

Twitter all-star? Best Buy puts number at 250

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(AP) -- After buzz built online about a new marketing job, Best Buy Co. Inc. is reworking the help-wanted listing that sought Twitter experience and put a number on it - 250 followers.

After the initial description for the new position of senior manager of emerging media marketing was published four weeks ago, the world's largest consumer electronics chain watched as the [blogosphere](#) reacted, prompting scores of tweets, re-tweets and blog posts.

The requirement for popularity on the Twitter social-networking Web site caused the most online discussion and ultimately prompted the chain to harness the technology it hoped its newest employee would use. [Best Buy](#) opened the crowd-sourcing gates and asked the public for input on just what kind of skills and talents applicants should have.

A blog post by Best Buy's chief marketing officer announcing the effort generated some 3,400 hits and produced nearly 250 comments.

So how did the next-generation suggestion box fare?

Well, only 18 people actually submitted suggestions on job requirements on the company's Web site, <http://www.bestbuyideax.com> .

Among the suggestions:

- Require applicants to explain why they're suited for the job - in a Twitter-style format of 140 characters or less.

- Have a "triple crown of social networking" - 1,000 Twitter followers, 500 [Facebook](#) friends and 250 LinkedIn connections.
- Be "viral, but not contagious."

Spokeswoman Kelly Groehler said the Richfield, Minn.-based company was assessing the suggestions and would incorporate some of the ideas into the revamped job posting. The company also planned to use some of the questions and suggestions during the interview process.

Whether the [Twitter](#) requirement will remain has yet to be seen. "Experience with it will be important," Groehler said.

The rewritten job notice is expected to be posted on Best Buy's career pages in several weeks. The company hopes to have someone hired for the job by the end of the year.

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