Twitter Tweet to share your expertise, build networks, find jobs/internships

Twitter is a real-time information network that connects you to the latest stories, ideas, news, companies, job/internship opportunities and career information that YOU find interesting.

**Why Use Twitter Professionally?**
- Follow industries and leading professionals to learn trends and connect with others who share your interests
- Tweet to share meaningful content with people in your target career fields
- Build your network by engaging with people who share your interests
- Showcase your personality allowing recruiters to get an idea of who you are
- Follow companies/organizations to receive alerts and find job/internship postings

**How to Make Connections Using Twitter?**

First impressions are very important, even on Twitter! Create your own brand thoughtfully. Don’t mix inappropriate “social commentary” with your professional outreach. Consider what your last 20 tweets say about you. When choosing who to follow and tweet at, it’s ok to step outside of your comfort zone. Twitter enables you to develop a rapport with people you may not have access to in real life.

- Create a professional page with an interesting description and appropriate photo
- Follow companies, organizations and people of interest
- Interact and start conversations
- Join chats
- Create lists and share them
- Check WEFOLLOW.COM to find people in your industry

**Balance Personal with Professional**

*Twitter encourages you to combine a personal & professional image of yourself.* Be aware of potential pitfalls:

- How you represent yourself on Twitter with friends might not be appropriate or professional
- Are the topics you tweet about also ones you would talk about in a face-to-face conversation?
- Avoid controversial topics
- Be appropriate at all times with language, images and content