

How to use Twitter to look for jobs



What is Twitter?

Twitter is a free online service that allows both individuals and organisations to communicate with each other using short messages 280 characters in length (about 80 words) called "tweets". Because the messages are short it allows information to be shared very quickly.

You can find loads of advice and guides online and we tweet tons of advice on our accounts to get the most out of all professional social media channels. But in this guide we'll look specifically at how you can use Twitter to help you get a job.

REMEMBER, you don't need to tweet to take advantage of the amazing content available on Twitter; you don't even need to create an account or have an email address (although you might need one to apply for the jobs you find). You can be completely anonymous and still access up to date information.

How do I find jobs?

Getting started is easy. Simply search online for @JCPinCumbria using your smartphone, tablet or computer and then click the link that looks like this:

<https://twitter.com/JCPinCumbria>. Don't worry if you haven't got internet access at home, you can also access Twitter via the computers at your local library or Jobcentre.

The screenshot shows the Twitter profile for 'JCP in Cumbria' (@JCPinCumbria). The profile header includes the 'job centre plus' logo and statistics: 82 Tweets, 109 Following, 32 Followers, and 2 Likes. The bio states: 'Sharing jobs, events & essential careers advice for Cumbria 8am-11pm, 7 days a week. Live & social Mon-Fri 9-5'. The location is 'North West, England' and the website is 'gov.uk/government/pub...'. A recent tweet from 14 minutes ago is displayed, featuring a photo of the CenterParcs building at Whinfell Forest, Cumbria, and text: 'JCP in Cumbria @JCPinCumbria · 14m Bar and Waiting Team Members @CenterParcsUK #Penrith #CumbriaJobs See: ow.ly/IL5g30ieiNe #Jobs #JobsWithASmile'. The 'Who to follow' section lists several accounts including Brightlife, Community Compass, and Cllr Stephen Smith.

You will then see a list of messages about jobs, local events and advice; this is our 'timeline', similar to Facebook, a live, constantly updating feed made up of our messages. We check everything before we post it so you can be sure that you are applying for a real job with a real employer.

We also tweet information that may help you get back to work like guides to updating your CV or how to build a LinkedIn profile, and local events like jobs fairs.

What is a @?

It's someone's name or handle on Twitter, like @KatyPerry or @GuardianJobs

What is a #(Hashtag)?

It's a category, a way of grouping information together. Hashtags are great for finding information and following subjects that interest you; we use #CumbriaJobs (as well as localised hashtags to highlight the location #Keswick and #Carlisle). You can also search Twitter using the # symbol if you're looking for specific information. For example try searching for #adminjobs #cvtips & #Grad

What are lists?

We've grouped together a selection of other Twitter accounts relating to different employment sectors, so if you are looking for a specific type of work, check our lists to see what employers in that sector are Tweeting about.

What does 'Verified' mean?

A Verified Twitter account is an account that Twitter have confirmed to be the real person (or organisation), it means that you can be confident that you are dealing with the official organisation. We will soon be verified, and it's a good idea to look out for the blue tick next to a Twitter handle while job seeking.

Because tweets are so short, words are often abbreviated and web links will be shortened and appear strange at first. For example, when we include a web link it may be written as <http://ow.ly/T1xNZ> Don't be put off, click on it and it'll take you through to the job or article.



Companies use Twitter to promote their products and services and also their recruitment and careers. Our message about using Twitter is to keep looking at the feeds of the companies you want to work for; many of them have specific careers or jobs accounts. Make sure you don't miss out on the priceless information and opportunities you can find!

Once you are feeling more confident using Twitter, you might want to consider creating an account. If you do, please remember that any information you put on your account is public and can be seen by prospective employers – some surveys show that 91% of employers look at a potential employee's online information when deciding who to hire, so choose a professional username and photograph.

If you have any comments about this guide or questions about using Twitter, tweet to us @ the names below and we can help. We'd love to hear how you're doing.

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