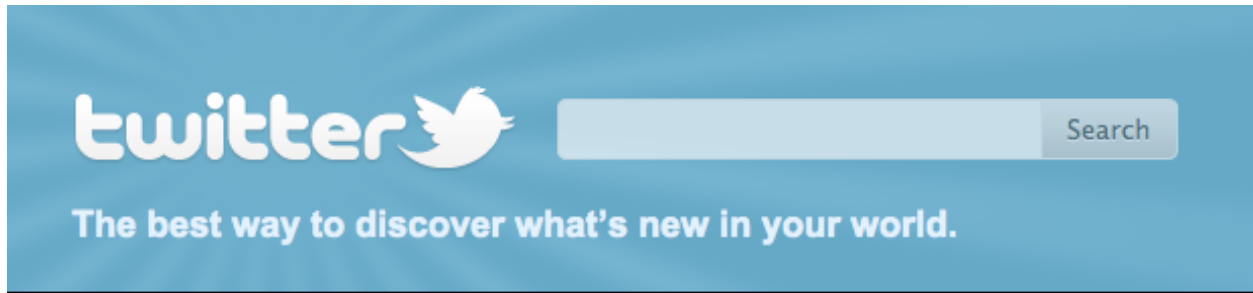


Twitter 101



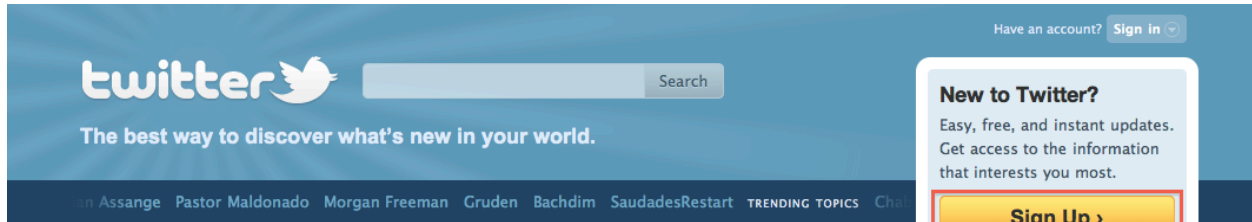
Before you begin your Twitter experience, there are a few terms that you will frequently encounter, both in these instructions and while using Twitter. We think it is essential that you know the following:

- **@** The @ sign is used to call out usernames in Tweets, like this: Hello @Twitter! When a username is preceded by the @ sign, it becomes a link to a Twitter profile. This is referred to as **tagging**.
- **Follow:** To follow someone on Twitter means to subscribe to their tweets on the site.
- **Hashtag:** A hashtag involves putting a # symbol in front of a word to make it as a keyword or topic within a tweet.
- **Lists:** Lists are groups of other Twitter users used to tie specific individuals into a group on your Twitter account. These lists are displayed on the right side of your homepage.
- **Retweet:** Retweet (or retweeting) is the act of forwarding another user's tweets to all of your followers.
- **Tweet:** A message posted via Twitter containing 140 characters or fewer.

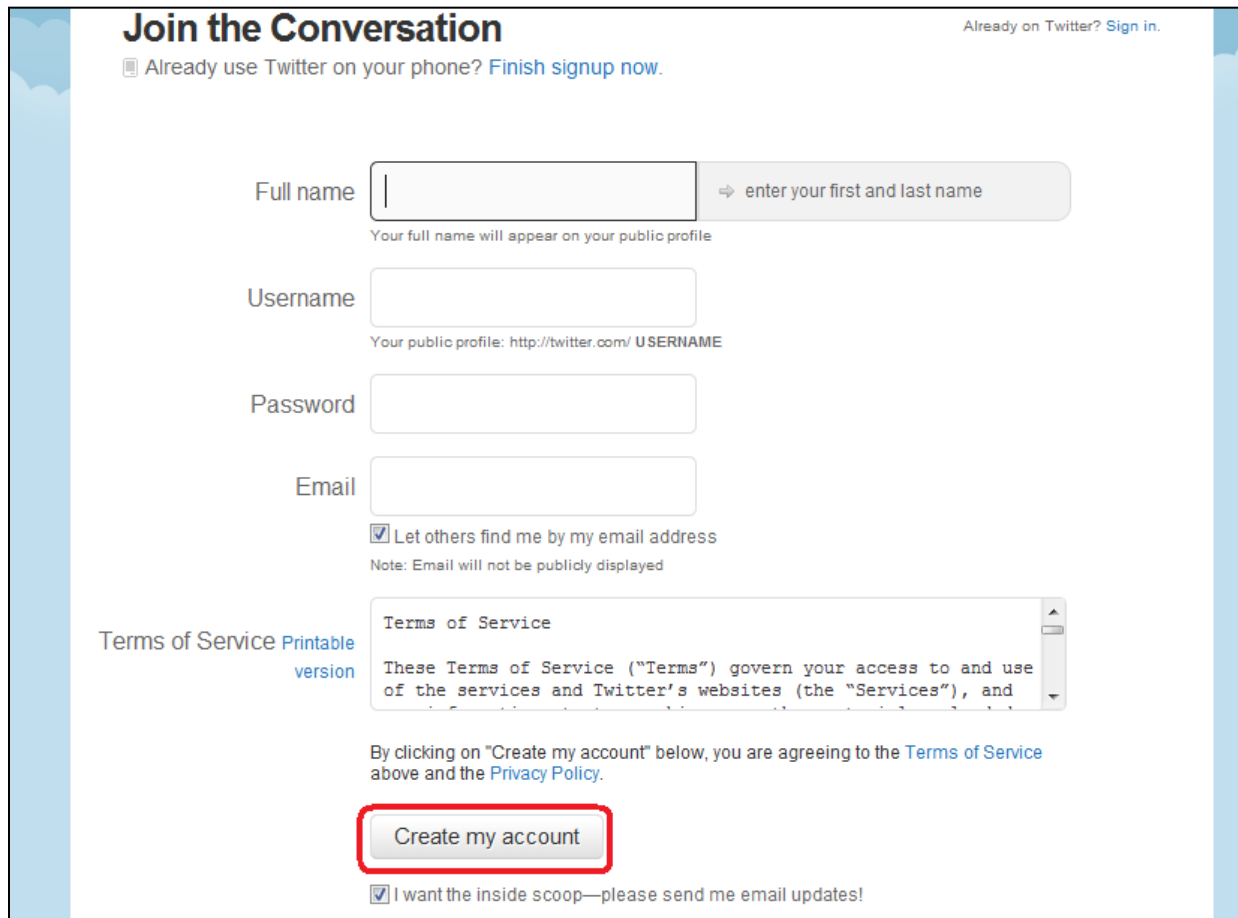
Make a Twitter Account

Note: If you already have a Twitter account, you may skip to TASK TWO.

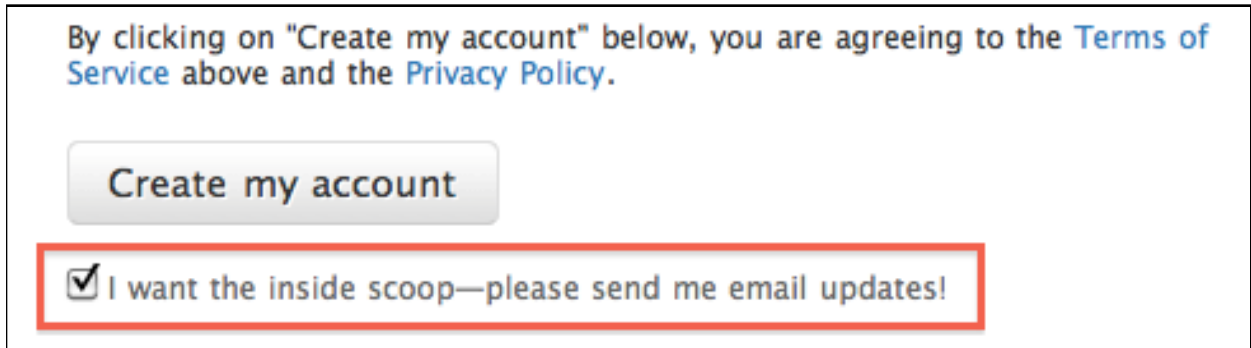
1. Go to www.twitter.com. This will take you to the Twitter home page.
2. Click the yellow **Sign Up** button.



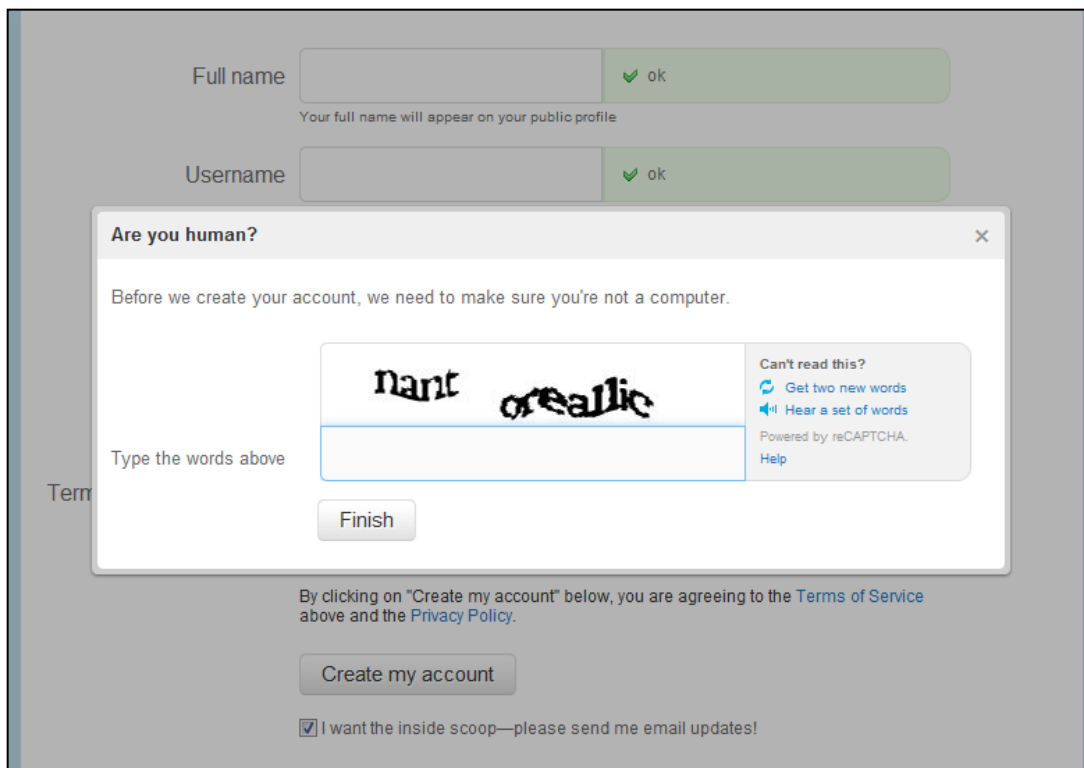
3. On the page titled “Join the Conversation” page. Fill out the following:
 - A. **Full name**
 - B. **Username**
 - When choosing a username, we strongly suggest keeping it professional. We recommend a combination of your name and birthday (For example: JSmith88)
 - C. **Password**
 - D. **Email**



4. Click the white **Create my account** button near the bottom of the page once you have finished.
- Note: If you do not want Twitter to email you, before you click Create my account, be sure to **uncheck** the box labeled “I want the inside scoop, please send me email updates!”



5. A pop up box titled “Are you human?” will appear over your account information. **Type** the words displayed to you (seen here as: *nant oreallie*), and then click the white **Finish** button.
- Once you have created your Twitter account, you will receive an email at the address you provided asking you to confirm your account. Follow the steps in the email to make sure that your account is confirmed.



Note: Twitter will then take you to a page titled “Find sources that interest you”. If you would like, you may complete these three steps, but in this tutorial, we will have you skip them.

6. **Click** the Twitter logo at the top of the page to return to the home page.

twitter

Find sources that interest you

You're following **0**

1 suggestions → 2 friends → 3 search → **twitter**

Look who else is here! Follow the ones you like.

- Art & Design
- Books
- Business
- Charity
- Deals & Discounts
- Entertainment
- Family
- Fashion
- Food & Drink
- Funny
- Health
- Music
- News
- Politics
- Science

Step 1 of 3: Browse Interests

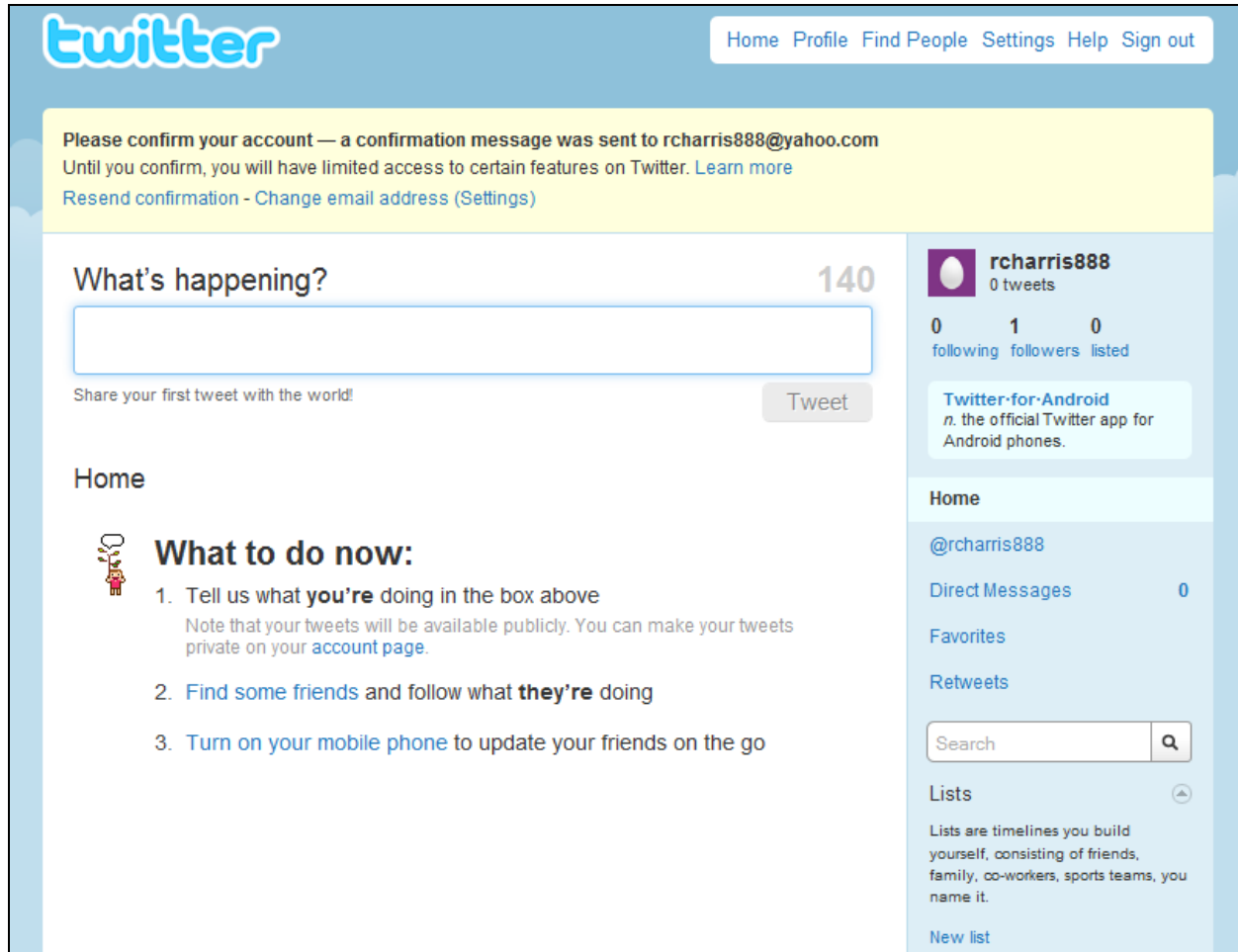
To get started, select the topics you are interested in. Find a few people you want to hear from, then follow them. When you **“follow”** someone, each time they tweet, you'll see their tweets on your Twitter Home page. They are notified that you are following them, and will be displayed on your public profile. You can follow or unfollow sources anytime.

[How are suggestions selected?](#)

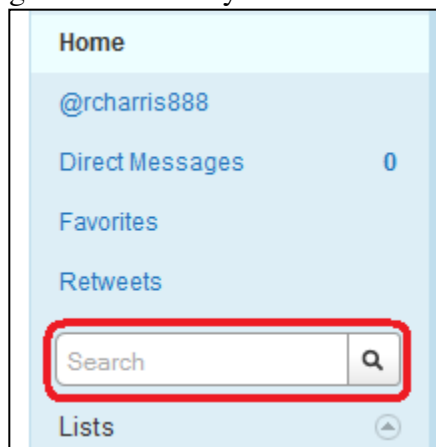
Next step: friends >>

Search for People/Organizations/Companies

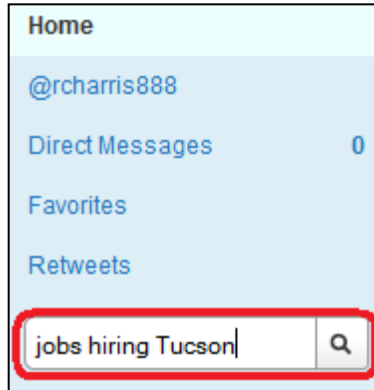
You are now at your homepage. The homepage will display the tweets of people/companies that you choose to follow. Its real time feed constantly updates the page with the newest tweets.



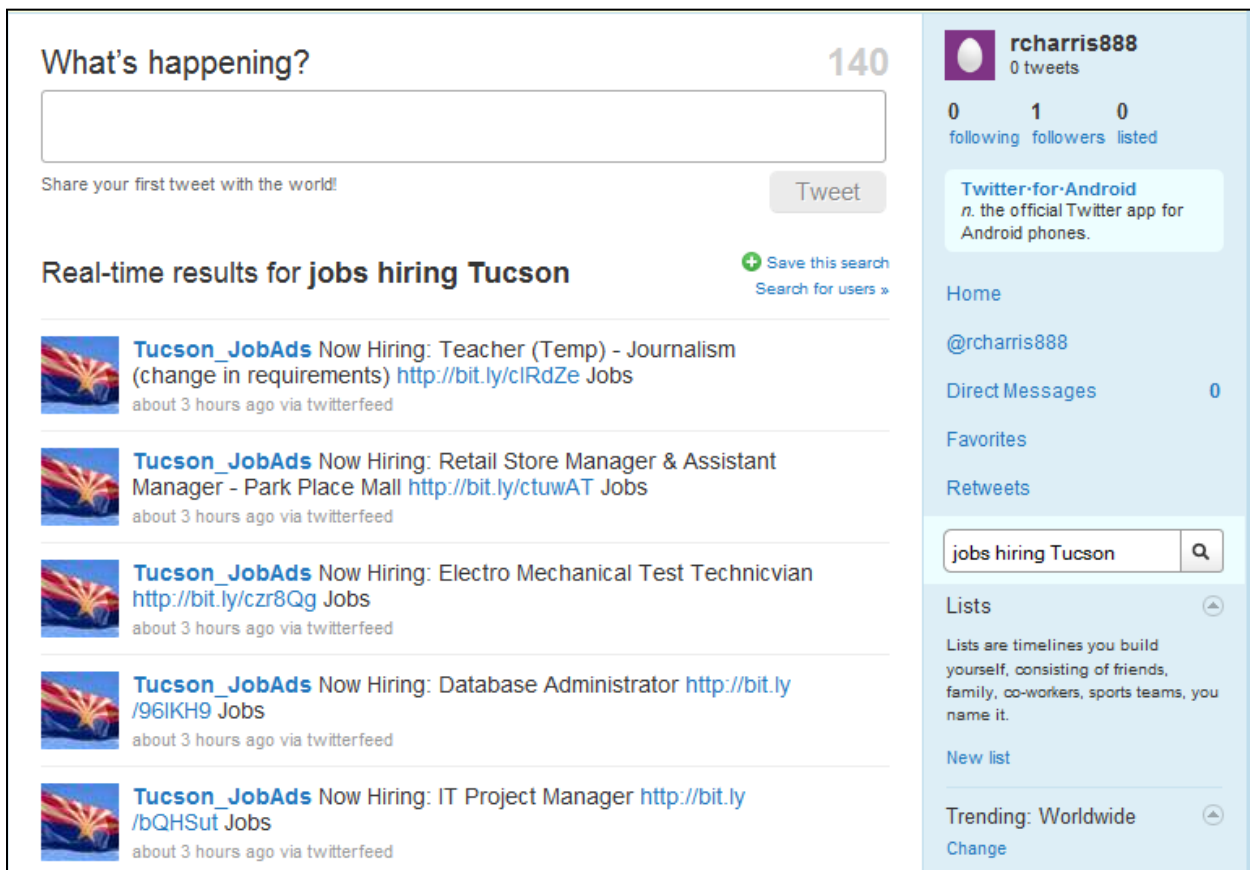
1. Click in the **Search** box on the right hand side of your screen



2. **Type** a location of where you would like to work (state, or even city) followed by the specific field that you are interested in working in.
- For this example, we typed “jobs hiring Tucson.”
 - Note: Be sure to keep your searches as simple as possible, this will produce the most results



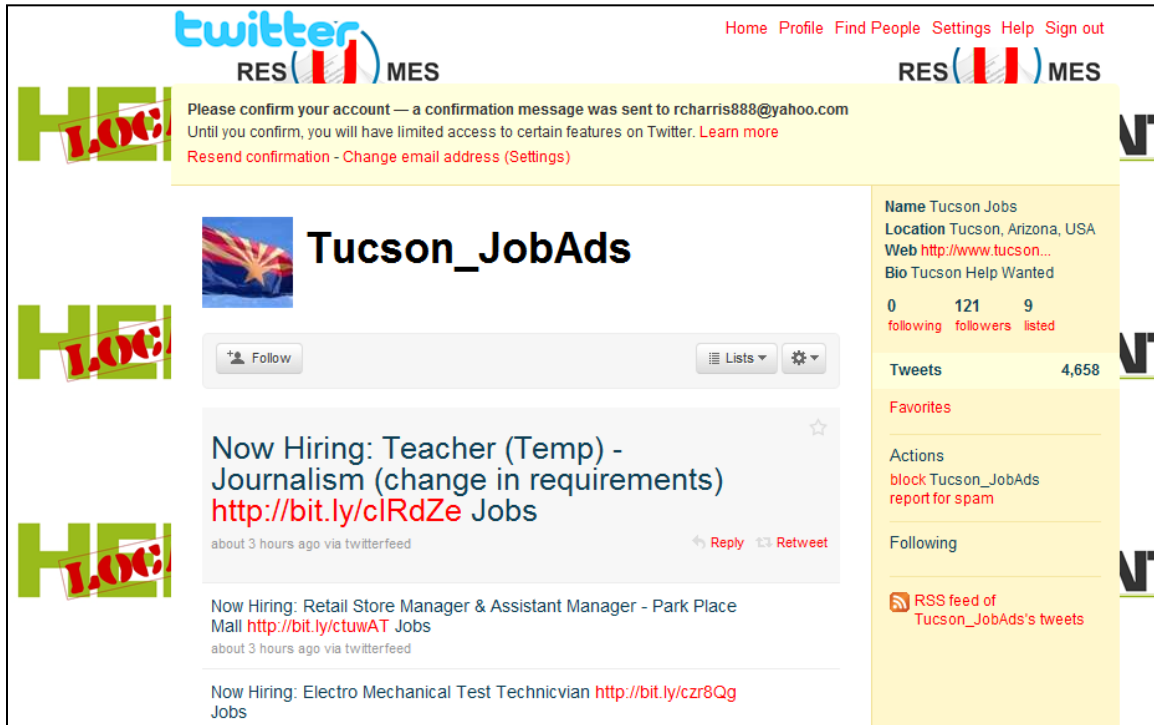
3. Twitter will bring you to a page that looks something like this:



4. **Scroll** to a tweet that interests you, like this one:



5. **Click** the photo icon to the left of the post, this will bring you to the company's Twitter profile.



6. Click the **Follow** button under the Company's title.



By following this profile, you will start to see the company's tweets in the news feed on your home page.

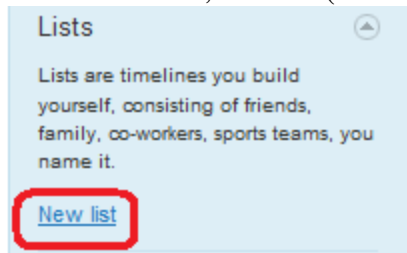
7. Now, repeat steps 2 – 7 to find and follow two other companies.

Creating Your Twitter Lists

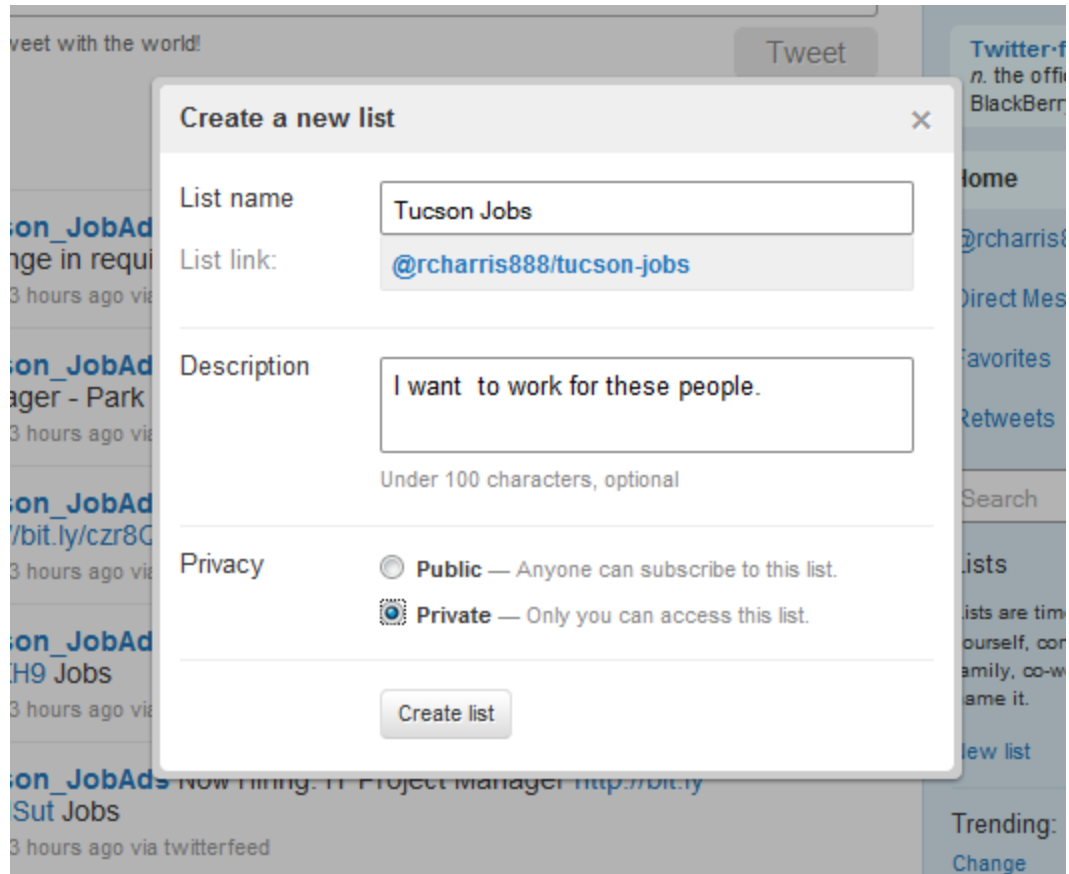
- A. Now that you have found companies to tweet to, you will create a Jobs list, which allows you to separate companies you are interested in working for from other profiles you are following.
- B. Return to your homepage by clicking Home at the top of your screen



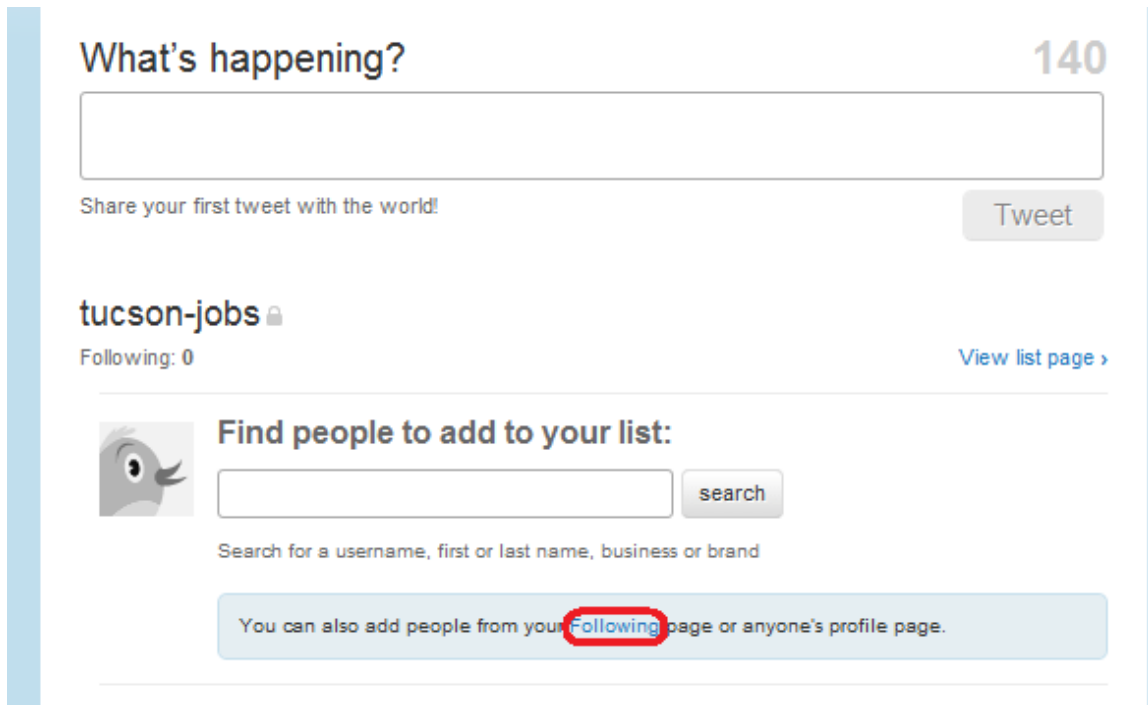
- C.
- D. On the right side of your screen, find the NEW LIST button and click it.
Note: For this tutorial, you will only be making a Jobs list, but once you become more familiar with Twitter, you can use the list function to sort your other interests, as well. (For example: Sports, friends, art, fashion...etc...)



- E.
- F. A box will pop up that gives you the option to title your list, to add a description, and to adjust the privacy settings for the list. Once you have completed the form, click CREATE LIST.
Note: Each of these are up to you, but for our example, we changed the setting from
Public to Private

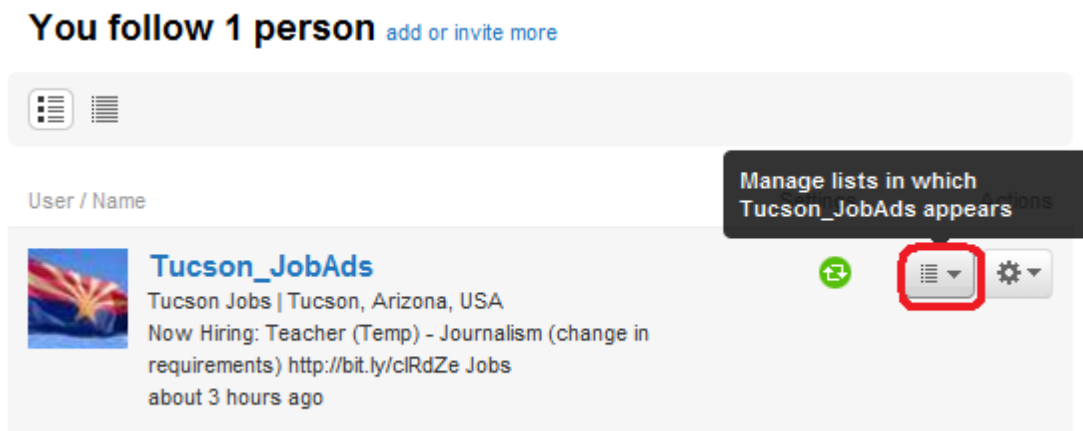


- G. Twitter will bring you to this page. You can also add people from your [Following](#) page or anyone's profile page. Click on the FOLLOWING link (which will take you to the page of all of the profiles you are following).



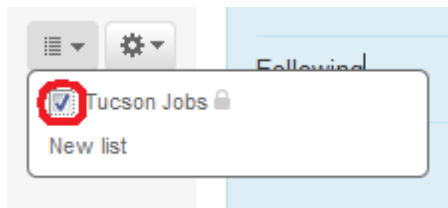
H.

I. Click the button that displays a bulleted list.



J.

K. Click the checkbox next to the list you would like to put this profile in



TASK FOUR: Tweeting Your Resume to a Company

a. Open another window and go to www.twtjobs.com

b. Fill out the following fields

home | [branded twtjobs](#) | follow @twitjobs | contact us | twtapps
Post a Resume / Job

Create your Twitter Resume
Post a Job Opening!

What?

Twitter name?

Headline?

Twitter Resume? 140

Skill Tags?
separated by comma

LinkedIn? <http://www.linkedin.com/in/>

Industry?

Education Level?

Experience Level?

Display on search results.
 Currently employed (We'll ask companies NOT to publicly tweet you.)

[Create Twitter Resume](#)

- What: Twitter Resume (do not change this)
- Twitter name: Use the same log-in name you used for Twitter
- Headline: Think of something catchy.
- Twitter Resume: Type what qualifies you here. You have 140 characters, so be concise.
 - Make sure all of these words are spelled correctly.
 - Avoid typos!
- Skill Tags? Think of your skills. (Microsoft Office, Mac proficiency...)
- If you have a LinkedIn account- type your username here. If not, leave this field blank.
- Industry: from the dropdown menu, select your desired industry
- Education Level? What's your highest level of education?
- How much experience do you have? Select a range of years.
- There are two boxes beneath experience for you to check:
 - One says Display on search results (leave it checked)
 - Select whether or not you're currently employed.
- Click "Create Twitter Resume"

Experience Level?

Display on search results.
 Currently employed (We'll ask companies NOT to publicly tweet you.)

[Create Twitter Resume](#)

- c. Once you have pressed Create Twitter Resume, TWTjobs will take you here:

home | **branded twtjobs** | follow @twtjobs | contact us | twtapps
Post a Resume / Job

Twitter Resume Tweets Embed

Share it! or use this link
http://twtjobs.com/YOUR_NAME

your_name
0 followings | 77 followers | 55 updates
[Visit my Twitter profile](#)

If your resume had to be 140 chars long, what would you tell a potential employer?

Strongest Skills:

Education High School	Industry Accounting/Finance	Experience Level 0-1 years experience
---------------------------------	---------------------------------------	---

Twitter resume posted about 1 hr 13 min ago

- Copy and paste the link to your Twitter resume that says “use this link” located at the top right corner of your screen.

or use this link
http://twtjobs.com/YOUR_NAME

d.

- e. Return to the Twitter home page

- f. Look for What's Happening

What's happening? 140

Share your first tweet with the world! Tweet

- g. Tag the company of your choice (remember, to tag, put an @ symbol in front of their Twitter handle, like this: @JAR_313)

- Type a brief statement, and paste the link to your resume.

h. For example:

What's happening?

29

: @JAR_313 Technical writer seeking job in Tucson, AZ. Please see attached resume. http://twjjobs.com/YOUR_NAME

i.

j. Click Tweet—you have now sent your resume to the company of your choice! Best luck to you!