

Social Media Training Guides: Using Hashtags to Find Job Listings on Twitter

Spotlight for Career Services Professionals

August 7, 2013

The # symbol, called a hashtag, is used to mark a keyword or topic in a tweet. Any Twitter user can use or create a hashtag. I think of hashtags as “File this under,” and they are used to help categorize or follow topics. By clicking on a hashtag or searching Twitter for a certain hashtag, a Twitter user can see all of the tweets that contain the phrase. Using hashtags for the job search is a great way to get a tweet to appear in search results or a discussion that many are watching.

The example below shows the results for #jobsearch:



Here are some examples of hashtags for job searching:

- **#resume**—Suggest the student use the hashtag #resume with a description of himself or herself, or a link to his or her resume.
- **#tweetmyjobs**—It may be a clunky phrase, but #tweetmyjobs has been tagged nearly a million times, so I recommend that students include it in their searches. Students can also use TweetMyJobs (www.tweetmyjobs.com/) to receive new job openings when they are available. This is similar to a traditional job board, but culls the information and listings that are found on Twitter.
- **Job Listings**—Find general job advice and lots of listings through hashtags like #jobs, #recruiting, #jobadvice, #jobposting, #jobhunt, and #jobsearch. To narrow it down, though, seek out more specific hashtags, such as #prjobs or #salesjobs. Students can even search for hashtags just by college major, such as #biology or #accounting, and job listings as well as conversations relevant to the topic may appear.
- **Industry Conferences**—Most conferences these days have their own hashtags (such as #NACE14 or #NACESocial). When a relevant industry conference is approaching, get active with attendees using the hashtag. Whether the student is attending the conference or not, they can contribute to the conversation. Many conferences also have live streams, so it's as if one is attending anyway! Suggest that students “live tweet,” which means to tweet while at the event. They can do this at panels and speeches they are attending or interested in,

and connect with other tweeters along the way. By using Twitter for networking within an industry, a student can increase his or her chances of getting hired down the road.