

Area job openings soon to be just a tweet away

By William F. West
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Wade Denney has decided to use online social media as the new form of the town criers of long ago, to announce job openings locally, that is.

Denney, who manages the Elizabeth City JobLink Office, is going to start using Twitter to rapidly post quick summaries of want ads. Denney said plans are to start the program on Monday.

"I'm hopeful that the community will sign on," Denney said. "This will allow us for quicker turn-around time to fill positions for employers and to get the word out, because we all know people who are unemployed. It might not meet your needs, but it might meet your brother-in-law's needs."

Twitter, which is based in San Francisco, was publicly launched in July 2006 as a way for users to post updates, called "Tweets," of up to 140 characters in length. Twitter has swelled to approximately half a billion active users, with more than 340 million tweets estimated to be sent on a daily basis.

Denney said he got the idea to use Twitter while attending a business services class, conducted out of Raleigh.

"This is my pilot," he said. "I just knew that we needed to get the information out on a more timely basis in order to be a better service to the community, both employers and job seekers."

The Tweets are going to occur once each weekday.

The plan, he said, is for the JobLink Office staff to receive the want ads and start Tweeting messages by the afternoons of the weekdays.

The first day of a posting is going to be for veterans wanting to receive the Tweets, to comply with federal law giving veterans 24-hour advance preferences. After the 24-hour period passes, the same Tweets are going to be sent to those who are not veterans who want to receive the postings.

And, because of the 140-character Tweet limit, Denney said a posting is going to be quite basic, with an example being "The Elizabeth City office today received openings for aircraft mechanic, electrician, cook" or whatever openings are brought in.

Job seekers still will have to check with JobLink because the names of the businesses or companies are not going to be identified on the Tweets.

Those interested in participating via Twitter may contact the JobLink office, located in the 400 block of McArthur Street, at 252-331-4798, or stop by. The office hours are from 8:30 a.m. to 5 p.m. Mondays through Fridays.

Denney said he believes the program is probably and eventually going to be expanded to the JobLink Office in Dare County, which he also oversees.

On the Web: www.ncesc.com/default.aspx

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