

Hello OIGP!

Here is a quick tip for creating or adding to your Twitter network.

## *Did you know?*

Much like LinkedIn, the more that you stay active on Twitter and the more followers that you have, the more you will appear as a subject matter expert.

## *What can I do?*

Create a free Twitter account and get started! Create a username (also known as a handle) that is relevant to your name, industry or company. To “follow” someone simply type their Twitter handle (i.e. @namecompany) into the search box and click the *follow* button on their profile. Below we’ve listed numerous OIGP firms, managing partners and employee Twitter handles for you to follow to get started.

- Bob McKown (XMi Human Resource Solutions) – @bobmckown
- Choice Career Services – @Choice\_Career
- Chris Barden (High Potential, Inc.) – @chris\_barden
- Chris Medici (OI Global Partners) – @ChrisMedici
- Chris Wallace (Wallace Associates) – @chriswallace02
- Clark Jenkins (ICC) – @clarkajenkins
- Claudia Gentner (OI Global Partners) - @ClaudiaGentner
- Courtney Farris (ICC) – @courtney\_icc
- David Miles (Miles LeHane) – @the4pillars
- De Bernt Entschew – @debernt
- Harmonics – @HarmonicsIRL
- HRM3 Asia – @HRM3Asia
- Humanus Consulting – @HumanusC
- ICC – @InnovateICC
- Jill Thompson (ICC) – @thompson\_jill
- Jim Wilson (Gateway International) - @OIPartnersNJ
- Mary Ann Gontin (Gontin Associates) – @MaryAnnGontin
- Meredith Masse (ICC) – @ICC\_Meredith
- Miles LeHane - @MilesLeHane
- Oasys Consultants CH – @OasysSuisse
- OI Global Partners – @OIGlobal
- Patty Prosser (Career Consultants) – @pbprosser
- People First Solutions - @PFHRS
- Quest Management Consultants – @QMCSTL
- Robyn Crigger (Compass Career Management Solutions) – @navigatetalent
- Scott Miles (Miles LeHane) – @scott\_miles
- Shawna Simcik (ICC) – @Shawna\_ICC
- Stephanie Hieken (Quest Management Consultants) – @shieken
- Stephen Ford (Fitzgerald Stevens & Ford) – @stephencford
- Susan Ruhl (ICC) – @CareerSusanRuhl
- Tom Wharton (Lifocus) – @CareerCoachtw
- Van Ede & Partners – @VanEdeArnhem | @VanEdeEindhoven | @VanEde\_Partners

## *Why?*

When you follow other users who are relevant to your business and who constantly post new blogs, you can use that information to re-post, which will save you a lot of time.

Again...remember that the more you post and the more followers that you have, the more you will appear as a subject matter expert.

Subject matter experts have more traffic driven to their Twitter page, which is a fast and cost-effective way to re-direct them back to OIGP's website as well as your own. By creating a post on Twitter that contains a link to a blog posted on your website, you can quickly steer your followers back to your website.

*Do you have any questions* about how to create a Twitter account or follow existing Twitter users? Ask us.

Socially yours,

**The Marketing Committee**

Tom Wharton

Chris Medici

Courtney Farris

Claudia Gentner

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