



Quick Tips: Twitter Thought Leader

BASIC TIPS:

- You need to learn how to use your voice effectively on Twitter. Your tweets should show your personality, but not be too edgy.
- Follow companies you are interested in and re-tweet information they've shared.
- Many companies will feature CEOs, employees, and interns on tweet chats. It's a great opportunity for you to ask questions about a company, its philosophy, company culture as well as get advice about your job search with that company.
- Be consistent when tweeting, but also stay true to your personal brand.