



Explore



Engage



Experience



Embark



Elevate

# Identify on LinkedIn, Engage on Twitter

## Seal the Deal Over Coffee

### IDENTIFY Leads on LinkedIn

- Research potential leads and contacts
- Build your profile

### ENGAGE Potential Employers with Twitter

- Search for discussion topics, employers in your field
- Follow industry leaders
- Engage potential colleagues in 140-character tweets
- Use #field-of-interest #hashtags
- Retweet, favorite, reply to shared-interest posts
- 80/20 professional to personal tweets ratio
- Create professional information heading including a link to your LinkedIn profile
- Attend Twitter Chats on topics in your field (The Chat Diary, [www.thechatdiary.com](http://www.thechatdiary.com) lists more than 750 chats)

### SEAL THE DEAL

- Meet for a cup of coffee (if your contact is local)
- Arrange an informational phone call
- FaceTime a conversation on mutual interests

*Text by Chaim Shapiro, Assistant Director of Career Services at Touro College.  
Courtesy of the National Association of Colleges and Employers.*