

Using Twitter for HR & Recruitment

You would have to be living under a rock not to know about Twitter. Over the last few months the popularity of the service has grown exponentially. With celebrities such as [Ashton Kutcher](#) and [Oprah Winfrey](#) driving [Twitter mania](#), Twitter is one of the faster growing sites on the Internet. According to Hitwise, while still smaller than Facebook, in Australia Twitter has grown 1067% in the first 4 months of 2009! Other celebrities using the service include Rove McManus, Stephen Fry, Shaquille O'Neal, Hugh Jackman, and Lance Armstrong.

Twitter has in fact been around for several years now, starting life in early 2006 as a service to help people keep in touch through the exchange of short messages (known as Tweets) in 140 characters or less. Other users (Twits) can subscribe to receive your status updates and become your friend.

Twitter is not just about useless noise of what people have for lunch, although that is part of the site. Twitter asks you to answer a very simply question, "What are you doing?" This question can be answered in many different ways, three common ways are:

1. Status updates such as "I am having lunch"
2. Dissemination of links
3. Finally conversations by the @ replies function.



The Common Craft show has an extremely good introduction to Twitter, <http://www.commoncraft.com/Twitter>

How can Twitter be used in HR and Recruiting? Well the choice is yours BUT it is **not** a very effective method to broadcast content (jobs or news) with no other interaction.

Think of Twitter as a bit like a cocktail party where if you enter the room, walk from group to group and just listen and then leave it you would characterise the even as boring. Whereas if you attended the same event and spoke to dozens of different people you would probably leave feeling inspired and engaged with the community. Now if you entered the cocktail party with a megaphone shouting to advertise your latest product best case you would be ignored, worse case you might be physically removed from the event by security.

Twitter is about conversations, relationships and above all a community. The greatest power of Twitter is you do not need to listen to other people if they do not want to; it is the ultimate opt-in service. So unlike email it is the recipient who determines if they receive your tweets, not you. If your tweets are not relevant people will not follow you.

How To Begin Using Twitter

Before you can participate in the community you need to join, while you can monitor what goes on without joining (through <http://search.twitter.com>) the best approach to understanding what is going on is to join and begin using the tool.

Step 1: Go to <http://twitter.com/>

Get Started Now

Step 2: Click the

Step 3: Complete your profile, the Twitter process is very similar to regular sign up processes. Make sure you provide enough information so people will know who you are. Keep it real!

Step 4: Customise your profile, upload your avatar, upload your business logo to be the background image, and finally change the colours to match you business.

Step 5: See if some of your existing contacts are on Twitter. Twitter provides a utility that scans you email account and to see if any of your contacts are on Twitter and allows you to begin following them. Without some friends Twitter is a bit like being the only person owning a phone, not a lot of use.

Step 6: Begin updating. This is the bit that confuses many people, what to say. Firstly you need to remember that Twitter only supports a maximum of 140 characters in each message. Next don't be too concerned by what you write, why not try answering the question "What are you doing?". Go back and look at the three uses of Twitter.

Step 7: Keep updating, communicating and broadcasting. Social media is about open communications that build relationships with others in the community.

Initial Australian People to Follow



We have prepared an initial listing of potential people you might like to follow from the HR and Recruitment Industries in Australia. (Including Michael Specht - [@mspecht](#).) You might find them boring, too talkative, or over the top but that is the great thing about Twitter you don't have to follow them!

http://spreadsheets.google.com/ccc?key=pHrvy9V_Lda41K7J-tE9wdA

If you are in the HR or Recruitment industry and not on the list, feel free add yourself as the list is open.

Twitter Tools

One of the nice things about Twitter is it does not force you to use the tool in a specific way. You can update your status's using one of 100's of methods allowing you to control how you interact with the service. Some of the more popular methods of interacting Twitter are listed below.

Service	URL	Benefits
Web Site	http://twitter.com	The original Twitter environment that is free, and easy to use. Very quick to get using as it is the native environment, also shows trending topics and allows you to search.
Tweetdeck	http://www.tweetdeck.com	A very popular free tool that works on Windows, Mac, and Linux systems and is built on Abode's AIR product which is free. Allows you to update other social networks such as Facebook.
twhirl	http://www.twhirl.org/	Free twhirl is a social software desktop client for Mac and Windows, again using Adobe AIR platform. Allows you to connect to multiple Twitter, laconi.ca, Friendfeed and Seesmic accounts and update multiple social networks such as Facebook.
Seesmic Desktop	http://desktop.seesmic.com/	Yet another cross platform tool built on Adobe AIR, allowing you to control multiple accounts and updates to these accounts. The biggest differentiator is that it allows you to share video through Seesmic with your friends.
Tweetie	http://www.atebits.com/tweetie-iphone/	Both a Mac and iPhone application, again with multiple account support, TwitPic and other social tools.
Mobile Web Version	http://m.twitter.com	Provides a basic mobile web user interface that allows you to update while you are out and about, you can also receive replies. Can be used by any phone with a data plan.
TwitterBerry for Blackberry	http://www.orangatame.com/products/twitterberry/	A free application for Blackberry users, available in multiple languages.
HootSuite	http://hootsuite.com	The ultimate Twitter toolbox allowing you to take complete control over your Twitter accounts. A free tool that allows delayed Twitter updates, collect statistics on clicks to URLs that you publish.
Twitter Yellow Pages Search	http://www.twellow.com/ http://search.twitter.com	Allows you to register yourself in an industry category and find other Twitter users just like you. Twitter search tool that allows you to search in real time what is being discussed on Twitter.
TweetBeep	http://tweetbeep.com	TweetBeep proactively monitors the content of public Twitter updates, Tweets, and based on your keywords will send you an email as people discuss your keywords.

15 Twitter Tips

While there are no rules on how to use Twitter, however here are a few recommended tips

1. Register with a real name and ensure you have your profile completed, it is very hard to engage with a fake nameless entity.
2. Listen to what people are saying; remember we have two ears and one mouth for a reason.
3. If you are worried about your privacy sign up with a Private account, however this will limit some of the services you can use.
4. Interact one on one with other people using the Reply feature, the @ symbol followed by the user's name.
5. Interact with groups of people on the same topics by using the Hashtag markup, a # followed by a keyword.
6. Don't just promote your product or jobs, Twitter is not a marketing tool, it is about relationships and conversations.
7. If you don't like someone's updates, unfollow them, Twitter is an opt in service.
8. Sending "direct messages" to followers you don't follow back is waste full as they can't reply to you.
9. Don't have automated "direct messages" to new followers promoting your blog, latest eBook or business idea.
10. Don't follow people by matching keywords from their profile or Tweets using an automated process such as a bot.
11. Learn the lingo, we have covered replies (also called mentions) when you attach the @ symbol to a users name, and hashtags for key words. There are direct messages which are private messages to another user, usually done by placing a D and a space before the user's name. Finally there is retweeting where you forward a tweet onto your followers using the 'RT' tag to indicate it is a retweet and @ username to attribute the original tweet to the user.
12. Decide which of the tools listed in the previous section you will use to interact with Twitter, don't worry you can always change or even use multiple tools.
13. Add yourself to the various directories such as [Twellow](#), or [WeFollow](#)
14. Look at adding some of the extra services that have been built around Twitter such as Twitpic for images.
15. Have fun, experiment, learn and share.