



Career

Prospectors



Jobs
Assistance
Ministry

Twitter Next Steps

August 2018

What the class wants to learn

- Understand hashtags (#s) & handles (@user_name)
- Understand how Twitter works; retweet
- Better use the connection between LinkedIn & Twitter
- Understand how Twitter helps in the Job Search | Pin a tweet.
- Sort out what to see on Twitter
- How to grow your following

Introductions

- Briefly introduce yourself with keywords
- What companies do you need an introduction?
- Share a Twitter Success/Failure

Intermediate Twitter – Next Steps

- Tweet 10 times, follow 50 people
- Develop your brand
- Enforce repetition
- Review the basics
- Create personal company target list
- Lists in more detail
- Appropriate use of hashtags in tweets and bio
- Add pictures to tweets and mention accounts in photos
- Explain tools like bit.ly and tinyurl.com URL shortening
 - Other functions as trainer determines

Twitter Advanced – pre-req: Twitter 101 & Intermediate (Next Steps)

- Tweet 50 times, follow 100 people, tweet three times a week
- Appropriate use of hashtags
- Twitter tools–*need to be aware of firewalls / limited access*
 - SumAll–no longer free
 - <https://app.statusbrew.com> (formerly Unfollowers)
 - Hootsuite, etc.
- Twitter chats
- Engagement
 - How to get more followers
 - How to get beyond following 2K; ratio of followers to non followers
- Suggested times to post

Agenda

- Reinforce lessons learned from Twitter 101, including lists.
- Proper use of the handle to tweet.
- How and when to use direct messages.
- Pay attention to change in font color.
- Follow people who follow other Career Prospectors on Twitter.

Agenda (continued)

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Questions

