

Tweet your way to a sweet job

Twitter can get you noticed—or totally mess you up if you use it wrong. We deconstruct some winning messages (and a few epic fails). Now the power is in *your* hands. By Courtney Rubin

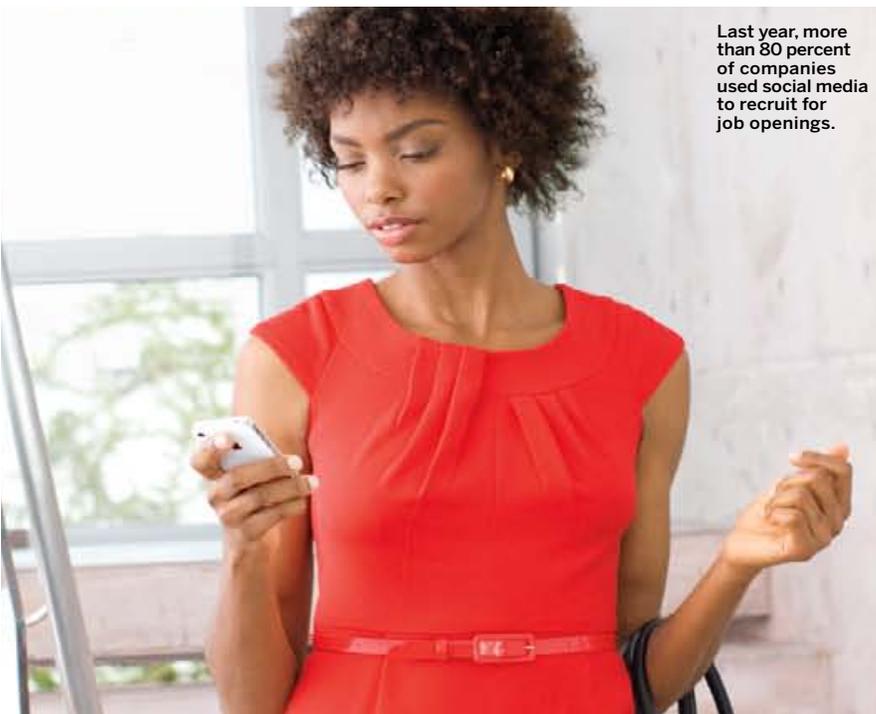


The share

@LawyerLisaO!O
Went for a 5-mile run today—a record!*

#Win Make one in four Tweets about you, not about work.

“Showing your personality creates a connection, which can help turn a follower into a new boss or business associate,” says Deb Dib, coauthor of *The Twitter Job Search Guide*. What’s too personal? Sex (duh!), spats, politics and religion (unless you really want the last two as part of your personal brand). And if you’ve just created an account, post 10 Tweets before following anyone. You’ll gain tweeps of your own faster.



Last year, more than 80 percent of companies used social media to recruit for job openings.



The overshare

@PartyPrincess!!!
Way too much tequila last night. Hangover city!

#Fail If it isn't something you'd want your manager (or Mom) to know, don't go there.

The rant @Mary(In)Marketing I HATE it when everyone asks me a million questions. Leave me alone! #sorry #imnotsorry

#Fail Keep your Tweets 80 percent positive, suggests Jeff Lipschultz, cofounder of recruiting firm A-List Solutions in Southlake, Texas. “You’re allowed to complain about a bad restaurant experience or the terrible weather every once in a while, but hiring managers want someone who will enhance a company’s culture,” Lipschultz says. “Complainers don’t.”



The Review

@Kim*Luvs*Movies
Saw new Clooney movie! FAB. My review: bit.ly.

#Win Use Twitter to flaunt your expertise and build a following, whether your dream gig is to be a movie critic or a food blogger. But don’t weigh in on everything that hits your timeline. Instead, build credibility by focusing on whatever you’re passionate about or uniquely qualified to comment on, Dib says.

The Q&A

@Fit/PR/Girl Digging Katy Perry’s “Wide Awake.” What’s your fave workout song? Tell me and I’ll share a playlist of mine on Spotify!

#Win Twitter is a dialogue, not a monologue. So aim to start conversations rather than simply asking for favors or trying to promote stuff, says Amy Jo Martin, founder and CEO of Digital Royalty. That way, when you *do* ask your followers to take action (*Retweet my blog post plz!*), they’ll be likelier to help.



The yawn

@KourtneyKardash
Scrambled eggs and lavash!

#Fail Too many random Tweets could cost you followers. (Yes, even if you’re a Kardashian.) Before you post, think, Do my people care about this? To add value, Kardashian could have included a photo of her meal, or indicated if it was healthy or a major splurge, Martin says. At the very least, make it funny!

* All Tweets and handles are faux, except @KourtneyKardash.

STEPHANIE RAUSSER: STYLING; BETSY MULLINIX: HAIR; VICKIE GRANADO FOR BUMBLE AND BUMBLE: MAKEUP; THORA FOR NARS COSMETICS; PROP STYLING; CRISTINA FORESTIERI FOR ARTISTS BY TIMOTHY PIRANO.COM; INSETS: CLOCKWISE FROM TOP: THOMAS NORTH/CUT/GETTY IMAGES; MICHAEL TRAN/FILMMAGIC; JEFF VESPA/WIREIMAGE; CLAIRE BENOIST: SEE GET-IT GUIDE.