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Mayor Annise D. Parker announced the launch of “TweetMyJobs Houston!” during today’s State of the City address. This new online jobs platform, powered by TweetMyJobs, revolutionizes recruitment by incorporating mobile and social media.

“TweetMyJobs Houston!” is the connective thread that will distribute jobs throughout the greater Houston area and match qualified job seekers with employers. It will also produce hyper-local analytics to help facilitate executive decisions by government and business entities thereby enhancing and fostering future job growth in the Houston metro area.

“Houston is the biggest economic success story in America, however; as you know, the best can always get better,” said Mayor Parker. “That is why I’m launching ‘TweetMyJobs Houston!’ a free, interactive jobs initiative geared to match qualified job seekers with thriving Houston businesses.” The public-private partnership model is a solution for many small to mid-size businesses with limited recruitment budgets as well as recent college-graduates from our booming higher education communities that now need jobs.

By adopting the TweetMyJobs platform, Houstonians will have access to relevant opportunities instantly and directly. Houston based employers will be able to reach quality candidates in a fast, efficient and affordable way. “TweetMyJobs Houston!” includes more than 150,000 jobs in all industries at all levels of employment, from entry level to C-Suite positions in the Houston metro area. The platform is not limited to specific demographics, in fact, “TweetMyJobs Houston!” is a tool for all Houstonians.

Available at www.Houston.TweetMyJobs.com or at the App Store for your mobile device, getting started is as fast and easy as pushing a button to find jobs. Likewise, employers can

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instantly distribute their job listings to every corner of the digital landscape. “TweetMyJobs Houston!” leverages social media to drive local employment solutions. Job seekers can choose to receive job notifications “pushed” to them via text message on their phone, email or through social media networks like Twitter. The platform is also integrated with Facebook so that job seekers can easily see if any of their friends are connected with the hiring company. Through the site seekers can request a referral from their friend to the hiring company, making their chances of getting the job 20 times higher.

“TweetMyJobs has launched in other cities throughout the U.S. and we have seen firsthand what our platform can do to bolster job growth and economic development,” said Robin D. Richards, Chairman and CEO of TweetMyJobs. “We are excited to bring this unique tool to the 4th largest city in America and we commend Mayor Parker for her proactive approach and desire to adopt the latest recruitment technology available to support her initiatives for job creation in Houston.”

Individuals interested in participating should register at <http://houston.tweetmyjobs.com> or via links from the City’s website, www.houstontx.gov, to receive relevant job matches instantaneously by e-mail, text message, or from social networks of their preference. In addition, employers in the greater Houston area who are seeking to fill open positions can use “TweetMyJobs Houston!” to advertise their jobs at no cost.