There are three ways in which you might consider using Twitter:

1. Subscribe to dedicated Twitter feeds from some of the main job sites

Many of the main job sites tweet links to the jobs they advertise. When you follow their Twitter account you can quickly view advertised posts and click on a link to them to access further particulars and an application form. Depending on the site, you can fine tune the feeds according to your preferred location and sector.

Job sites with Twitter feeds include:

- <http://jobs.guardian.co.uk/twitterfeeds/>
- <http://www.jobsite.co.uk/twitter.html>
- <http://career-advice.monster.co.uk/searching-for-jobs/job-advice-by-industry/twitter/article.aspx>
- http://twitter.com/GradJobsUK_vmg



2. Follow twitterers in the area of work you wish to pursue a career

It's possible to get to know professionals in the sector you want to work in via Twitter. Many businesses and their employees are on Twitter and you can easily follow them in order to learn more about your preferred sector. Show you're interested by contacting professionals via a direct message or a mention. A quick way of finding twitterers in a particular sector of employment is to search a Twitter directory.

Popular Twitter directories include:

- <http://justtweetit.com/>
- <http://www.twellow.com/>
- <http://wefollow.com/>



3. Promote yourself by creating a Twitter account

It's important to include a recent and clear photograph and a link to your LinkedIn profile or your blog if you have one (and we recommend you do). Use Twitter to post links to examples of your work, your current CV as well as pictures of you engaging in activities that promote you as someone able to add value to a business (e.g. taking part in volunteer work or sporting activity). Include your Twitter username in the contact details of your CV, your LinkedIn account and on your email signature to make it easy for employers to find out more about you (Whitmell 2010). Don't be afraid to show a more personal side to yourself as some employers like to know what makes you tick and what you're passionate about.

References

Whitmell, C. (20 January 2010). *Make it easy for recruiters to find you*. The Guardian. <http://careers.guardian.co.uk/careers-blog/make-it-easy-for-recruiters-to-find-you-online-clare-whitmell>

