

INTRODUCTION. Twitter can be used both as a “trust indicator” to substantiate your personal brand image, and/or as a way to reach out to key influencers and career promotion decision-makers. Plus it’s just plain fun to be on Twitter!

TWITTER ACCOUNT CONCEPT. Take your **Personal Business Statement** (PBS), and adjust it (if necessary) so that it makes sense for your Twitter page. What angle can you give it that will be in synch with the fast-paced, newsy, keep-in-touch pace of Twitter? If Twitter is a party, what type of party are you going to throw on Twitter? Who is going to want to “pay attention” to your party?

Note: if you want to have an “over-the-top” Twitter account for personal use (*inappropriate for your job search / career brand image*), then you should probably have TWO Twitter accounts – one for private, personal use and one for public, personal branding use.

- Yes, I need TWO Twitter accounts: one for personal, and one for public use.
- No, I do not.
- Yes, I understand that as on other social media sites, I should consider EVERYTHING posted to Twitter as potentially public, and potentially discoverable by employers.

If you have a “Private” Twitter, account, either

- Adjust the “privacy settings” to private.
- Scramble your name / email / contact information so that only close friends and family will be able to discovery you and your tweets.

TWITTER ACCOUNT SETUP. If you do not have a Twitter account, go to <http://twitter.com/> and set one up now. Then, modify the settings to look professional, in accord with your desired personal brand image:

Accounts you like are / want to emulate are:

1

@ _____
@ _____
@ _____
@ _____
@ _____

@ _____
@ _____
@ _____
@ _____
@ _____

Why?

Next, set up your own account:

Account name / @handle will be: _____

URL on Twitter will thus be: _____

Concept for "profile picture" will be: _____

Concept for "cover photo" will be: _____

"Account" summary information will say: _____

"Pinned Tweet" will say: _____

TARGET AUDIENCE(S). Define who will be on Twitter that can advance your job search or career objectives? An example would be key employees in an industry who can advance your prospects by a) noticing you on Twitter, and/or b) mentioning you to management. Or it might be only to use Twitter to "reach out" to key employees via Twitter directly. -

Type 1: _____

Type 2: _____

Type 3: _____

- Yes, Twitter makes sense for my online personal brand. No, it does not.
 Kinda sorta (e.g., ONLY during a major tradeshow, ONLY as a trust indicator, etc.)

Explain:

TWITTER MARKETING VALUE. Summarize the marketing value, if any, you see in Twitter for personal brand image:

I see marketing value in Twitter: a lot some neutral not much

The primary value(s) from Twitter to your personal brand image is:

- Being discovered via Twitter Staying in contact with friends, employers, coworkers, etc. Social sharing; getting decision-makers to “share” your content
 Trust indicators: need to be on Twitter to look substantial
 Using Twitter to reach out to influencers (e.g., journalists, bloggers, hiring managers, recruiters, influencers) Using Twitter #hashtags to comment on, and catch the wave of timely topics Using Twitter to waste time at work Posting dumb things to Twitter that get me fired Other:

If you plan to use Twitter to tweet “to” people (e.g., hiring managers, journalists, recruiters), explain who these people are and WHY they will want to respond to your tweets:

Who they are: _____

Example accounts: @_____ @_____

Why they'll care: _____

TWEET INTERACTIVITY / CONTENT STRATEGY. Why will potential targets "follow" you on Twitter? What will they "get" out of it? And for individual tweets, why will they favorite, interact with, and even retweet your tweets?

People will follow me on Twitter because: _____

People will read / favorite my Tweets because _____

Tweet Concept #1 _____
They will like this type of tweet, because: _____

Tweet Concept #2 _____
They will like this type of tweet, because: _____

Tweet Concept #3 _____
They will like this type of tweet, because: _____

List and describe other types of content you can post to Twitter (e.g., photos, videos, comments, etc.) as well as trade shows, industry trends to follow:

Photo concepts:

Video concepts:

Text / tweet concepts:

Hashtags to follow:

(Don't forget industry tradeshow #hashtags like #CES!)

# _____	# _____
# _____	# _____
# _____	# _____
# _____	# _____
# _____	# _____

Other people's content: list other accounts to follow on Twitter OR sources of other people's content such as industry blogs, magazines, YouTube accounts, etc., that you can use to find content to "share" or "comment on" on Twitter:

Other people's content: _____

TWITTER PROMOTION STRATEGY. How will you promote yourself on Twitter?

- Real world to social
- Cross promotion (Website / Twitter / YouTube / Twitter, etc.)
- Email
- Twitter Internal

@someonefamous. Why? Why?

#hashtags Which ones? What will you tweet on them? Why will folks care?

- Twitter plugins
- Getting Retweets by: _____
- Advertising your Twitter account

Comments: _____

OTHER THOUGHTS AND IDEAS ABOUT TWITTER. Having researched a) whether your potential targets are on Twitter, and b) what persons similar to you are doing on Twitter (and/ or high profile personal brands to emulate in terms of their Twitter marketing, even if not in your industry), what general thoughts, concepts, “big picture” ideas do you have about Twitter?

I see **potential** in Twitter for my personal brand strategy because:

After I’ve set up my Twitter account, I believe I can do the following **types of tweets** and they will help me grow my Twitter followers because:

I will **measure job search / career-building success** on Twitter by the following metrics: