



Twitter and Your (Academic) Job Search





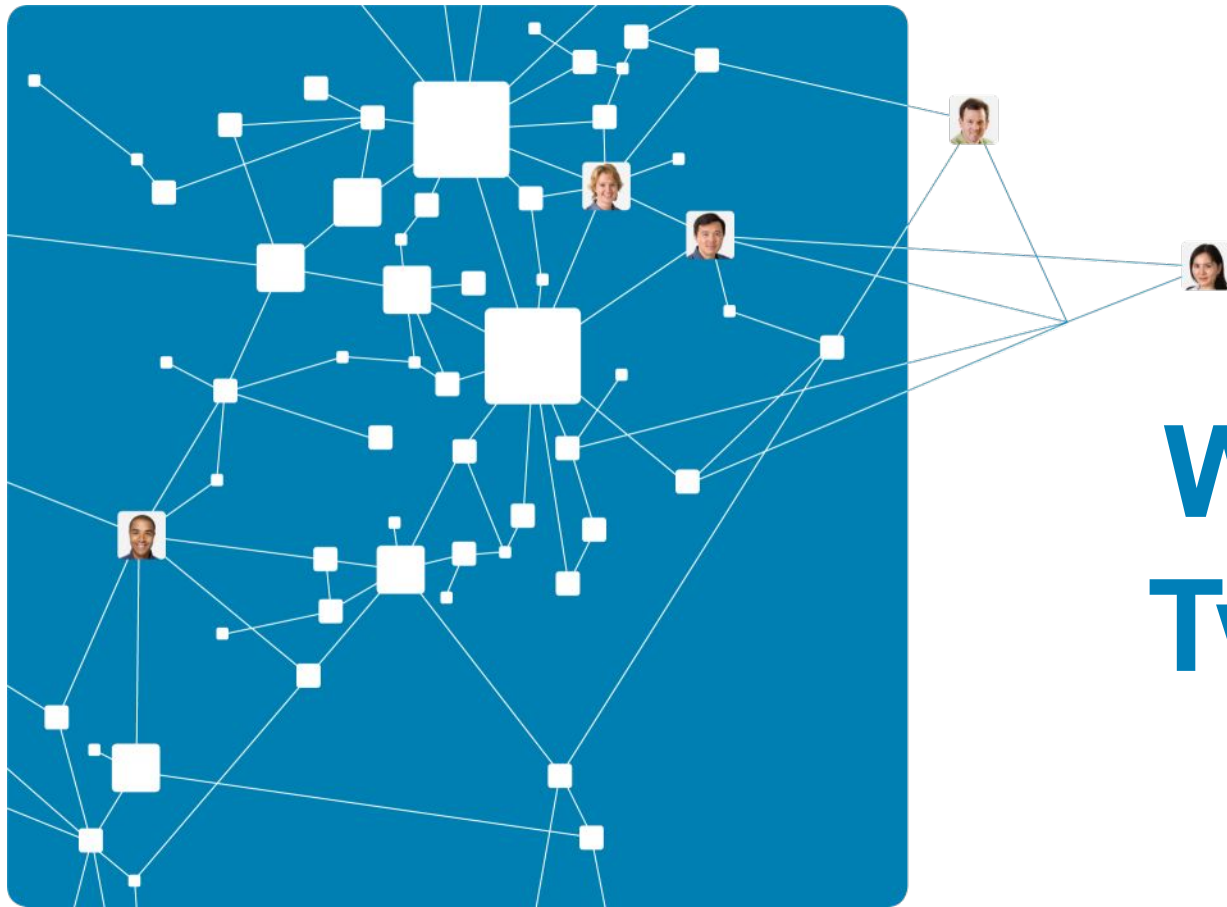
Goals

- Increase your awareness of Twitter and it's features that are designed to help you in your job search and build your network
- Teach you how to STRATEGICALLY navigate Twitter and all of it's benefits to help you get a job
- Educate you on professional networking processes and practices that are sure to land you a job!



Agenda

- Overview of Twitter (benefits, functions, new features)
- Develop your profile, demos of profiles
- Build **quality** connections
- Integrate **strategic** networking practices today!



What is Twitter?



The world's *largest* shitposting network!



What is Twitter?

- Social media
- See posts ('tweets') from people you follow
- Post your own tweets, your followers see them
- Like people's tweets, and 'retweet'-ing tweets allows your followers to see them



Who Uses Twitter?



259M⁺

professionals



64%

outside the U.S.



3M⁺

companies



150⁺

industries



60K⁺

universities



Professors from every
University



30M⁺

students and recent grads



Who Uses Twitter?



330M⁺

monthly users



79%

outside the U.S.



67%

of B2B businesses



????

industries



????

universities



Professors from every

University



37%

are between age 18-29



Students & recent grads

=

Twitter's fastest-growing
demographic

=

Shitposting galore



Who's using Twitter from UBC?

No idea on how to get the statistics, but many of you + profs!

@grep_art, @ionathanch, @mehrotra_p, @davepvm,
@vaastav05, @zhucchina, @freejoeblobs, @fbanados,
@gnviviani, @EremondiJoey, @UBC_CS,
@secretasianman, @gregdeon_, @wilbowma, @rg9119

But I follow way more than these lovely people...



Twitter Benefits for Students and Alumni

1

Build a “ ” ” ” professional” ” ” ” online presence

2

Add connections with alumni, current students, faculty and students from conferences+research area

3

Research companies, industries, and grad programs

4

Explore opportunities for undecided students



Building a "Professional" Online Presence



“It’s no longer enough to simply have a solid resume. Students now need a professional (shitposting) online presence.”

- Holly Paul, Former US Recruiting Leader
PricewaterhouseCoopers



Profile picture

The screenshot shows the Twitter profile page for @Twitter. The profile picture is a grey circle, and a red arrow points to it from the left. To the right of the profile picture are three icons: a vertical ellipsis, a notification bell, and a blue 'Following' button. Below the profile picture, the name '@Twitter' is displayed in bold. A message states: '@Twitter's account is temporarily unavailable because it violates the Twitter Media Policy. [Learn more.](#)' Below this, it says 'Joined October 2017', '0 Following 2 Followers', and 'Not followed by anyone you're following'. At the bottom, there are four tabs: 'Tweets' (selected), 'Tweets & replies', 'Media', and 'Likes'. A tweet from @Twitter dated Oct 30, 2017, is visible at the bottom, containing the same message about the account being temporarily unavailable. The tweet has icons for reply, retweet, like, and share.

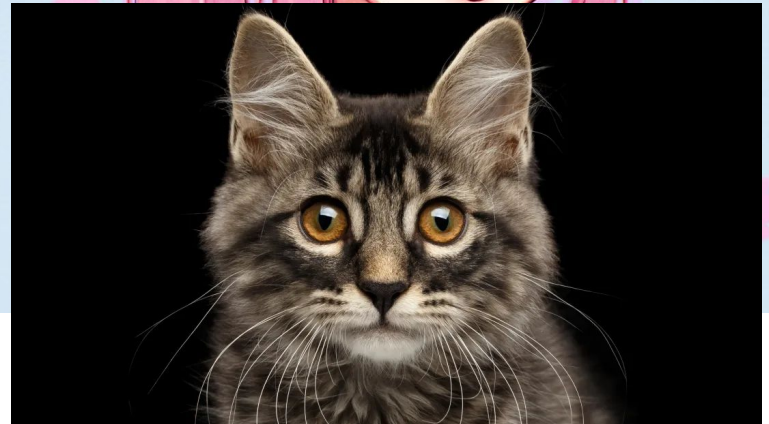
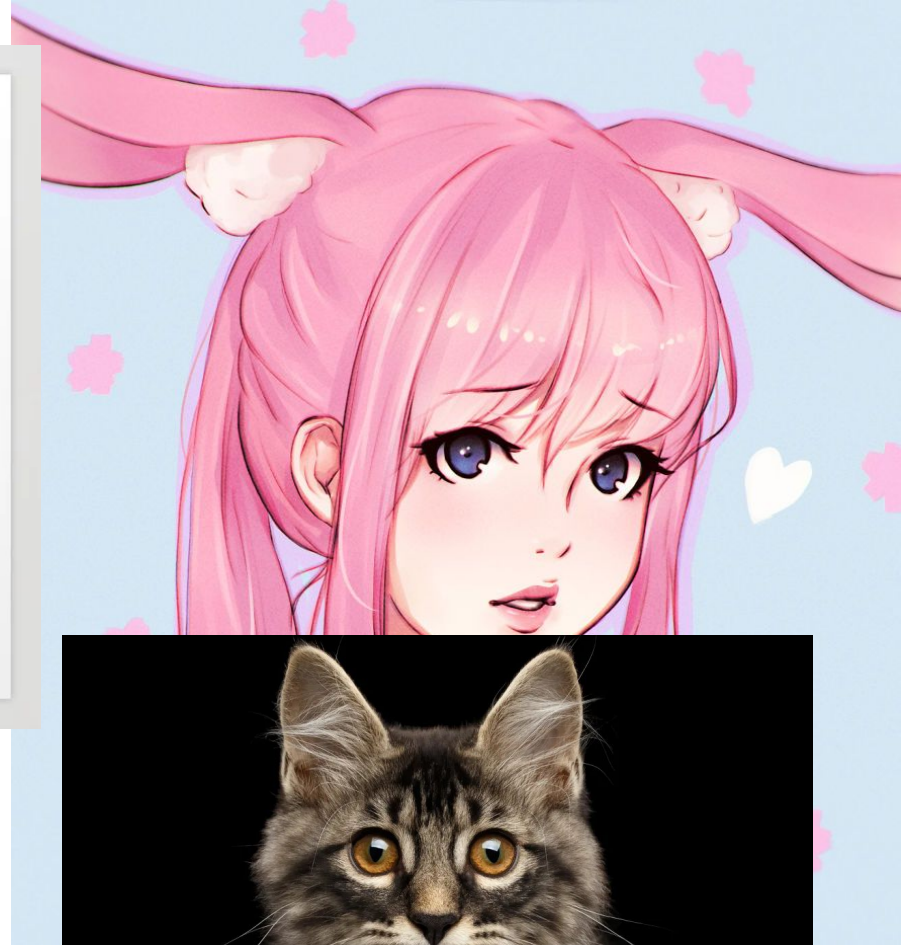
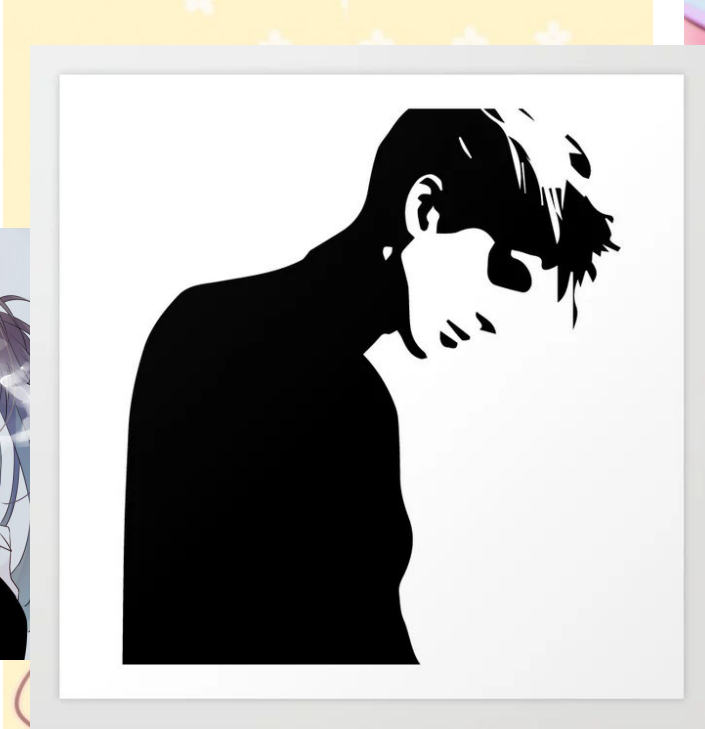
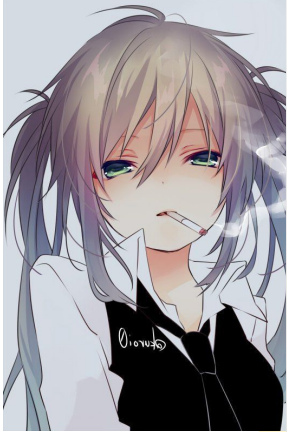


Examples of a **good** profile picture



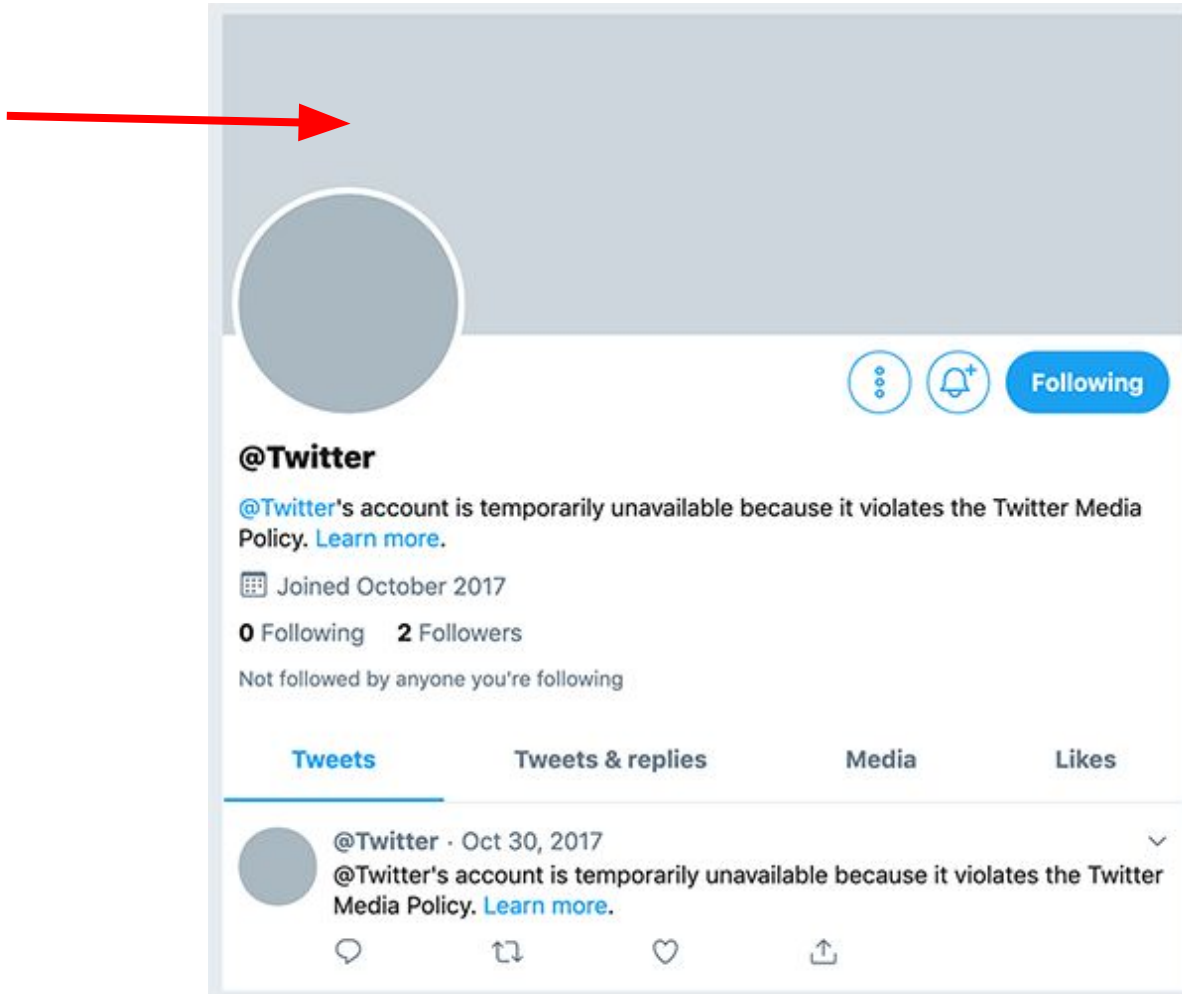


Examples of a **bad** profile picture





Cover photo



@Twitter

[@Twitter's account is temporarily unavailable because it violates the Twitter Media Policy. Learn more.](#)

Joined October 2017

0 Following 2 Followers

Not followed by anyone you're following

Tweets Tweets & replies Media Likes

@Twitter · Oct 30, 2017

[@Twitter's account is temporarily unavailable because it violates the Twitter Media Policy. Learn more.](#)

Reply Retweet Like Share



well...





Name and handle

The screenshot shows the profile page for the account @Twitter. At the top left is a circular profile picture placeholder. To its right are three icons: a vertical ellipsis, a notification bell, and a blue 'Following' button. Below the profile picture, the handle **@Twitter** is displayed, with a red arrow pointing to it. Underneath the handle is a message: "@Twitter's account is temporarily unavailable because it violates the Twitter Media Policy. [Learn more.](#)". Below this message, it says "Joined October 2017", "0 Following 2 Followers", and "Not followed by anyone you're following". At the bottom of the profile section are four tabs: "Tweets" (which is selected and underlined), "Tweets & replies", "Media", and "Likes". Below the tabs, a tweet is visible, starting with "@Twitter · Oct 30, 2017" and the same message about the account being temporarily unavailable. At the bottom of the tweet are icons for reply, retweet, like, and share.



Name and handle

Name: what people read at the top level

paulette d. koronkevich *emojis*

Handle: how people tag you in tweets, reply, etc

@koronkevitch



The bio

The screenshot shows the profile page for @Twitter. At the top is a grey header with a circular profile picture placeholder. To the right of the profile picture are three icons: a vertical ellipsis, a notification bell, and a blue 'Following' button. Below the profile picture is the name '@Twitter' in bold. The bio text reads: '@Twitter's account is temporarily unavailable because it violates the Twitter Media Policy. [Learn more.](#)' A red arrow points to this bio text. Below the bio is the join date 'Joined October 2017', followed by '0 Following 2 Followers' and 'Not followed by anyone you're following'. At the bottom are four tabs: 'Tweets' (selected), 'Tweets & replies', 'Media', and 'Likes'. A tweet from @Twitter dated Oct 30, 2017 is visible at the bottom, containing the same bio text. The tweet's interaction icons (reply, retweet, like, share) are visible below it.



The bio

YOUR WEBSITE

preserving types with [@wilbowma](#) at [@UBC_CS](#)
former [@galois](#) intern, former former [@IUSICE](#) undergrad

📍 Vancouver, British Columbia [🔗 koronkevi.ch](#) 📅 Joined July 2014



Pinned tweets... promote yourself...

📌 Pinned Tweet



William J. Bowman 🗝️ 🍴 @wilbowma · Apr 10, 2018

I gave a talk: "Do Compilers Respect Programmers?"

video.seas.harvard.edu/media/CS+Collo...

Slides: williamjbowman.com/#talk-respinv

<p>Do compilers respect programmers?</p> <p>William Bowman April 9, 2018</p> <p>Harvard University SEAS</p>	<p>CS Colloquium William Bowman 2018-04-09 "Do Compilers Respect Programmers?"</p> <p>🔗 video.seas.harvard.edu</p>
---	---

💬 7

↻ 16

❤️ 75



[Show this thread](#)



Pinned tweets... or demote yourself...

📌 Pinned Tweet



paulette d. koronkevich 🍴🔪 @koronkebitch · Oct 24

os papers be like: "a high-level language like C", meanwhile, pl papers be like: "a low-level language like C"

💬 14

↻ 134

❤️ 966





2. Follow 'warm' contacts and alumni + meme pages

People you meet at conferences!



Friends



Professors



Family



Advisors





Getting followers

???



Twitter: the public conversation network

Jan Vitek @_v_66 · Nov 8
I am planning to teach a Software Development class in C++. What could go wrong? (I mean seriously, examples please)

10 5 24

Eddie Kohler @xexd · Nov 8
I have some experience now teaching a class that uses C++ but is not deeply about C++. It works pretty well. Eliminating implicit this is good for handout code.

1 28

Kristopher Micinski @krismicinski · Nov 8
sorry, can you expand on that a bit. You mean to say that students don't properly disambiguate variable references that are implicitly closed over by the current object? So instead they just feel like kinda magic?

3 12

Ron Garcia @rg9119 · Nov 11
The issue can even go further:

11

CS Teaching Tips @CSTeachingTips · Nov 9
Misconception: Students have trouble distinguishing between instance variables and parameters in Java. ow.ly/AkBn30ppjQx

1 1

Kristopher Micinski @krismicinski · Nov 11
I guess the real reason I ask is that actually "getting" instance variables is really quite a tricky concept, right? Objects are (flat) closures, and the concepts involved are quite nontrivial from a linguistic perspective, so teaching them correctly is really tough.

1 4

h? I can think of at least 3 approaches. 1. Read a bunch of academic papers on pedagogy. 2. Attempt to emulate someone who you think is a good teacher. 3. Do your best, improve iteratively based on metrics (scores, evals).

2 2

Ian Sweet @completelysound · Nov 12
In other words, let's say you have some graduate student in front of you who is about to teach their first course and has zero background in education. What are the concrete steps that they should take?

2 1

Eddie Kohler @xexd · Nov 11
I'm sure I don't understand instance variables in the way you do. C++ objects are not closures, flat or otherwise, and teaching C++ with that in mind would drive students insane

1 1

Kristopher Micinski @krismicinski · Nov 11
← **Tweet**

Ron Garcia @rg9119 · Nov 11
In the immortal words of Bill Clinton, "it depends on what the meaning of the word 'is' is."

1 1

Kristopher Micinski @krismicinski · Nov 11
Sure, there a ton of different ways to conceptualize these things. This way I think is particularly harmonious, not that others aren't

1 1

Eddie Kohler @xexd · Nov 11
Closures truly hide information and truly enforce lexical scope, objects (even with 'private') do neither

1 1

Kristopher Micinski @krismicinski · Nov 11
Right!

1 1

Kristopher Micinski @krismicinski · Nov 11
yeah, sorry Eddie, I didn't mean to be a pedantic asshole here, I just think there are good reasons to think of them in relation to closures for some reasons, and other reasons not to (the ones you point out). I'd never teach the connection to closures first

2 1

Paul Krause @paulfkrause · Nov 11
I'm trying to keep up here. Are Eddie's objections specific to the way objects are implemented in C++, or are they fundamental to all object-oriented languages?

1





Don't be a reply guy

Reply Guy is a derogatory **internet slang** term for men who reply to many tweets from women with an over-familiarity and unwarranted flirtatiousness. The "reply guy" can also be an angry responder to a woman's tweets who believes their tweets are entitled to a response.

The Nine Types of Reply Guy

Inspired by #MeTooSTEM

#1 The Life Coach	#2 Tone Police	#3 The Gaslighter
#4 Cookie Manster	#5 Himpathy	#6 The Sealion
#7 The Mansplainer	#8 The Prestige	#9 Trolls, Creeps & Fools

*they mean
well*

*focused on
"the real
problems"*

*they don't
mean well*

by @shrewshrew and @sbarolo

(this is just an outline; stay tuned for the full illustrated chart)



Don't be an asshole



Heather Miller @heathercmiller · Nov 6

As a general note, I am happy to be completely candid about grad school in general, not just at CMU.

Happy to answer

Reply here or DM



Heather Miller

So... It's that time

CS/SE PhD applications

CMU is always

software--in

@clegoues, @

@rubengmart

[Show this thread](#)



Greg d'Eon

@gregdeon_

Signal boosting: Kenny For mental health in grad school. Thanks to @gnviviani for

12:53 PM · Nov 4, 2019 · [Twitter Web](#)

15 Retweets 59 Likes



2

15

42

[Show this thread](#)



C. Hollenbeck

@cahollenbeck

Announcement:

The funding is finally secured! I have the letter!

I am transferring my PhD to the University of Edinburgh!!!

10:46 AM · Oct 18, 2019 · [Twitter Web App](#)

3 Retweets 117 Likes



William J. Bowman @wilbowma · Oct 18

Replying to @cahollenbeck

Congrats!



1



David Darais @daviddarais · Oct 19

Replying to @cahollenbeck

Congrats Celeste!



1



Justus Adam @justusadam_ · Oct 18

Replying to @cahollenbeck

Well, I have no idea what the story is, but congrats!! Funding is always a reason to celebrate 🎉🎉😁



1





Good content



paulette d. koro
sumi helps peer g



8



Ron Garcia @rg9119 · Nov 11

Do you dig teaching CS? Would you like tenure for doing it? One thing I *love* about UBC CS is that teaching excellence and innovation are valued, and our educational leadership faculty often lead the way. Come be my colleague!



UBC Computer Science @UBC_CS · Nov 11

.@UBC_CS is hiring! Two tenure-track faculty teaching positions: (1) ugrad CS, supporting Data Science initiatives; (2) in support of Masters of Data Science program. Apply by Nov 24. cs.ubc.ca/our-department

...



12

30





Even better content



Sy Brand
@TartanLlama

Proof by thinking about it in silence for 13.6 minutes then saying "it's trivial"

2:09 PM · Nov 8, 2019 · [Twitter for Android](#)

20 Retweets 109 Likes



jonny sun ✓
@jonnysun

hello darkness my old friend
why are you here its 4pm

1:40 PM · Nov 3, 2019 · [Twitter for iPhone](#)

54.4K Retweets 242.8K Likes



Robbie
@bravenewprince

Ladies: No man has all three:

- Can determine in a finite amount of time if your program halts
- Can determine in a finite amount of time if your program fails to halt
- Works for all programs

7:40 PM · Oct 6, 2019 · [Twitter Web App](#)

14 Retweets 94 Likes





Even better content



alex @uhhdamn · Nov 7

love when couples say shit like 'he's seen me at my worst-'

EVERYBODY has seen me at my worst

bitch im

online[®]

44

23K

138.1K



[Show this thread](#)



Rachit Nigam @notypes · Oct 30

free(live) and

DieHard: Probabilistic Memory Safety for Unsafe Languages

Emery D. Berger
Dept. of Computer Science
University of Massachusetts Amherst
Amherst, MA 01003
emery@cs.umass.edu

Benjamin G. Zorn
Microsoft Research
One Microsoft Way
Redmond, WA 98052
zorn@microsoft.com

1



13



Computer Facts @computerfact · Nov 8

the only "zero cost abstraction" is the one where you dont use a computer



31

155



You Retweeted



Irene Zhang @schemeprincess · Jul 10

Oh, is mansplaining where you explain something to a man because he's confused?

4

4

50





Threads

Tell a story, rant, share advice

Done by sending a tweet, replying to that tweet, replying to that reply, etc



← Thread



Inner Exhibitionist @aaron_turon

Folks had some questions about this, so I wanted to elaborate on how this piece impacted me.

I read it when I was 15 or so, after leaving the fundamentalist Christianity in which I was raised. In hindsight, I was casting about for a new belief system.

Inner Exhibitionist @aaron_turon · Nov 12

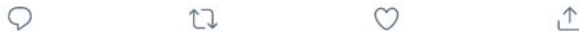
Hamming's research speech, which I read in high school, set me on a course of self-destruction.

"Keep your subconscious starved so it has to work on your [research] problem, so you can sleep peacefully and get the answer in the morning, free." 🤖

cs.virginia.edu/~robins/YouAnd...

8:37 AM · Nov 13, 2019 · Twitter Web App

4 Retweets 31 Likes



Inner Exhibitionist @aaron_turon · Nov 13
Replying to @aaron_turon

Hamming's speech is full of advice for researchers, much of which is perfectly fine. What impacted me was not the advice so much as the overall tone and set of values.



Inner Exhibitionist @aaron_turon · Nov 13
Most important was his sense of meaning in life:

"Now, why is this talk important? I think it is important because, as far as I know, each of you has one life to live."

"I'm not talking about ordinary run-of-the-mill research; I'm talking about great research."



Inner Exhibitionist @aaron_turon · Nov 13

The theme of greatness, and the devaluing of anything less, is woven throughout:

"Great contributions are rarely done by adding another decimal place."

"You don't have to tell other people, but shouldn't you say to yourself, 'Yes, I would like to do something significant.'"



Inner Exhibitionist @aaron_turon · Nov 13

As someone who from a very, very young age was told I had special potential and talent, that I could "make something" of myself in a way that others couldn't, I was *very* primed to internalize these messages.

My takeaway as a 15yo was: anything less than greatness is failure.



Inner Exhibitionist @aaron_turon · Nov 13

The other impact was Hamming's mindset for achieving greatness.

"Knowledge and productivity are like compound interest. Given two people of approximately the same ability and one person who works 10% more than the other, the latter will more than twice outproduce the former."





DMs?

DM = direct messaging





But... spam...



Message requests



This is where you'll see messages from people you don't follow. They won't know you've seen the request until you accept it.



Jonhson farmer @JonhsonFarmer

Nov 8

Hi



Mominur Nur Hossain  @mominur_nur

Jul 12

Hi dear madam, This is Mominur from Bangladesh. How are you ...



عاصم عبدالله @ea442014

Apr 10

Hi



syed mufassir  @syed_mufassir

Feb 23

Hey



Complain at companies



David Darais
@daviddarais



What I learned: International flights booked through [united.com](https://www.united.com) are not tickets until they are confirmed internally a couple days later, even though they bill your credit card and give a confirmation number.



David Darais @daviddarais · Oct 21

@united just found out the international flight I booked over a month ago was canceled 3 days after I booked, but with no email or text to notify me. thought I was flying today but my flight doesn't exist and phone support isn't helping. Help??

2:43 PM · Oct 21, 2019 · [Twitter for iPhone](#)

9 Retweets **17** Likes





Amy J. Ko
@amyjko



Support from [@PayPal](#) continues to be completely incoherent and unhelpful with my name change. They asked me to upload my documentation for a third time in three weeks. At this point, the only reply I expect is, "Hey, can you upload your documentation?" Over and over. [@AskPayPal](#)

1:47 PM · Nov 13, 2019 · [Twitter Web App](#)

2 Retweets 12 Likes





BEFORE



AFTER



paulette d. koronkevich   @koronkebitch · Aug 21
If you're at icfp and my 1000th follower I'll buy you a beer



David Darais @daviddarais · Aug 21

@koronkebitch has 999 followers—so close to 1000!



[Show this thread](#)



“Where do I start?”



I have no idea...

- Start following meme pages and academics
- Try and combine them
- ???
- Profit



 You Retweeted



Susanna L Harris @SusannaLHarris · Jul 25 

When talking to a grad student, try rephrasing your questions to get a more positive answer.

How is writing going? -> Would you like a coffee?

When are you graduating? -> Can I buy you a coffee?

What will you do after? -> Want to see a picture of a dog?

 345

 6.4K

 34.9K



[Show this thread](#)



 You Retweeted



Computer Facts @computerfact · Jun 8

software is trash that's why you put it in a folder called "bin"


 16

 653

 2.6K





Slornex Of The Lower Hive 

@duncantrussell



“If you really want to change the world start by getting angry then tweet to the president then take a nap.” Thomas Jefferson

8:48 AM · Oct 17, 2019 · [Twitter for iPhone](#)

1.5K Retweets **7.4K** Likes






Computer Facts @computerfact · Oct 28



computer scientists are always walking around saying shit like "nontrivial" and "nonzero" its like shut the fuck up and talk regular nerd

 21

 125

 874





DONT PANIC DARLING XX @thelmaopong · Oct 21

Remember you are someone's reason to smile.

Because you are a joke.

 563

 71K

 159.7K



[Show this thread](#)



Rachit Nigam @notypes · Oct 23



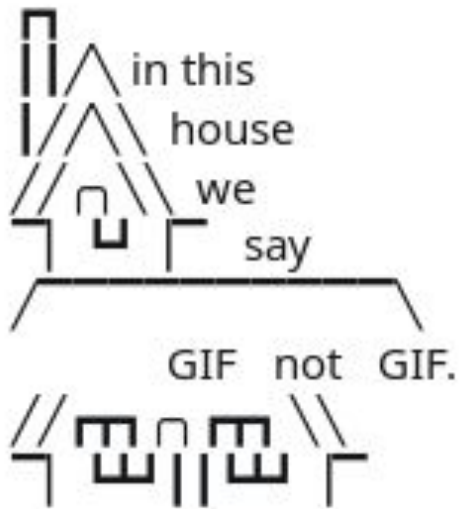
The real imposters syndrome is not being the mythical programmer you describe in your paper.



[Show this thread](#)



Joshua Silva @silvascientist · Sep 7



↻ 1

♥ 18





viking @notviking · Oct 20

date: i need a guy who can commit

me: [visibly nervous] like c-crimes?

6

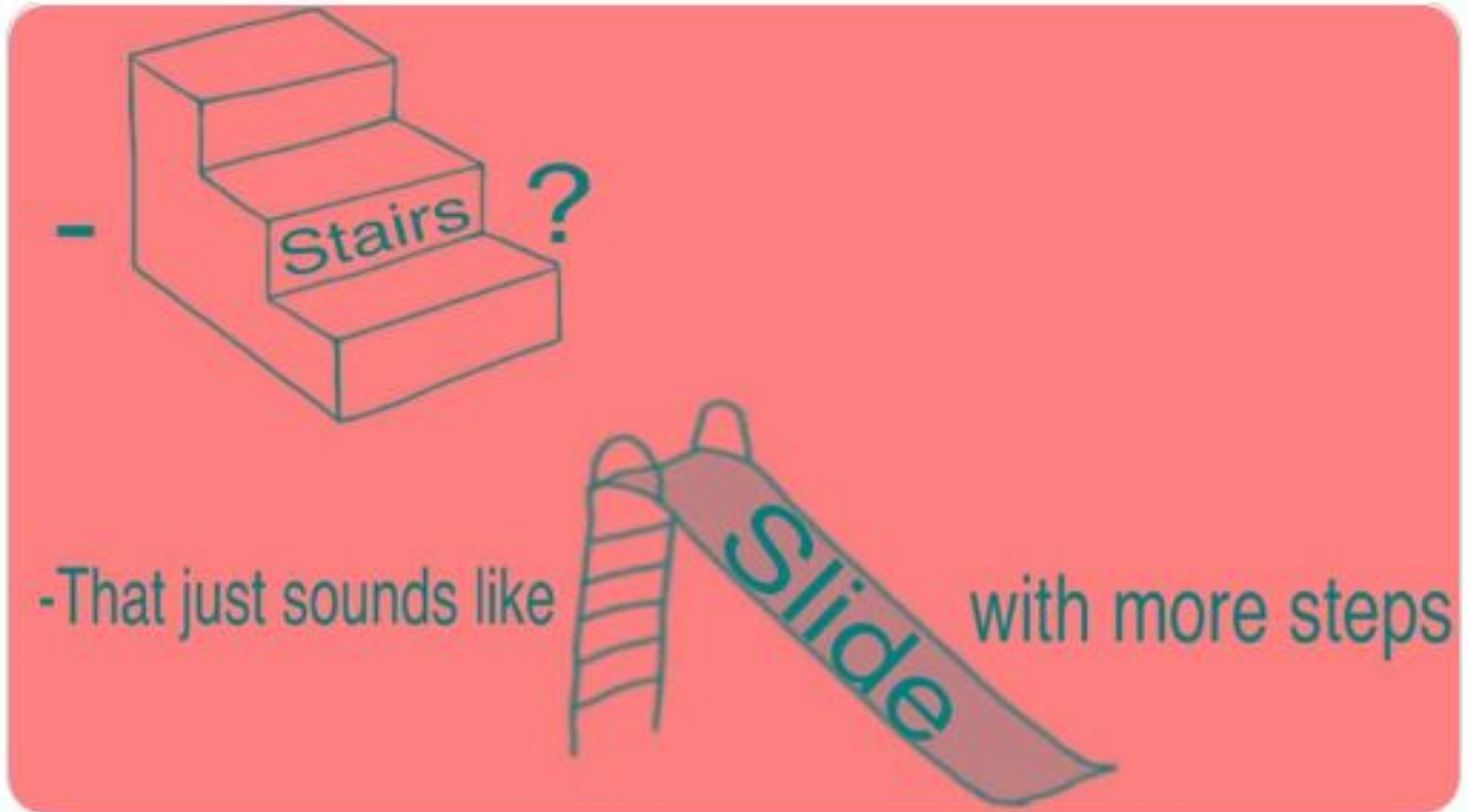
792

7.5K





Surreal Memes Bot @MememesSurreal · Oct 18



8

328

1.6K





Kelly Vaughn 🐞 @kvilly · Oct 17



Dear diary,

```
git status
git status
git status
ls
cd .
ls
git status
git status
ls
ls
cd .
ls
```

💬 105

↻ 466

❤️ 3.4K





john @mrjohndarby · Oct 13

[phone call]

me: son, your mother's in hospital

son: is it because she works there as a doctor?

me: *long pause* yes

son: stop doing this

 35

 3.7K

 42.8K



[Show this thread](#)



viking @notviking · Oct 13

sleep is just an eight hour break from screaming

 57

 5.2K

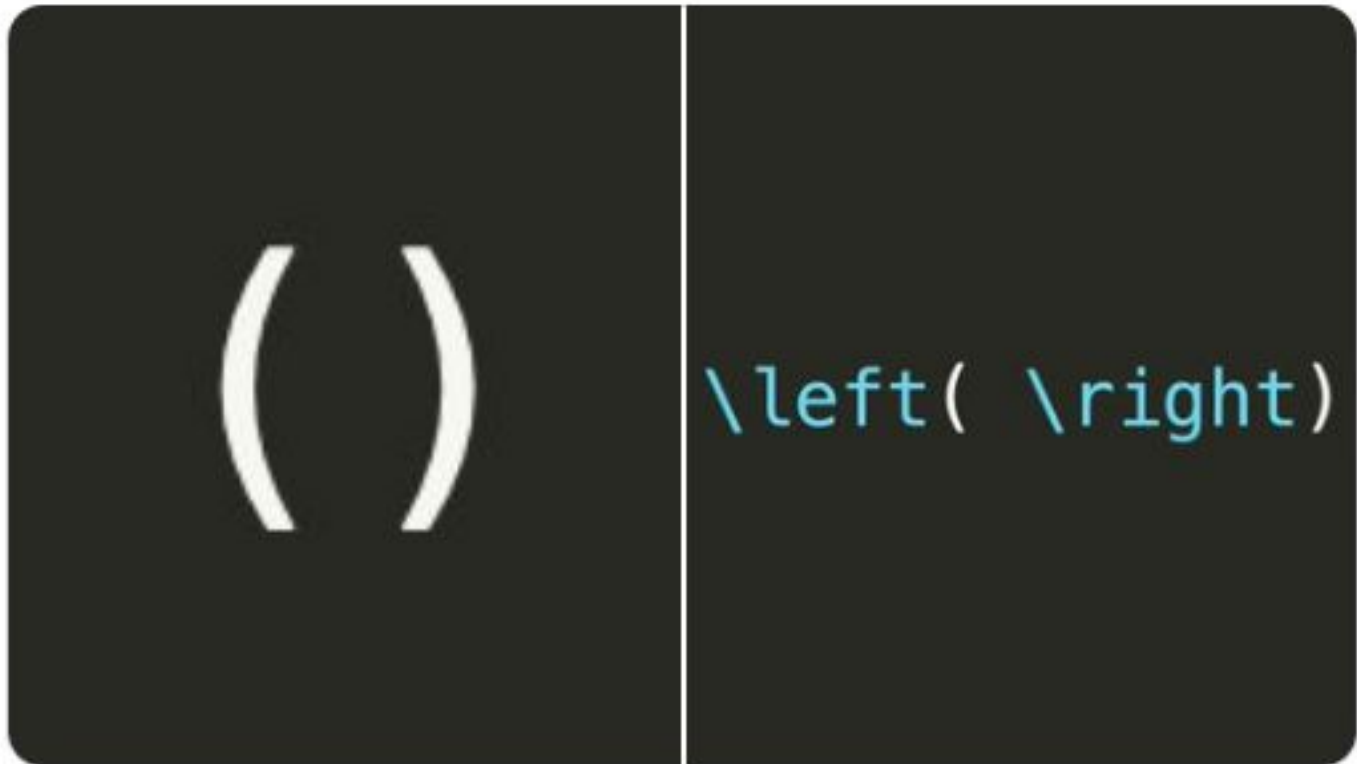
 35.4K





Mr. Nomer @Mr_Nohmer · Oct 8

you vs the guy she tell u not to worry about



4

41

327





Chung-chieh Shan @ccshan · Sep 28

TIL a new way to respond to "why are you teaching us useless things?", namely "in this classroom no one is useless"



[Show this thread](#)



Questions?

**YOU CAN ACCESS THIS PRESENTATION THROUGH THE
ITRACK-DOCUMENT/LIBRARY**