

Making Yourself Marketable on Twitter

Have a complete profile.

A hiring manager wants to learn something about you.

That means having a professional sounding, yet unique profile on Twitter and a picture of yourself—don't be an "egghead."

Understand how it works.

On Twitter, someone might want to see the number of followers you have, how often you participate in conversations, whether others pass your message along, and how often you appear on the lists kept by other users, to mention a few items. Learn what all these mean. Practice the medium before you use it.

Be relevant.

Address your area of expertise—blog about the topic or share links to particularly good posts.

Follow wisely.

Research people and companies that you could end up working for. You want the right job at the right firm, not any job at some business that you might live to regret.

Be authentic.

Some people use shortcuts to get followers and look as though they are more connected and respected than may be the case. Some follow thousands, looking for people who will follow in return. But that doesn't mean anyone finds you interesting. There are even people who will pay to get Twitter followers, but experienced managers can usually tell when someone isn't on the level.

Always be professional.

Watch your language and don't spend most of your time complaining, whether about companies you've done business with or former employers—it makes you look unpleasant.

Tell a story.

Don't try to sell yourself on Twitter. Be yourself. Tell the story of who you are, what you do, what is important to you, and what you're working on.

You'll still need to build your skills and career over time. Twitter isn't a shortcut around paying your dues.

However, it will give you a chance to be noticed ahead of hundreds of competitors for a position.



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