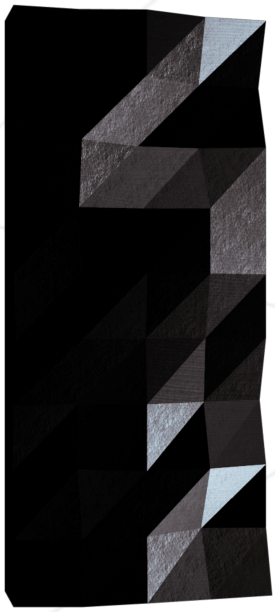

Yellow Brick Road

Rome wasn't built in a day, neither is your Twitter following

Gaetan gaetan@42.us.org
Meo meo@42.us.org
Kimothy kim@42.us.org

Summary: Improve your general knowledge and visibility

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Chapter I

Foreword

Chapter II

Introduction

If the imperial city of Oz, Emerald City, represents Employment at the end of your Journey at 42, it's important to develop a network and the necessary soft skills (and technical skills!) to get you there.

Use this project as a guideline to help you become more involved in the Tech community. There is a world greater than ourselves and with the Internet being so accessible at 42, take this chance to learn beyond the curriculum.

In order to build an Empire, you must lay brick by brick every day, year after year...

Learning is not just at 42, it is for life.

Chapter III

Goals

Learn new technologies, stay up to date with Tech news, meet people, network, attend events at 42 or outside. Find out the latest software, framework, programming language, and buzzwords that people are using? Why?

Why do the people you follow matter to your professional career?

Why is what you're posting about important to you?

How does it impact your Empire: the developer you are / one that you want to be?

Think and learn how to be professional.

Chapter IV

General instructions

You must have your own public `Twitter` account.

`Be professional`: with this project, you will be building an online profile. You do not want your potential employers to use a Search Engine on your name and find that you've retweeted something ridiculous X years ago. This is also a stepping stone to help move you into Professional realms of Social Media (i.e. LinkedIn, Xing)

`Build your personal brand`: 3 things you want people to know about you. What are you passionate about? How does that define you in a professional world? If an interviewer asked, "what three words describe you," how would you respond?

Not sure who to follow? Follow people related to your dream field:

Ranked in no specific order:

@Wired, List of blogs on various Tech Topics

@TechCrunch, Technology news

@TheHackersNews, Cybersecurity News Source

@Xavier75, our Lord and Savior

@42Born2Code, Paris Campus

@42SiliconValley, Fremont Campus

@gtnjuvin, Chief Academic Officer at @42SiliconValley

@42norminet, Executive Cat at @42Born2Code

Still want more to follow?

Check out these articles from DigitalTrend and Lifehack that offer both Tech and non-Tech related (but still life-important) twitter accounts to follow. You should probably follow your friends back at `42` :D

Chapter V

Mandatory part

You must follow these rules:

- Your Twitter account should be your own and not shared.
- It must be a public account.
- On a range of 7 days, you should have 5 tweets otherwise you fail :p
- On a range of 7 days, you should also have at least 5 engagements (liking posts by others, retweeting others, etc)
- Follow Social Media Etiquette
- Do this for a month (28 days minimum)

What qualifies as a `"good"` tweet:

```
- Mention technology you are using (new discoveries, valuable research on a topic, etc)
- Challenges encountered while coding and how you conquered them
- Reaching out to people in the Tech industry & talking to them
- Every day 42 coding life
- Meet-up information, pictures, etc (or even thanking the organizers! :D)
- Tech Articles found (or ones you wrote) on other websites
```

But make sure you don't spend all day on Twitter. :)

`It might be smart to write a script that can queue Twitter posts and maybe one that auto-retweets @42SiliconValley...?!`

Chapter VI

Bonus part

You must satisfy the `Mandatory Part` in order to quality for any of the `Bonuses`. The bonuses are not weighted the same. Give your corrector time to judge your tweet(s), article(s), or connection(s). Listen to any feedback they may have to help you:

- Send a tweet to the Founders of `42` expressing your thanks.
- Use command line to post a Tweet
- Attend a Tech-related (or Professional) Event (pics or it didn't happen)
- Writing an Article and having it published (made public for people to see)
- If you bring a connection with a company, event, etc, to `42`! (must do a warm introduction and have email proof.)

```
google "warm introduction email"
```

Chapter VII

Turn-in and peer-evaluation

Turn your work in using your `Twitter` account. Only work present on your `Twitter` during this month will be graded in defense.