

Looking for an intelligent way to use Twitter for recruiting? Try SMART Tweet™

TweetMyJOBS introduces new process for companies to effectively use Twitter as a social media recruiting tool

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Charlotte, NC – June 17, 2009 – TweetMyJOBS (<http://www.TweetMyJOBS.com>) , the largest Twitter job board in the world, announced today it will begin offering a new service to clients, SMART Tweet™ - *The Intelligent Twitter Recruiting Solution™*. SMART stands for Social Media Applicant Recruiting Tool.

“Companies want more than the ability to simply post their jobs on Twitter,” says Gary Zukowski, Founder and President of TweetMyJOBS. “They want branding, targeted marketing, analytics, and value. SMART Tweet™ helps companies and recruiters develop a well thought out strategy and process for using Twitter for recruiting purposes.”

The basic components of SMART Tweet™ include identifying which of the 5000+ TweetMyJOBS Job Channels to use to reach candidates, customization of tweets and the selection of key words for Twitter hashtags, analytics to monitor progress and make any needed changes, and the use of TweetMyJOBS' TweetMark™ process to brand companies' tweets and promote their presence on Twitter.

“SMART Tweet™ is the most cost effective and targeted process available to companies and recruiters,” adds Zukowski. “This process helps companies do more than get their jobs on Twitter. It provides a process to produce tangible results.”

SMART Tweet™ can be implemented via an automated electronic feed to TweetMyJOBS for companies posting a large quantity of jobs or manually for recruiters with a smaller number of open positions.

About TweetMyJOBS

Based in Charlotte, NC, TweetMyJOBS (<http://www.TweetMyJOBS.com>) is the largest Twitter job board in the world. Using SMART Tweet™, employers can post a job on one of TweetMyJOBS 5000+ Job Channels, which are location/industry specific, and a text message notification of the job will instantly be delivered to a job seeker's cell phone via Twitter. Employers can also use the service's TweetMark™ product to include a logo or graphic to brand their job tweets to help 'make their mark on Twitter.' In addition to its targeted Job Channels, TweetMyJOBS provides the ability for employers to reach any of the 20-30 million unique monthly Twitter users who are searching for a job opportunity.

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