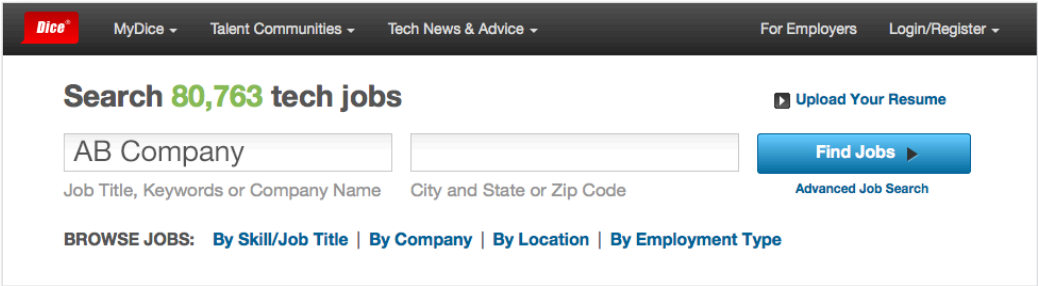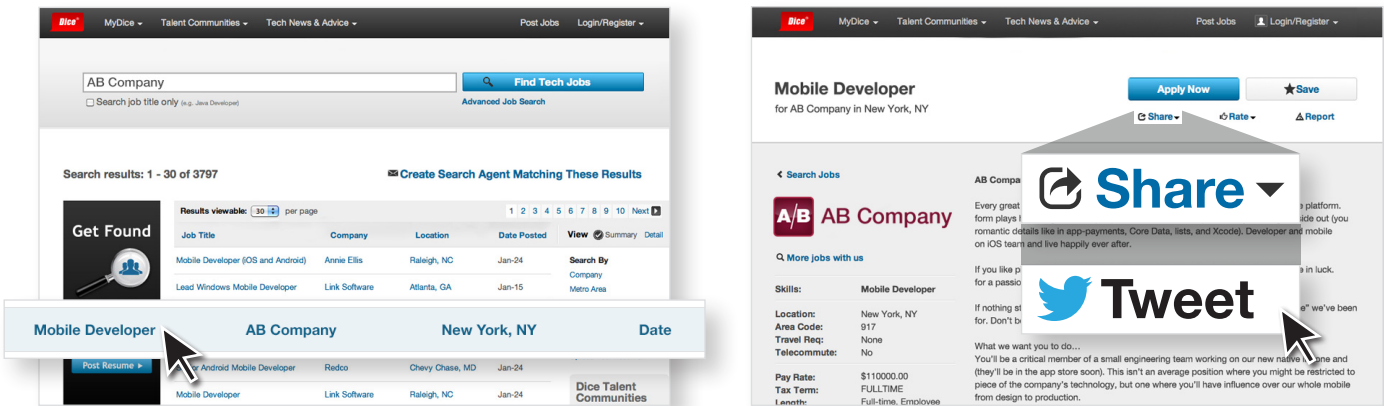# How To: Recruit tech talent on Twitter – in 140 characters or more

How do you give tech pros the essential details about your jobs that will trigger them to apply? #Dice141, our new Twitter job card, does just that by including richer, more engaging content about your opportunities – right in your tweets. You'll enhance your employer branding, extend your reach and make it faster for tech pros to apply on-the-go.
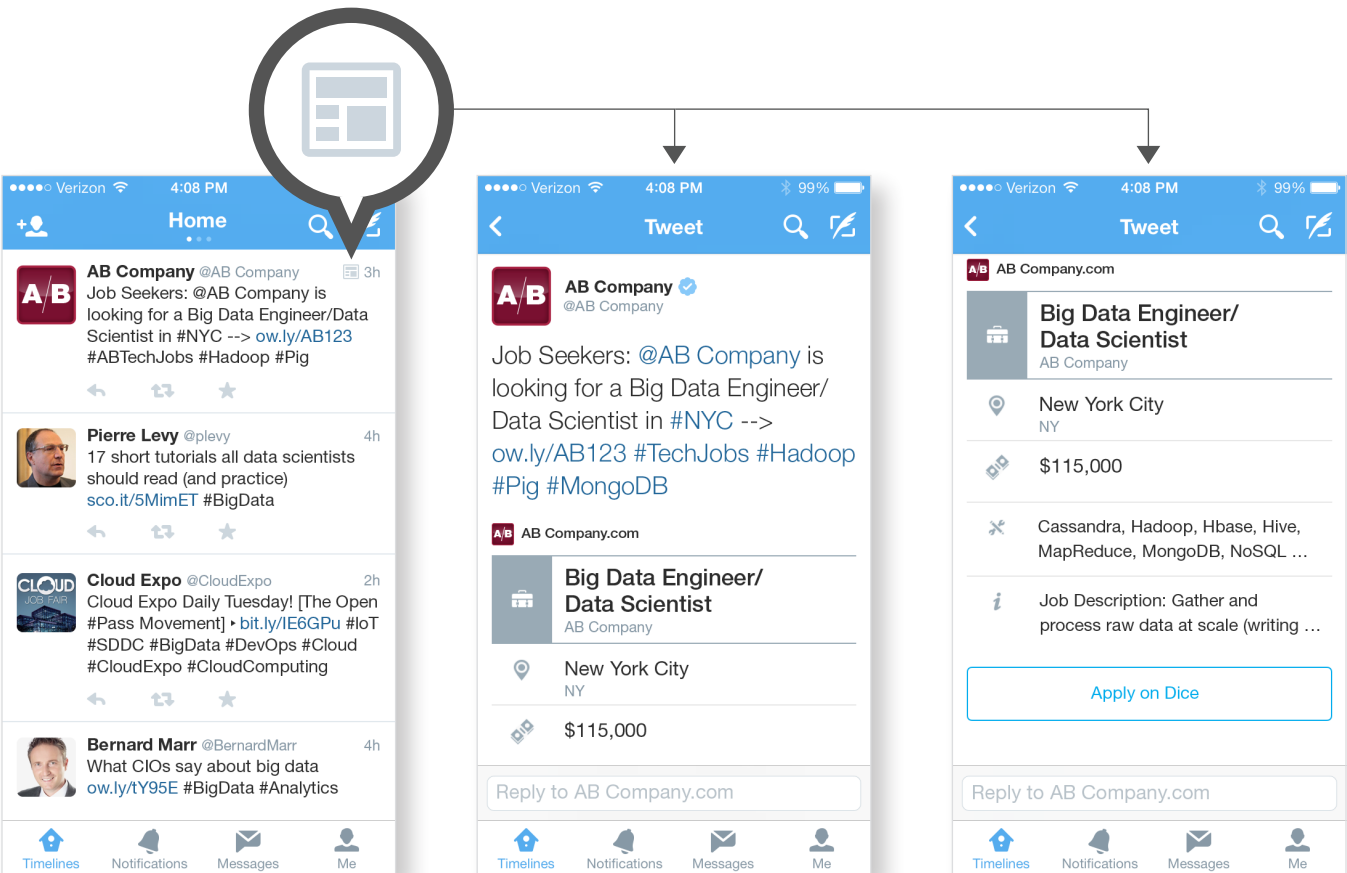
1 Visit **Dice.com** and search for your company.

2 On the search results page, select the job you'd like to promote. Click share, and then select tweet. (If you aren't logged into Twitter, you'll be prompted to do so.) Tweak the message if you'd like, but don't edit the link. Then click "tweet."

3 That's it – #Dice141 will automatically be attached to your tweet. So, when tech pros view your tweet using their Twitter mobile app, they'll see your job card.

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