

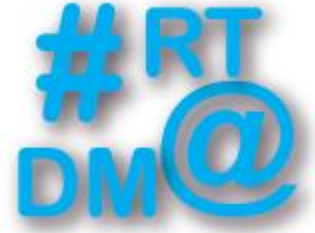


Recruiting and Hiring Potential Employees Using Twitter

Twitter is a platform that uses 140 characters at a time. Follow these tips to recruit potential employees.

Get Started

1. Create a profile at <http://www.twitter.com>.
2. Be consistent with imagery to maintain corporate branding.
3. If you already have a Twitter handle, consider creating a second separate Twitter handle for recruiting. e.g. @ilworknet AND @ilworknethires.



Participate

STATUS UPDATES

1. Connect Facebook to Twitter to share in both places.
2. Tweet links to your website job postings.
3. Use hashtags (words prefaced by the # symbol) to bring special attention to your posts.

SEARCH

The Twitter advanced search function lets you define specific search results:

- Keywords, Hashtags, or Phrases
- Locations
- Dates

LEARN

Tweetchats are virtual conversations held on the Twitter platform. They are scheduled, and have an agenda and leader. These discussions focus on specific hashtags to organize the content. Search the hashtag for future reference. It is a place where potential candidates may participate.

HASHTAGS

Use hashtags for your industry job postings i.e. #nursing, #jobs, #joblisting, #jobopening, and #manufacturingjobs. Also, try including your company specific hashtag like #GEjobs or #Motorolajobs.

Illinois workNet

Find out about job search with other social media platforms by visiting:

www.illinoisworknet.com/socialmedia

For additional tips on recruiting and hiring, visit:

www.illinoisworknet.com/RecruitAndHire

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