7 Categories of Who to Follow on Twitter for Your Job Search

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When you first join Twitter, one of the challenges you may experience is trying to determine who you should follow to maximize the success of your job search. This blog post will discuss the goals, the seven categories and the “how to” of who to follow on Twitter for your job search.

What are your job search Twitter follow strategy goals? By following the right mix of Twitter users, you will reap many job search benefits; It will help you stay current with industry knowledge and trends. You will get access to up to the minute information about and connect directly with leaders at the companies you may want to work for. You will get expert job search advice and links to helpful tips and articles. You will get access to real time job postings and recruiters that specialize in the jobs you are interested in. And, it opens up another audience for networking.

Ultimately, you have the ability to fast track your job search by increasing your knowledge, skills and targeted connections via Twitter.

There are seven specific categories of Twitter users that I recommend you follow on Twitter to maximize your job search success:

1. **Experts, Top Bloggers & Thought Leaders**: For example: David Meerman Scott [@dmscott](https://twitter.com/dmscott) is a well known expert in Social Media Marketing, Jill Konrath [@jillkonrath](https://twitter.com/jillkonrath) is a well known expert in Sales and Guy Kawasaki [@guykawasaki](https://twitter.com/guykawasaki) is well known for his technology and entrepreneurial advice.

2. **Industry News Alerts & Industry Magazines**: For example, technologists may want to follow CIO Magazine and fitness professionals may want to follow Fitness Magazine. (Check out this Magazine list on Twellow.)

3. **Recruiters**: There are thousands of recruiters on Twitter, some working for specific companies and many working for independent staffing firms. For example, Harry Joiner, aka [@ecommercejobs](https://twitter.com/ecommercejobs) is an (you guessed it) ecommerce jobs recruiter.

4. **Job Boards**: Every major job board, ex. Monster, Careerbuilder and many niche boards, ex. GreenJobs, Tweet on Twitter. Their content includes a mix of job search advice, info about events and specific job postings.

5. **Career Coaches**: It’s amazing how much job search advice you can find on Twitter on topics that include interviewing, resumes, social media, career fairs, personal branding and much more. Some of the most popular career experts include: Alison Doyle from About.com, Susan Joyce of job-hunt.org and JT O’Donnel, founder of CareerRealism.com and, of course, Kevin Kermes, founder of Career Attraction.

6. **Alumni Associations**: Most alumni associations have a presence on Twitter and provide a conduit to learn about networking and career related events, and may give you direct access to other Alumni in your area. Your Alma mater wants to help in your job search success.

7. **Companies**: Hand picked by you- these may include companies you want to work for, Senior Leaders within a company you want to learn more about, ex. CEO or CMO, or even competitors of companies you’re targeting.