**Week 6: How to use Twitter and LinkedIn for Networking**

When it comes to your career, there are many ways to build on your personal brand and increase your opportunities, particularly through professional social networking. every day you have an opportunity to meet business professionals in your own industry and so many others via social media.

Two of the most used social network platform used in a “professional” way are Twitter and LinkedIn. While Twitter has a more laid-back environment than LinkedIn, both offer the ability to connect with others and share information. The difference between Twitter and LinkedIn when it comes to searching and engaging is what you are searching for. With Twitter, the focus is on content, tweets, and topics while on LinkedIn, it is more powerful to search for companies and people with whom to connect.

Do you have a LinkedIn or a Twitter profile, or both? Do you use them in a similar manner or differently?

Additional Resources

https://www.snhu.edu/about-us/newsroom/career/professional-social-networking