**Recruiting and Hiring Potential Employees Using Twitter**

Twitter is a platform that uses 280 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 Tweets in both places.
2. Tweet links to your website job postings.
3. Use hashtags – 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 a Twitter platform. They are scheduled and have an agenda and a leader. Each discussion focuses on a specific hashtag to organize the content. Search this hashtag for future reference, as it is a place where potential candidates may participate.

**HASHTAGS**

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

**Resources**

Learn more about recruiting with other social media platforms by visiting this site:

<http://www.illinoisworknet.com/socialmedia>

Find more recruiting and hiring tips at:

<http://www.illinoisworknet.com/recruitandhire>