



Twitter Tip Sheet

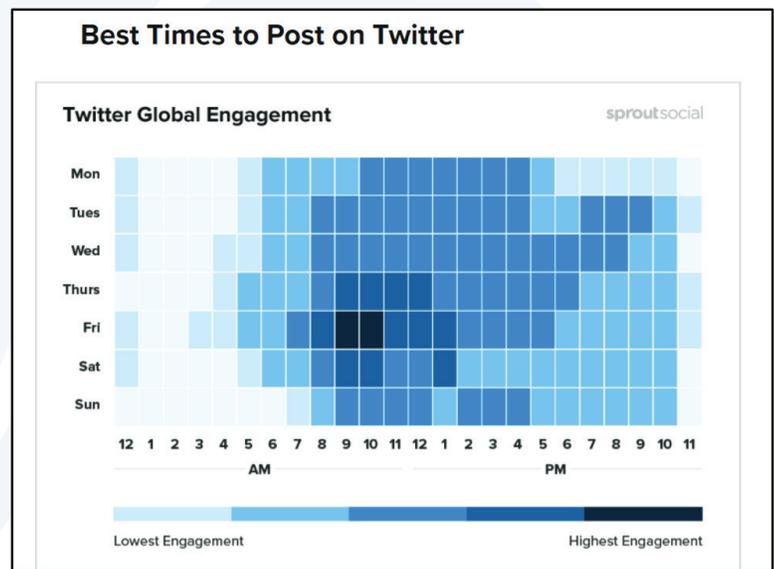
Here are a few do's and don'ts that every Twitter user needs to know about how to successfully use one of the most popular social media platforms for brand visibility and amplification.

Be Consistent and Timely.

Ensure you are reaching people by scheduling your job postings and employer branding messages at peak times.

To more effectively and consistently time your tweets use a social platform like [Tweetdeck](#) or [Hootsuite](#) to schedule your postings. When using one of these platforms to post, hashtags will auto-populate options, giving you information on current trending and popular hashtags.

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To better organize your posts, alert you when people engage with your content, as well as set reminders that it's time to get active on Twitter, you can also use services like [SumAll](#) and [Commun.it](#) which offer free and paid options to help you measure and maximize results.

Create Buzz.

Insert eye-catching images to draw attention to your tweets. Sites such as [Unsplash](#) and [Flickr](#) offer free images. (Please follow the rules and requirements when using these sites.)

- Along with images, [hashtags](#) attract people to your tweets. Without hashtags, people are unlikely to see your posts. For example, job seekers typically follow desirable or interesting hashtags because they are looking for the content associated with the hashtag topic.

Using images and hashtags can dramatically improve visibility and results:

- 31% increase in website visits
- 41% more retweets
- 48% increase in tweets being favorited
- 33% increase in visitor-to-lead conversions
- 36% more click-throughs

Here's an example that illustrates an ineffective job posting on Twitter.

Product Development Manager
search5.smartsearchonline.com/
/ ...

← This posting lacks an image and applicable hashtags. Further, it was not posted during the recommended Twitter traffic times

and is scarce in characters. Twitter allows up to 280 characters for tweets and defines characters as letters, punctuation, hashtags, spaces between words and any other use of the space, excluding images. A job post like this is easily overlooked and will not attract your audience.

Build Your Employer Brand.

It's also important to post tweets that are not, exclusively, job-related. Develop a pre-determined schedule to post your jobs, but add tweets that will be considered content rich by your target audience to show consistency with your brand presence. Here's a good example of how a company is promoting its product by using helpful tips and advice to attract and engage. This subtle form of promotion is highly effective and appealing to job seekers.



Be Inspirational.

Though it may be unrelated to your organization, tweets such as the example to the right, create interest and draw attention with its inspirational message. Occasional posts like these will let people know what's behind your digital brand, share your company culture, and showcase the human side of your business.



Amplify Your Message.

As your following grows, it's a good idea to seek amplification with Likes, Retweets, and Engagement from trusted sources. Tagging your tweets to particular Twitter-handles in your audience is one way to amplify your message and create more engagement. Here's an example of how using SumAll auto-generated a tweet that captured the most engaged handles



from the previous week's Twitter activity. The handles in this update are automatically notified and can select to retweet, retweet with a comment, or simply "like" by clicking on the heart.

Another example of effective tagging is when you manually generate tweets and include the handles of people with whom you want to engage. This post illustrates how @sbrownehr generated 24 likes, 6 retweets and 8 comments.



Be Authentic.

As with any social media channel, consistency and engagement on Twitter are essential to build your brand and generate a response to your job postings. Use a variety of tactically timed posts that incorporate job listings, inspirational tweets, along with helpful tips and rich content to polish your brand image and amplify your social presence.

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