

## Pajama Job Hunt

# Twitter Strategy Checklist

Your main goal is to find a job, but what about your secondary goals? Are there specific people you want to meet? Conferences you want to attend? Industry news to follow?

Do your research and plan to tweet accordingly. Sketch out your goals and ideas on how to reach them so you're not drowning in Twitter overwhelm (which can happen if you're not careful). There's a good chance that your goals will change once you start getting in the swing of things, and that's totally ok. Use this worksheet to keep your strategy up-to-date so you don't start going crazy pants.

### Follower Guidelines

Spend some time conducting a comprehensive search of relevant people, companies and publications in your field. Follow them slowly, retweet interesting content, mention and engage them. List at least 5 Twitter handles (that's *@username* for those who weren't paying attention. I see you.) per category and research whether they have a Twitter account:

✓ Companies where you'd like to work

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✓ Their competitors/affiliates/smaller branches/etc

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✓ The employees who work there

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✓ Industry publications (including blogs and digital magazines)

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✓ Their writers and editors

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✓ “Thought leaders” (i.e. people who speak at industry conferences, those quoted in relevant articles, etc)

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## Tweeting Guidelines

Spend some time filling out these questions. Again, aim for at least 5 responses per question. Keep these answers near your computer and in mind while tweeting:

What are people in your industry tweeting about?

What hashtags are they using?

Who are they following?

What lists are they on?