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 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.