

TOP TEN PEOPLE TO FOLLOW



1 The Cynical Girl

- thecynicalgirl.com
- [@lreuttimann](https://twitter.com/lreuttimann)

Hilarious, and authoritative, Laurie Reuttimann has over a decade of HR experience with Fortune 500 companies. She approaches career and HR advice with humor, irreverence, and cats.

2 The Social Workplace

- thesocialworkplace.com
- [@socialworkplace](https://twitter.com/socialworkplace)
- [#socialhr](https://twitter.com/socialhr)

Elizabeth is a speaker and influencer on improving employee engagement and business productivity through the use of social technology. Her insights are clear, credible, and inspiring.

4 Pamela Ross

- pamross.ca
- [@pamelamaeross](https://twitter.com/pamelamaeross)

Canadian speaker and consultant Pam Ross weaves together operations and human resources to get people engaged and help companies improve bottom lines.

3 Think

- Think.blytheco.com
- [@blythecollc](https://twitter.com/blythecollc)

Employment law updates, HR news, and career and employer advice are just a few of the topics tackled on the wide-ranging Blytheco blog. Business tools, tips, events, and news, plus fun stuff from a diverse crew of writers.

5 The Grindstone

- thegrindstone.com
- [@the_grindstone](https://twitter.com/the_grindstone)

Exploring the world of work for modern women, The Grindstone specializes in asking (and answering) those workplace questions that we'd all be afraid to ask.

7 HR Fishbowl

- Hrfishbowl.com
- [@hrfishbowl](https://twitter.com/hrfishbowl)

The blog and feed of HR Exec Charlie Judy takes a ranting, raving, and compelling back-to-basics approach to workplace management.

9 Marcus Buckingham

- tmbc.com
- [@mwbuckingham](https://twitter.com/mwbuckingham)

Author and consultant Marcus Buckingham gives leadership and strength development advice and thought leadership.

6 Curtis Midkiff

- Shrm.org
- [@shrmsocmedguy](https://twitter.com/shrmsocmedguy)

THE Twitter resource for SHRM's Annual Conference, Midkiff is the Director of Social Engagement for SHRM.

8 Challenger, Gray & Christmas

- challengeratworkblog.blogspot.com
- [@challengergray](https://twitter.com/challengergray)

Trends, news, issues, and media from one of the nation's leading outplacement companies. A must-follow.

10 Evil HR Lady

- evilhrlady.org
- [@realevilhrlady](https://twitter.com/realevilhrlady)

Suzanne Lucas tackles tricky HR questions on her widely-read blog.



www.blytheco.com/bam

TWITTER 101 for HR



Haven't caught the twitter train yet? Don't worry, you're not alone. If you've thought about Twitter (or have been wondering what the heck a tweet is) but have been hesitant to join in, we can help shine some light on why and how Twitter can help expand your knowledge and your reach.

Why Would I Want to Sign Up to Twitter?

Close to 300 million people are a part of the Twitter community and over 30 million are unique monthly visitors.

As an HR leader, your job is to understand the trends that impact your workplace, and you can't fully understand social media without participating. Twitter has become an important tool for businesses and job seekers for research and communication – it's not just about what you had for breakfast anymore.

How Do I Sign Up for Twitter?

Go to www.twitter.com and click **"New to Twitter? Sign Up"**. Choose a handle – preferably your full name (i.e., @janesmith). You'll have the option to complete your profile and description, upload your photo and choose a decorative theme for your new Twitter page. Your personal Twitter URL will be www.twitter.com/janesmith. Now you can tweet away!

Make It Easy

With free online tools for following, organizing, creating and viewing tweets, there's no reason to get stressed over the logistics of using Twitter. Here are a few we recommend:

-  **TweetChat** (www.tweetchat.com) enables you to follow chat streams real-time, and automatically adds the chat's hashtag to any tweets you add to the conversation.
-  **Twubs** (www.twubs.com) builds groups on twitter around specific hashtags. You can create your own Twubs for conferences and meetings or a wide variety of topics and interests.
-  **Hootsuite's** (www.hootsuite.com) tabbed format allows you to keep your eye on multiple social media streams at once, and to easily set up tweets (even schedule them in advance), shrink links appropriately, and follow topics.

The Do's and Don'ts of Hashtag Use

-  Keep them short. **#Ilovetheweekendandcantwaituntillamoffofwork** will be much less effective than **#weekendlove**.
-  Watch (or search) for Tweetchats, or communities tweeting on specific topics and using a common hashtag. **#hirefriday** is an example of a Tweetchat dedicated to helping job seekers find work in a tough economy.
-  Be sure to only use hashtags that are relevant to your tweet. Placing **#ladygaga** in a tweet about the latest Recruiting software is not effective marketing and will probably anger your audience and others searching the Twitterverse.
-  Do not add spaces or punctuation to your Twitter hashtag. If you want to discuss world famous actor Will Smith, using hashtag **'#Will Smith'** will only index your tweet as referencing "will", similarly to how using hashtag **'#gov't'**, will index that tweet as referencing "gov". **#willsmith** and **#govt** should be used respectively.