

Andrea Snyder

Job & Career Center Manager

Enoch Pratt Free Library / Maryland State Library Resource Center



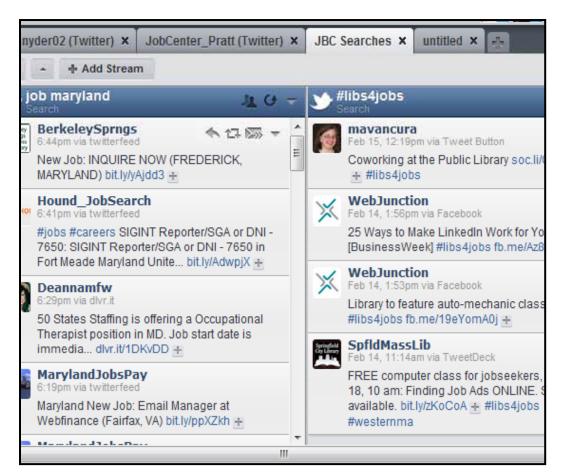
Share your library's twitter handle!

What's Your Goal?



Photo Credit: http://www.flickr.com/photos/katiedee/3644929496

Listening











Lots of #jobfairs coming up right here in #NJ. Check out this list to find one close to you! ow.ly/8RgA5 #career #jobs #hirefriday



Job Searching? Did you know you can reserve a computer for 2 hours at @prattlibrary's Central library? ow.ly/8h1Hu



Looking for a job in MD? We just posted a basic tutorial on how to use the Maryland Workforce Exchange website! http://t.co/4UEWjvXI

But I Don't Have the Time!

- www.hootsuite.com
- http://timely.is
- http://ifttt.com



Photo credit:

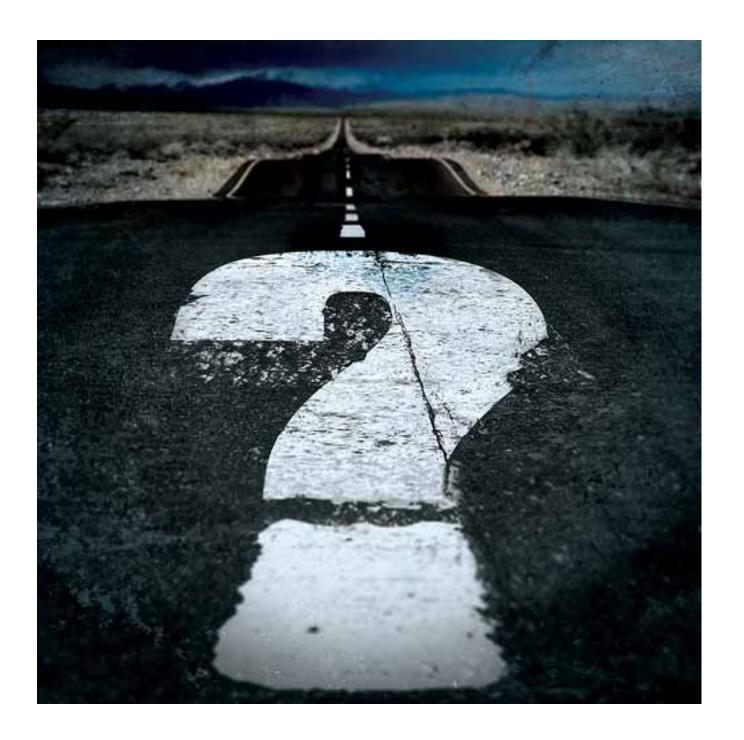
http://www.flickr.com/photos/49968232@N00/5586233755/

- Don't set it up & forget about it.
- Engage & be engaging.
- Publicize.

Be patient.



Photo credit: http://www.flickr.com/photos/aaronf/139344191/



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Twitter for Job Seekers

Brooke Roegge,

Digital Information Specialist

MN Dept. of Employment and Economic Development

Introduction

- Goal of presentation:
 Give you resources to take back to your library's job seeking patrons
- Presentation assumes participants have basic working knowledge of Twitter.
- Need an introduction to Twitter? Try these books:
 - 1. The Twitter Book by Tim O'Reilly and Sarah Milstein
 - 2. <u>Twitter: Tips, tricks and tweets</u> by Paul McFedries



Introduction

Why Twitter?

- Thousands of jobs posted there daily
- Job seekers don't have to register or post a resume first
- Good venue for casual, informal networking





- Four most popular hashtags for job-related tweets:
 - #job
 - #jobs
 - #career
 - #careers





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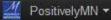
Home

Save this search

Profile Messages

Who To Follow







Tweets with links Tweets near you

TweetMy

Tweets

tweetmyjobs TweetMyJOBS tl 2 Retweets.

The Cover Letter "Skinny" http://tweetmyjobs.com/posts/cover-letter

-the-ying-to-your-resume-yang #jobsearch #resume

8 hours ago

Promoted by TweetMyJOBS



SpeakerBoehner Speaker John Boehner

Top economist debunks Goldman Sachs & Zandi reports, says GOP cuts will boost #jobs http://bit.ly/fSnk62

2 hours ago

Top Tweet



dtapscott Don Tapscott

How important are small businesses to the U.S. economy? http://ow.ly/44spy #business #economy #jobs

6 hours ago

Top Tweet



johnboehner John Boehner

Boehner says it's a 'moral responsibility' to rein in the federal debt http://bit.ly/gsiptK via @AP #jobs

6 hours ago

Top Tweet

People results for #jobs



ceoSteveJobs Follow



More people results →

mytimesjobs Follow JOBS NYTimes Jobs

_Fake Steve Jobs Follow



#iwasthekid

PsychJobs · Follow

Psychology Jobs

Trends

Worldwide - change

#Oscars Promoted

California King Bed #twitterpetpeeve CKB #bornthiswaymusicvideo

Mike Bibby Raining Men Clinton Portis Arnott

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- Hashtags available for career fields:
 - #clerical
 - #construction
 - #healthcare
 - #insurance
 - #IT
 - #librarian
 - + marketing
 - #sales
 - See link for more: http://goo.gl/SBHqV



- Double up on hashtags to narrow down search results:
 - #job #healthcare
 - #jobs #clerical
 - #career #engineering
 - #careers #IT







#jobs #healthcare



Home

Profile

0

9

Messages

Who To Follow







Territory Sales RepresentativeMu... http://bit.ly/euwX9o #jobs

#healthcare

1 hour ago



tmj_ash_health TM-ASH Health Jobs

Medical Transcri... - Kelly Healthcare Resources: (#Asheville , NC) http://bit.ly/c4CeCe #KellyJobs #KellyServices #Healthcare #Jobs #Job

1 hour ago



CTCAJobs CTCAJobs

CTCA: Special Procedures Radiologic Technologist (#Zion, Illinois) http://bit.ly/gKXF8g #healthcarejobs #Healthcare #Jobs #Job

2 hours ago



CTCAJobs CTCAJobs

CTCA: Director of Nursing (#Philadelphia, Pennsylvania) http://bit.ly/gBWOEa #healthcarejobs #Healthcare #Jobs #Job #TweetMvJOBS

2 hours ago



GetHealthcaJobs Get Healthcare Jobs Sr. Clinical Informatics Analyst - #Boston, MA (http://tinyurl.com/4e4mtbx) Get Healthcare Jobs #Healthcare #jobs #job #GetAllJobs

People results for #jobs #healthcare





More people results →



HealthCaucus - Follow Health Care Caucus 👩



expertshealth · Follow Health Care Experts

Trends

Worldwide - change

#SisterWives Promoted #imthetype #overlytweetedtweets #prayforjapan Rebecca Black Alex Gaskarth Seth Greenberg Neville Longbottom

Nick Watney iJever

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- Potential problem:
 - Job postings are from every geographic location.

What if job seeker doesn't want to move?

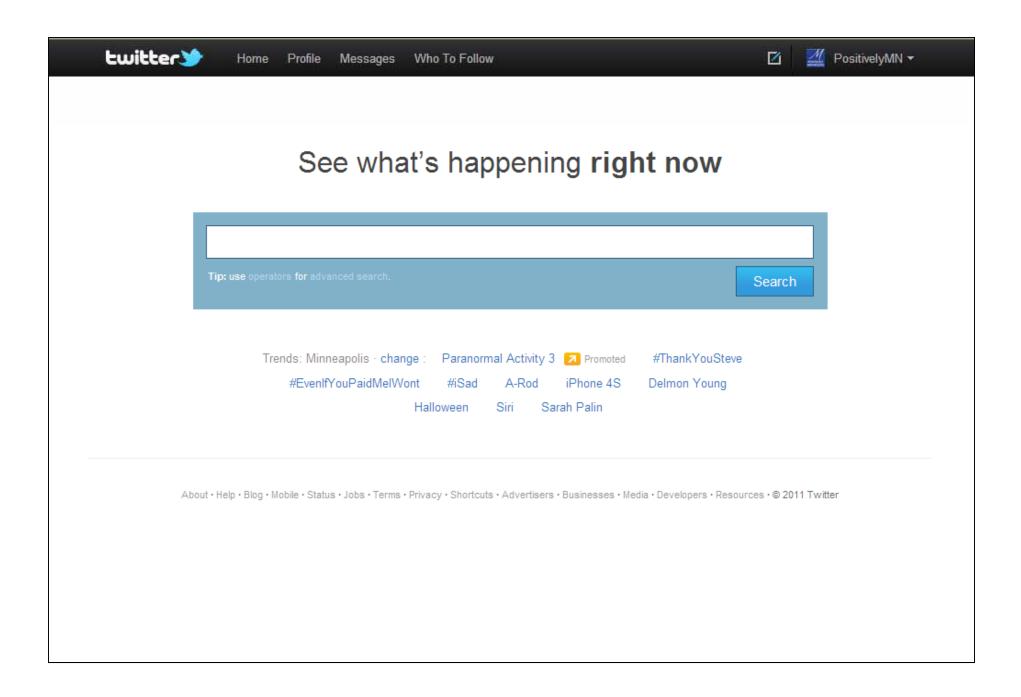


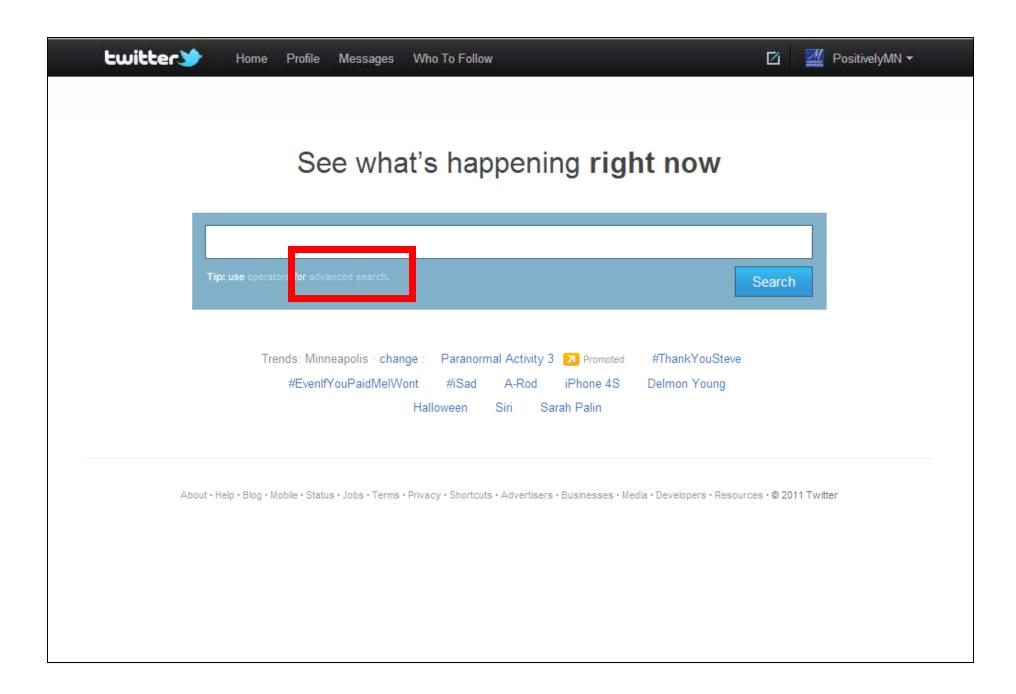
- Solution:
 - Use Twitter's advanced search engine

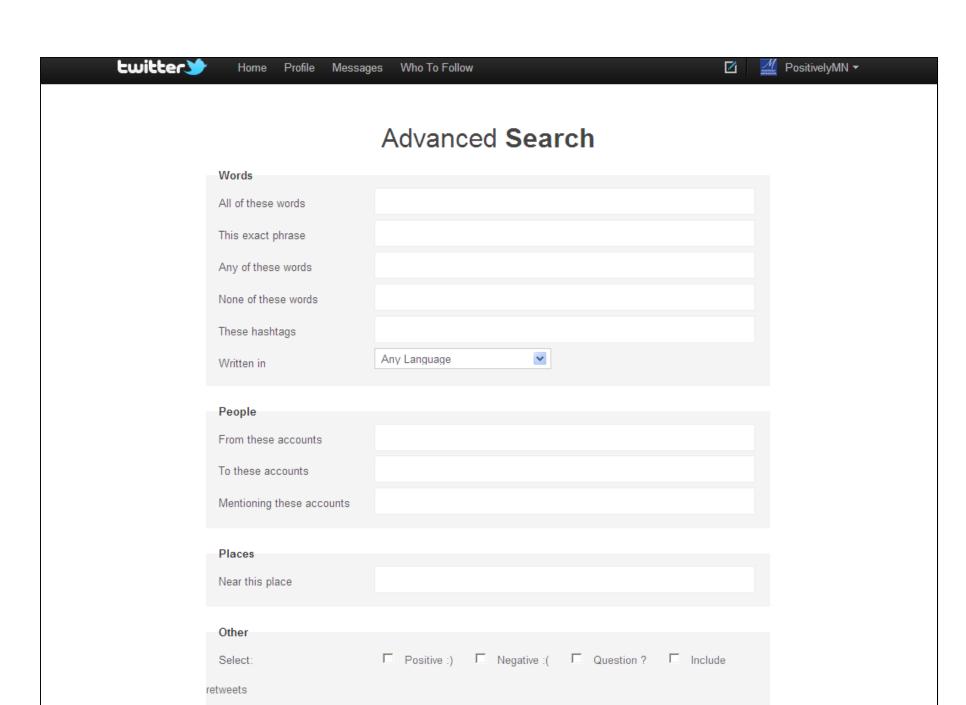
http://search.twitter.com

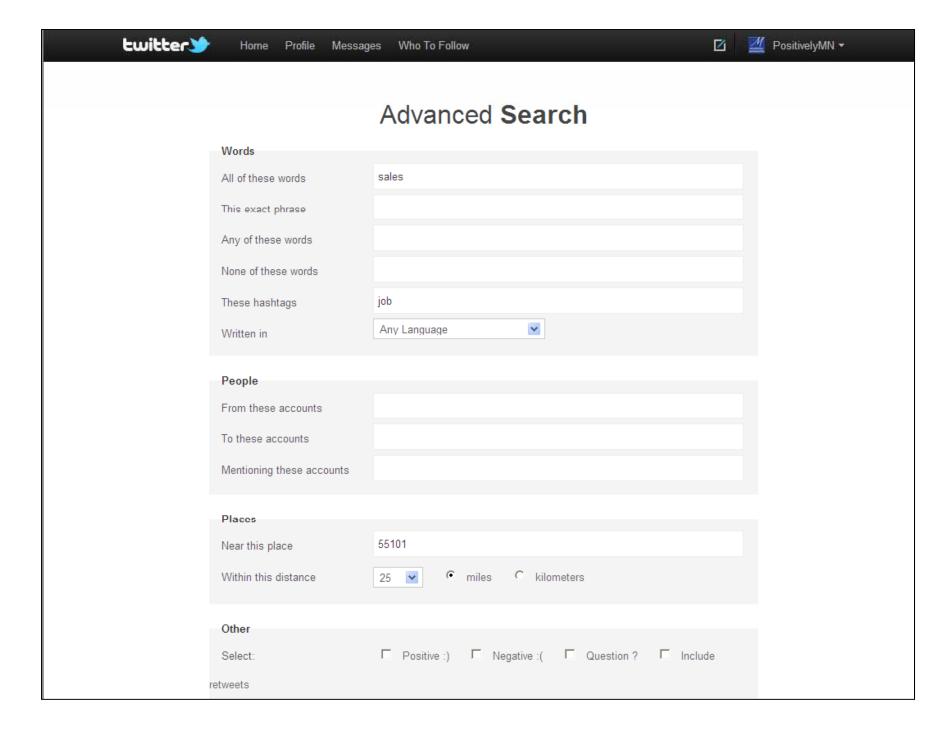
Searches can be narrowed by zip code (and nearby range)



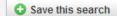








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Results for sales #job near:"55101" within:25mi

Tweets · All ▼ Refine results »

SAPCareers SAP Careers

SAP: Account Executive III (#Minneapolis, Minnesota) bit.ly/ps9rOL #sap #sapjobs #Sales #Jobs #Job

9 hours ago

talentprotect Joseph Anderson

Job: Technical Sales - Americas in Minneapolis, MN bull.hn/l/47H7/2

14 hours ago

BenAtDeluxe Ben at Deluxe

RT: Show off your competitive sales spirit as a Loyalty Representative! cot.ag/nWZi29 #mnjobs #sales #job (via @GrowTheBusiness)

17 hours ago

DeluxeJobs Jobs at Deluxe

Show off your competitive sales spirit as a Loyalty Representative! cot.ag/nWZi29 #mnjobs #sales #job

17 hours ago

ArrowJobs ArrowJobs

Arrow Electronics: Inside Sales Account Manager I (#Bloomington, MN) bit.ly/pH6tSz #arrowjobs #distribution #Sales #Jobs #Job

18 hours ago

DeluxeJobs Jobs at Deluxe

Deluxe Corp is hiring for a Business Development Manager - (San Francisco & Los Angeles, CA) cot.ag/r4HGKm #sales #job

19 hours ago

Trends: Minneapolis - change

Paranormal Activity 3 2 Promoted

#ThankYouSteve

#EvenIfYouPaidMelWont

#iSad

A-Rod

iPhone 4S

Delmon Young

Halloween

Siri

Sarah Palin

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WWW.



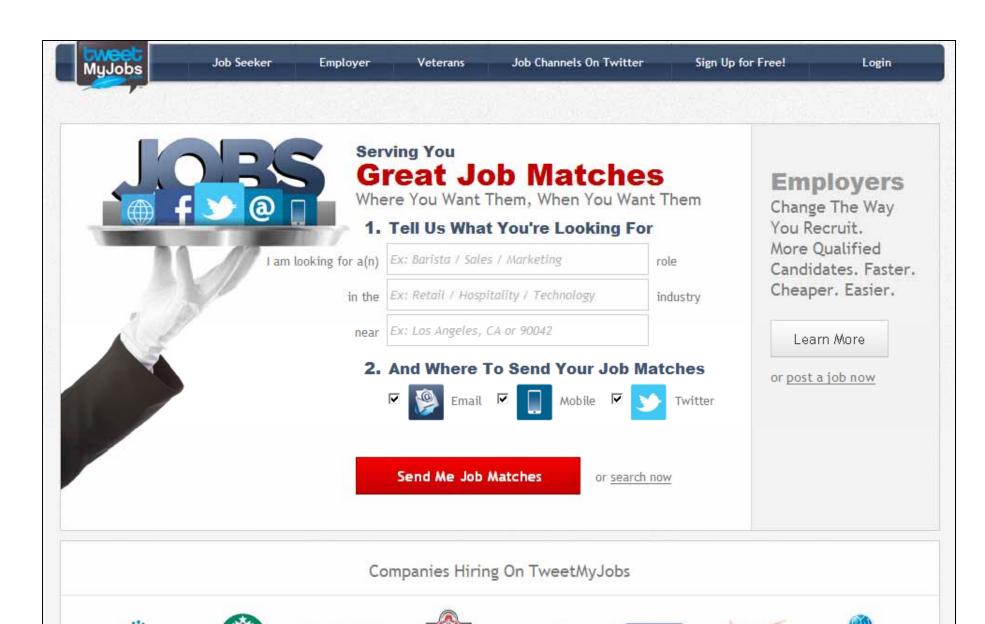
Third-Party Websites

Third-party Websites

TweetMyJobs







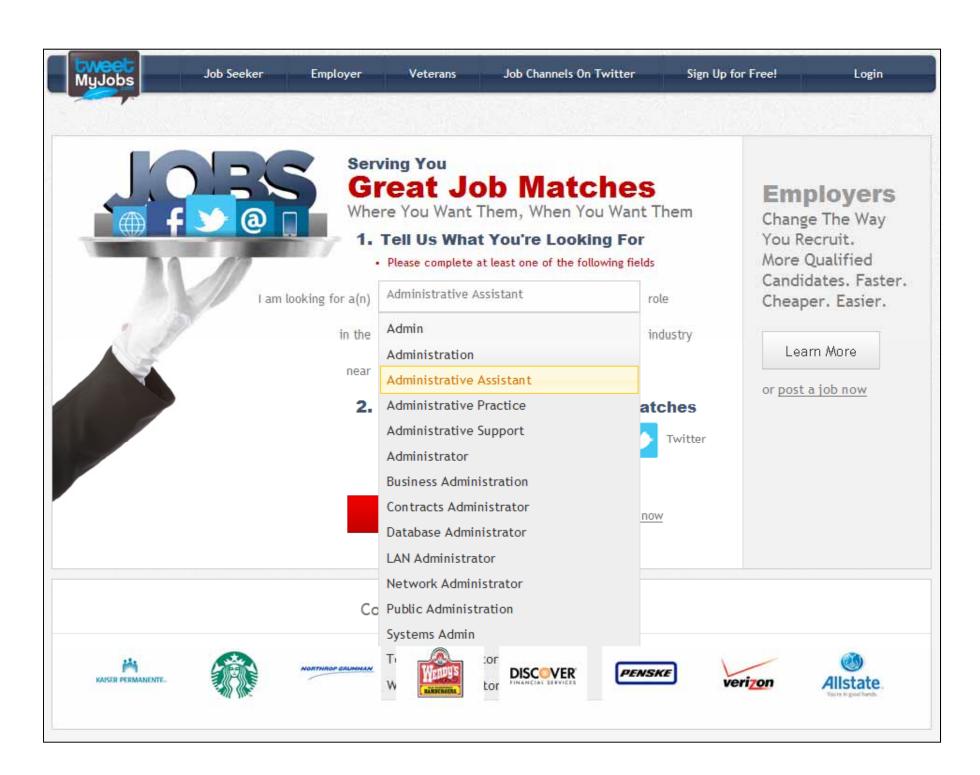
DISCOVER

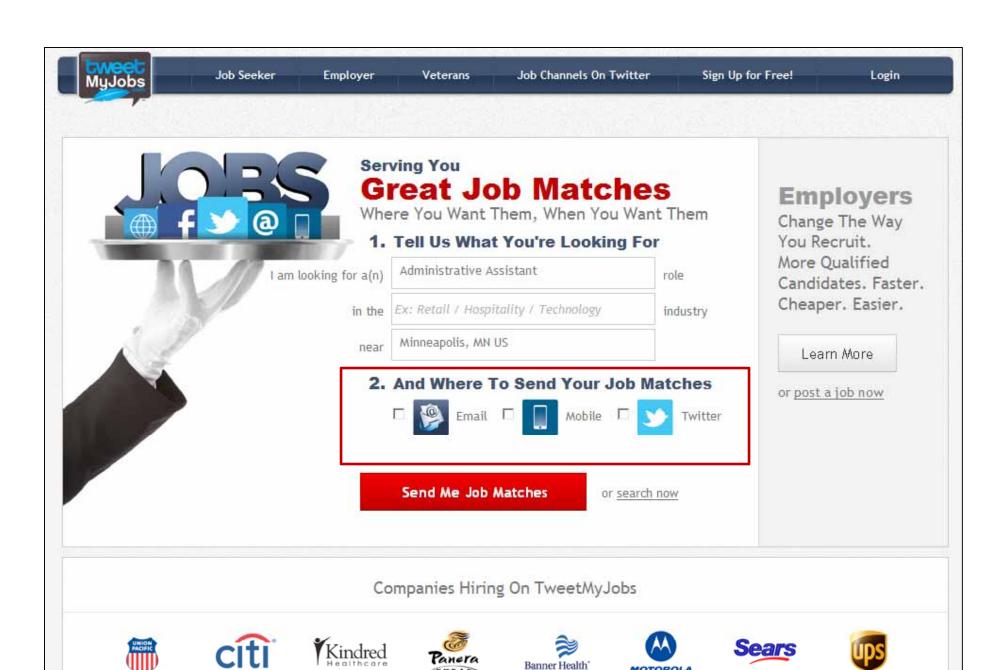
KAISER PERMANENTE.

PENSKE

Allstate.

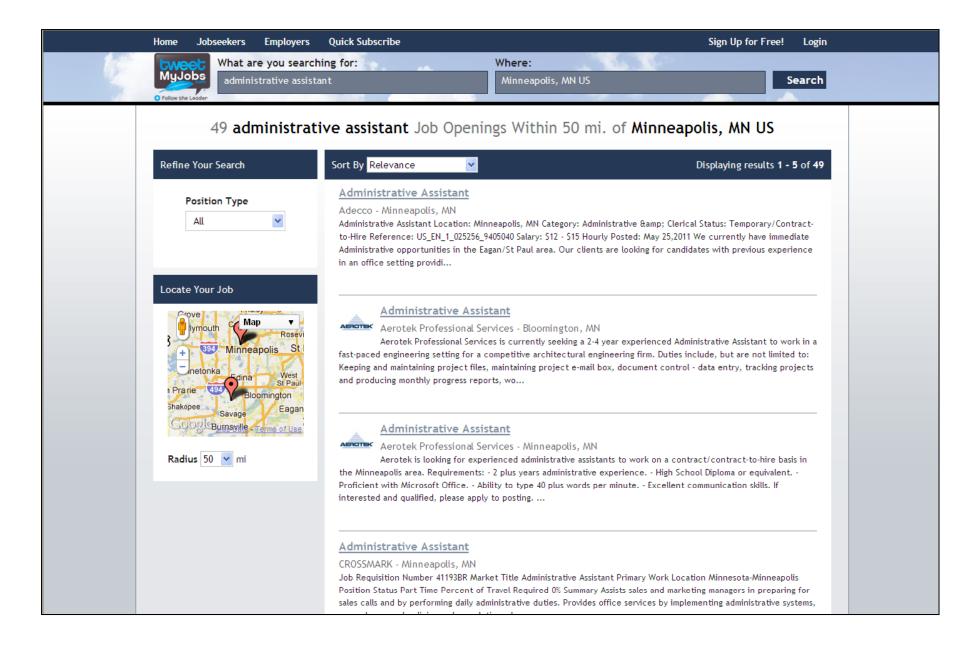
veri7on

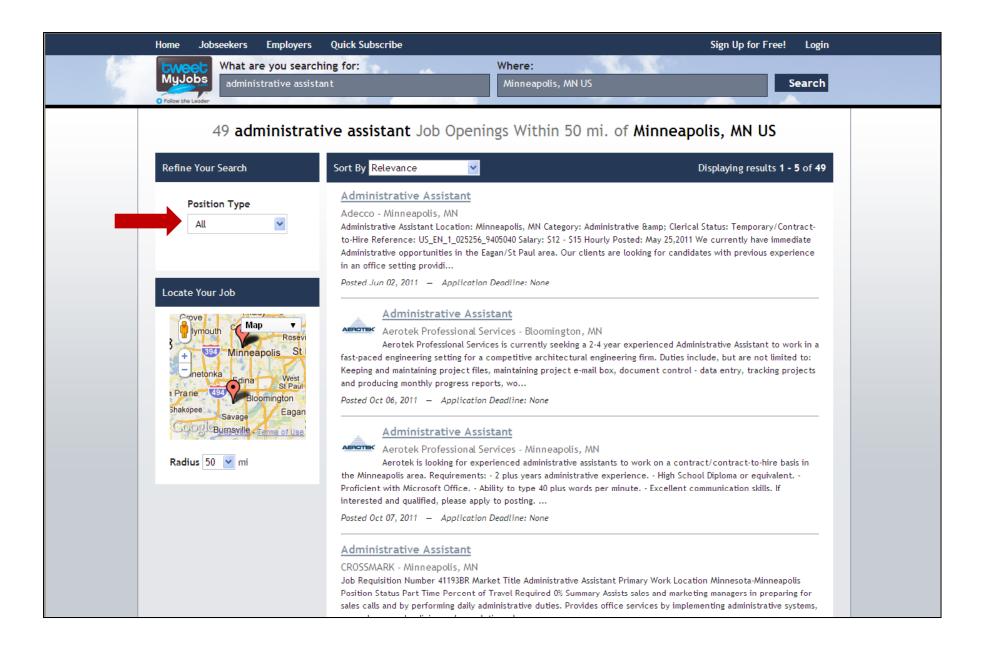


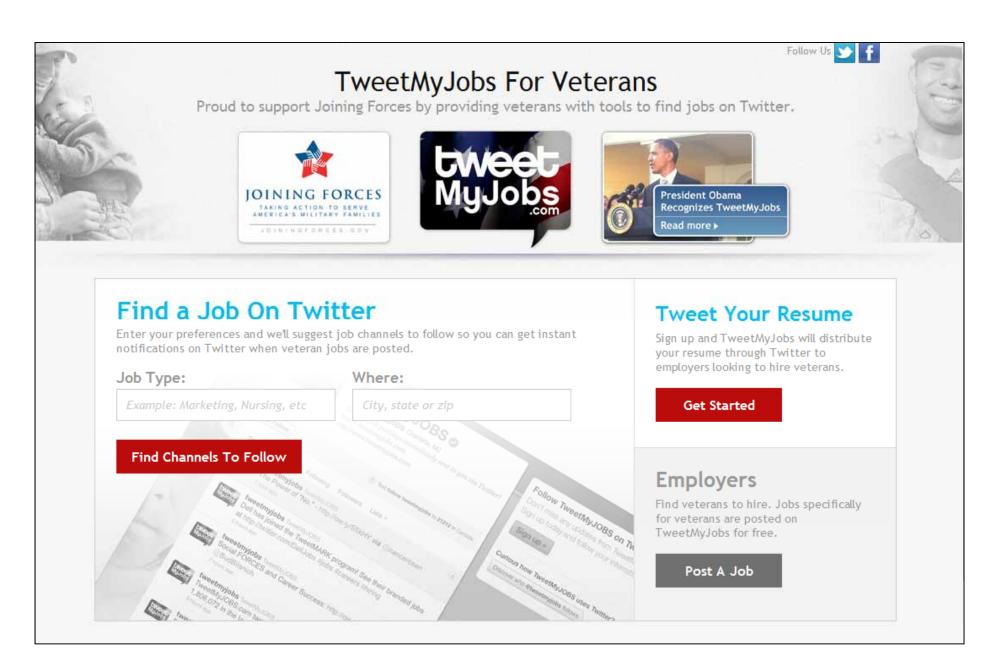


MOTOROLA









Third-party Websites

• <u>JobTweet.me</u>



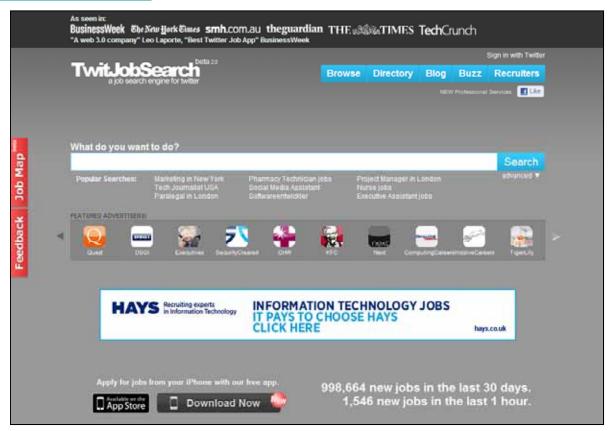






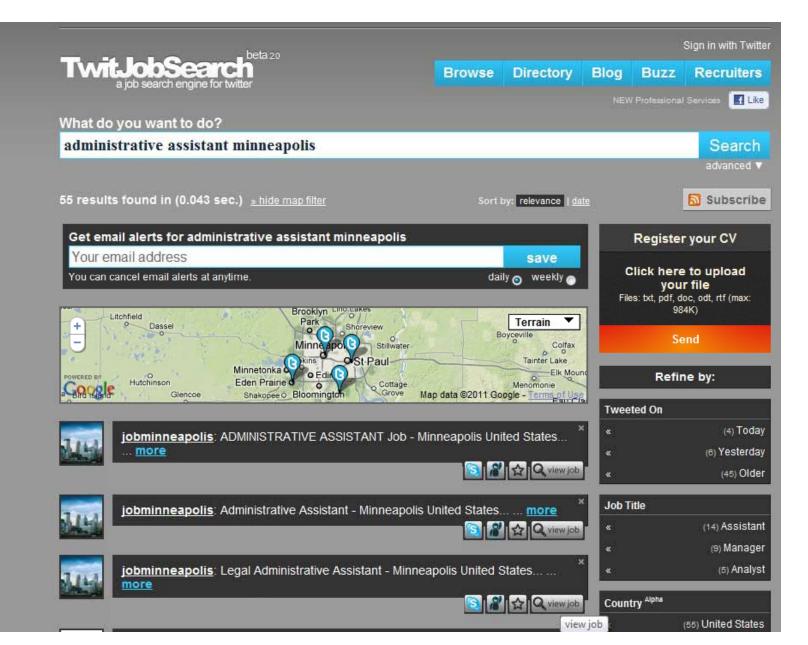
Third-party Websites

TwitJobSearch





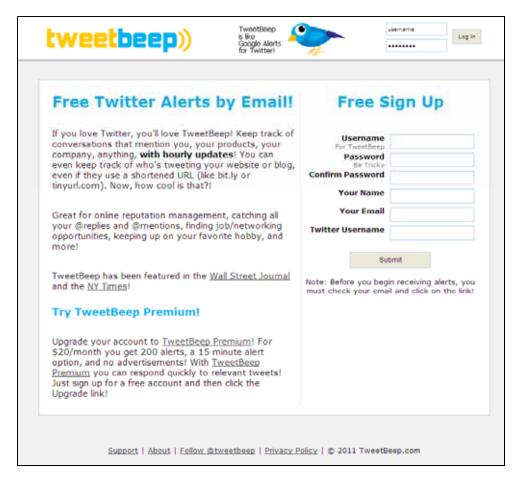






Third-party Websites

TweetBeep





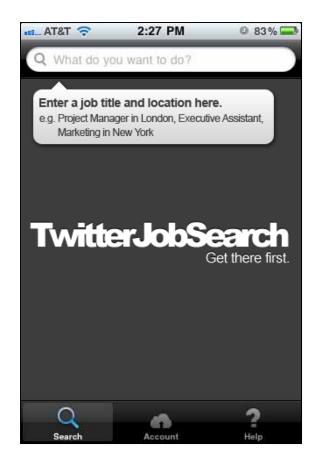


Smartphone Apps for Job Seekers

- Smartphone apps that aggregate jobs posted on Twitter:
 - Jobtweet.de's Jobsearch
 - Twittcareers
 - TwitterJobSearch
 - RealTweets Job Networking



TwitterJobSearch





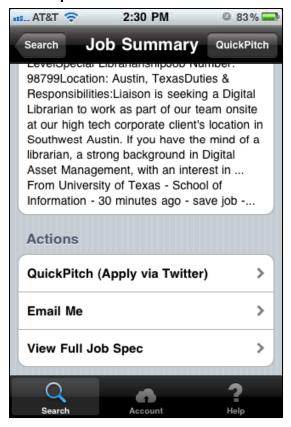
- TwitterJobSearch
 - Can search by job or location





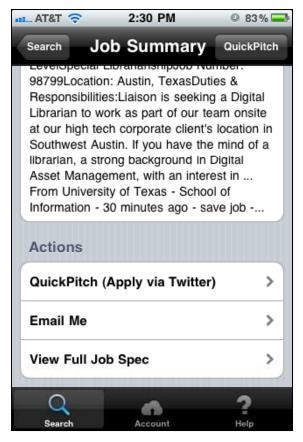
TwitterJobSearch's truncated job description







- TwitterJobSearch
 - Features available via truncated description:
 - "QuickPitch"
 - Email the job
 - View the full job description





Jobtweet.de's Jobsearch



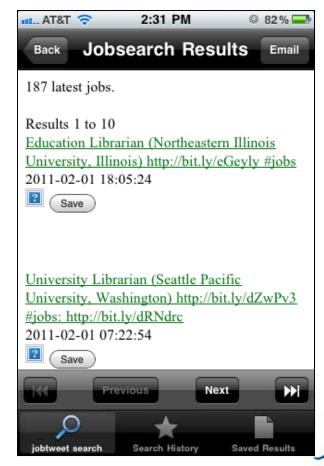


- Jobtweet.de's Jobsearch
 - Search in English,
 German, French
 or Russian
 - Job seekers can search for jobs
 - Employers can search for candidates





- Jobtweet.de's Jobsearch
 - What results look like for job search
 - Ex: "librarian"



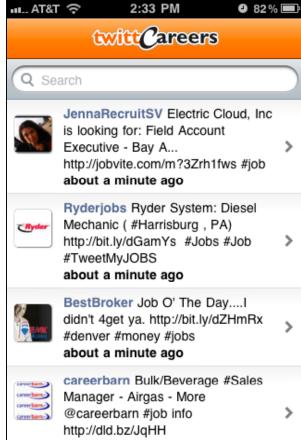


- Jobtweet.de's Jobsearch
 - Saves your search history





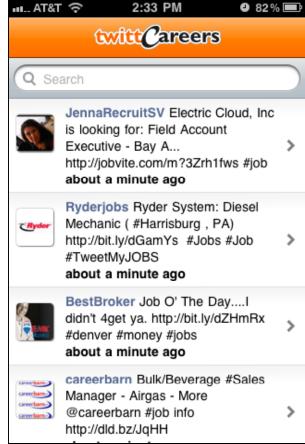
TwittCareers





TwittCareers

Upon launch,
 displays jobs
 most recently
 posted to Twitter



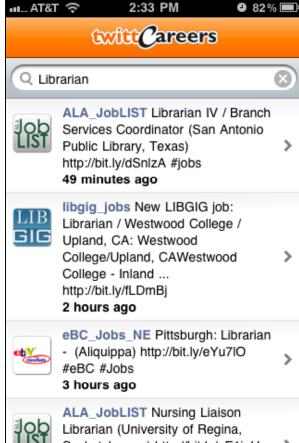


- TwittCareers
 - Can search in English, French and Spanish





- TwittCareers
 - Example search:"Librarian"





- TwittCareers
 - Can email jobs to self (have to click link in tweet)





Questions?

Contact:

Twitter: @broegge

Email: brooke.roegge@state.mn.us

Brooke's full presentation on SlideShare: http://goo.gl/WDTMH





On WebJunction

webjunction.org/workforce-resources

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