



Twitter: What to Say in Your Tweets

What do you tweet when you're building your career or are in job search? If you tweet only once a month, you'll be forgotten and won't get many followers; better to say something once a week or more. But good content is mandatory or you will lose followers. Read the following for ideas on good content.

Some ideas on what to say:

- A link to a page on your company web site that highlights a project you're part of
- Short comment about an initiative that you're leading at work, obviously not revealing any proprietary info
- A tidbit from a seminar you gave, whether at work or for a professional organization or job search group if you're in search
- Seminar or webinar you attended - comment on the value gained, new idea you'll be using
- A short comment about the volunteer work you're doing
- A compliment to a speaker or author, with a link to their site
- Link to share -- to an article or video related to your work, with a short comment
- Pose a stimulating question about your work or profession or industry
- Comment on a professional organization meeting you attended, with info about the program
- A link to an article or blog entry you wrote
- An inspiring quote
- While original content is best, you should spend about half your tweets on re-tweeting others' comments or original content

What NOT to say

Your tweets are very public. Hiring managers regularly look for a candidate's "digital footprint", and managers also look at their employees' tweets. **So be careful you avoid these four mistakes:**

- Posting angry stuff -- about your company, your job search, anything -- you will only come across as intemperate. Few things scare an employer more than someone with what the employer perceives to be anger issues.
- Posting political stuff -- don't assume your connections agree with your choice of candidate or your opinion on court decisions or your thoughts on what "must" take place in any upcoming election. You could easily turn off half your network, AND come across as a bully.
- Posting religious stuff -- sure, it's fine to be faithful, but if this is your only topic, OR if your posts read like "my belief is the ONLY right belief", you will lose credibility and connections. Tolerance in all things is the best approach.
- Posting questionable humor -- sure, *you* think it's funny, *your friends* think it's funny, but humor is interpreted in wildly different ways. Stay with content that's clearly G rated.

If you must post any of the above material, then create an entity on Twitter that is not under your real name. This goes for any social media, YouTube, *anything on the web*.

Don't ignore Twitter: have it help you build your credibility. And don't make mistakes that will hurt your career or your job search. This small space gives you the frequent chance to reinforce your "brand" -- what you do well, and what you enjoy about your work -- whether you're in a great job or about to find it.