Ken Naas: So welcome everybody to the presentation on LinkedIn. This is the advanced version of LinkedIn, My name is Ken Naas. I’m one of the career advisors here in the Chico State Career Center. And the reason I started this advanced version this year is because I had a student who said, “You know, Ken, I know how to start LinkedIn. I know how to create a profile, but my issue is what do I add to it? What other features can you show me? And so that’s why I decided we should dig a little deeper.

LinkedIn has been around for quite a while now. Anybody know how long it’s been around for? Guesses?

Audience member: 2006.

Ken Naas: 2006? That’s not bad. 2000? 2002? I believe it’s 2002, or it’s really close to there. I’ve been on it for about eight years. And today there are?

Audience member: 500 million.

Ken Naas: 500 million? 600 million? 900 million? The answer is 318-plus million. But still, that’s a lot. The interesting thing is two-thirds of those people live outside the United States. And a lot of students are surprised by that. But if there’s about 300 million people in the US, that means one out of every three people is on LinkedIn - and most babies don’t start off on LinkedIn. [laughter] So it’s really a universal website now.
So I started here with my profile -- not that you care about me. But one of the things that somebody just noticed when we got started here today is in the background there, those nice colors in the background on my profile, those don’t come with the basic LinkedIn. if you pay and upgrade you get to change your colors and you get some fancy features and you get to directly message a lot of people that you can’t do with the regular basic one. But for most students and most people I know, you don’t really need to pay for this. So it’s still free.

So I was talking with a student today about what their tagline was, meaning right below my name, what does it say? So in mine it says Career Advisor at California State University, Chico. Very simple. It’s my job title and where I work. However, this student is about to graduate in December and moved to Rochester, New York. So rather than put her current job here in Chico, I told her she should put, “Seeking position in the health field in Rochester, New York starting January 2015.” A bit long – she mightd be able to condense that a little bit. But that way it shows potential recruiter out there where she wants to be, not where she is. Because if I read her whole profile and it didn’t say that, I might get all excited as a Chico employer and want to hire her. But she’s getting out of here in December – she’s going to New York. So go ahead and put where you want to be, not just where you are now, currently. Now with her I did have a little issue – well, I her and I talked about an issue she has. And that is that she has not told her current employer she’s leaving. So I said before you change your LinkedIn profile, it would behoove you to tell your employer, and also give them advance notice so that he can hire somebody knew. And I think it’s smart that she does that.
Okay, so then next up – I’m going to go through some basic stuff. Even though this is the advanced version I will go through some producing basic stuff first. This next section is called “Summary.” The student I had in today didn't even have a Summary. You don't have to put one in,
but it’s kind of like having a cover letter with a resume. You get to address why it is that you’re showing the rest of your stuff off. LinkedIn allows you about two paragraphs here. Some people -- I’ve read a lot of articles on how to make the best use of LinkedIn -- some people feel like you should use every single character. They give you 500 words, you should use 500 words. Some people think that it should be more like an objective and just write one or two sentences. I tend to be in the middle. I don’t want to bore people with two paragraphs but also I don’t want to be too skeletal. So I usually use about a paragraph. But something in there shows not only where you currently are but where you want to go. Something that may be embedded in your resume that you pull right the top you. You know – I decided now that I’m closer to graduating, that instead of going into management I want to focus more on marketing. So even though my degree is in management I want to work within a company more in marketing. That’s my goal. So now marking people are going to start finding you because you’ve highlighted marketing in here even though your degree says management. That’s just an example.
Okay, so then on “Experience,” do we put in every single job? I say, “No.” At least I don’t want all my jobs in there. I would bore people with too many entries. The student today, too – this is so interesting that she was in today because we have some great examples from her – she didn’t put anything underneath her positions. She just put the position and where she worked and when she worked. She said, “Well, do I need to reiterate what’s on my resume?” And I said, “Well yeah, you do, because a lot of people may see this first.” And she said, “Do I need it to sound different?” Not really. You can literally take almost every description off your resume and put it on your profile. But here’s where the differences come in.
Right underneath this first experience, as her advisor, I've got 11 recommendations. So if I say I'm great that's one thing -- I want the job. If somebody else says I'm great, they speak on my behalf. So, if nothing else, to advance your profile would be to get at least one or two recommendations under this -- the most recent positions. And the thing about these is – Ted Kromer teaches at Chico State and so does Linda. These are people that are putting their professional persona out there saying, yeah they agree that they said this about Ken. Okay. And I always feel that if you’re having a bad day, you can read these. You know, “Ken is a valued colleague and...”
And now down here, the next section -- this was a LinkedIn seminar I did for the Chico State Alumni Association, and it’s about an hour long. So nobody’s really going to want to watch me for an hour. But the reason I put this in there is because a couple years ago LinkedIn allowed you to do rich media on your profile, and not just text and not just photos. So that's an actual video. The reason I bring that up – maybe you’ve done a project in school, maybe you’ve done something at work where it’s hard to describe it but easier to show it. You can actually put stuff in there like that. Yeah, go ahead.

**Audience member:** [inaudible]

**Ken Naas:** So yes, that’s a perfect example. Here’s a project I did in the Chico State. It can show you know how to put a PowerPoint together. Or here's a short video, or here's an article that I wrote. So that’s one reason I put that in there, to show that off.
And here's another position I had, and more recommendations. And then in the other positions going back about 20-something years I didn't put descriptions of all these jobs because I didn't want to bore people too much with the length of all this stuff.
Next section: “Skills.” This is a section I personally am not too enamored with, but LinkedIn has kept it on for quite a few years now. Basically, at the top I’ve got interviews. Somebody, plus 99-plus more, said that I had some knowledge of interviewing. Well, I hope so – I’m a career advisor. [laughter] (Now, I’m going to get down to business; now I’m going to roll up my sleeves. I heard this wasn’t professional, at an etiquette thing I went to – but we’re getting down to business.) Okay. So the reason I don’t like this section sometimes is because there are people who click on LinkedIn – click on LinkedIn interviews – saying, Ken knows about interviews and they never watched me give any advice on interviewing. But the part I do like is if you take all these and you look at all these without the numbers – don’t worry about the numbers – these are things I do know about. So I do feel pretty good about that skill set right there. So that makes it feel alright.
Then down here: “Volunteer Experience and Causes.” A few years ago LinkedIn decided to add this section, and what was funny was the way things they say is they ask you, “What causes do you care about?” “Animal welfare” – no I don’t dare about animals. Arts. And “Children” – no I don’t care about children. Of course, I care about all these causes but I don’t get involved in them because there are only 24 hours a day that I know of. So I list them all as caring about them all, but I only get involved in certain ones. And then I put them on here.
And I get people asking me why do companies, organizations, government agencies -- employers per se -- why do they want to see that involvement? Why do you guys think that is? Yes?

Audience member: I think a lot of companies focus on outreach and community involvement themselves, so if you care they are going to want you to be part of their team that cares.

Ken Naas: Okay. That’s a really good point. Anything else, anybody else? It’s also – that’s a really good point – plus they want to know that you’re a well-rounded person. So you don’t just go to school and go to work; you also get involved in your community. You care about other causes. You have a good character, right? Because they’re going to hire you, and you and the traits you have. So I put those on there and then I went to Chico State twice – I put that on there.
And then I put a few little personal things on there and that’s it. Okay. So that’s pretty straightforward.
Now a lot of people say to me, “Ken, can you actually get a job from LinkedIn?” And I could give you countless examples that would show you how, yes, people have been found on here and have been hired off of here. Most of time, though, that’s not a college student. The reason being is when recruiters are looking at this, sometimes they’re looking for someone who’s got 10 years’ experience doing something. They go to LinkedIn, they find someone who’s got 10 years’ experience, they phone them up, they offer them a job, or an interview and then hire. However a college student -- you don’t have that track record yet. So yeah, I want an entry-level person that I can train and grow within my industry. 10:45 So, I know I want them for that, but I don’t really know them from any other constant. So that’s where I feel a college student needs to be proactive in finding an employer. So instead of waiting for them to find you, it’s up to you to find them.
If you want to work for a certain company or organization, I would say reach out to them. Find somebody that maybe went to Chico State that now works at that company, and then write that in your cover letter and use that in your interview.

So does anybody want to come up here and be my example of how we do this? Jeff, come on up first. We’re going to put Jeff on the mic here. And because it’s such a small attendance here today we decided to give everybody T-shirts who attended. OK, so you get to click that on [inaudible].
So actually, Jeff, we can do this one of two ways. We can put your profile up here or we can simply just use mine to search for a company or organization for which you’d like to work.

**Jeff:** It doesn’t matter.

**Ken Naas:** Because of time, how about this? Let’s go to advanced search
and first look at the drop-down here. We’ve got people, jobs, companies, groups, universities, post, and inbox. Would you like people for 500 or companies for 2,000?

Jeff: So let’s do people for 500.
Ken Naas: People for 500. Okay. We’re going to go to advanced search.
We’ve got 5,093.5502 results. And I’m going to click this here. So, what’s a certain company or organization you’d like to work for?

Jeff: Adobe.
Ken Naas: Adobe. Okay. And how about they went to the same university you are attending right now? So in this you don't have to put Chico State, you don't have to put Chico State University, you don't have to put California State University – you just put in Chico. And how about they're still working at Adobe?
So we get current people.
Drum roll...37 results! So now what are you going to do with that, Jeff?

**Jeff:** Save my shared connection?

**Ken Naas:** Okay so in this case these are my connections because I left my own up there. But I know Heidi Collins – it says “first” next to her name, right? So we’re already connected. And then I’ve got all the number twos, so that’s like a friend of a friend on Facebook. So since Jeff and I are connected, he can reach out to me and say, “Hey Ken, you know Heidi who works for Adobe. I want to talk to Heidi.”
So I send Heidi a message -- and this is another, I don’t know if this is a technique -- but it’s a strategy that I use. Some people use LinkedIn on a daily basis. Some people use it on an hourly basis. Some people use it multiple times per hour. So I could message her through LinkedIn, but what if she's the type of person who only checks LinkedIn once a month? And he wants a job today. That’s not going to work for him. This is time sensitive. So because I’m connected to her — I’m not going to show this off — but if I click contact info her e-mail’s going to pop up. So then I can just e-mail Heidi directly rather than go through LinkedIn because it might slow down the process. Or maybe I have her phone number. And so then I decided I’m going to work hard for Jeff, so I’m not just going to e-mail, I can grab phone the phone right now. So just remember there are different ways people like to communicate; there are different systems. A lot of people don’t use LinkedIn as much as I do. I actually have it tied to my Gmail and my my work e-mail, so that every time somebody messages me on LinkedIn I’ll actually get it in my e-mail. But not everybody ties those two together. But ykou can to that.

What would you ask Heidi?

Jeff: Are you looking to hire for entry-level positions?

Ken Naas: Okay. And then if she said “yes”?

Jeff: Can I give you my resume or a link to my profile?

Ken Naas: Yeh. So he's already started to kind of work this relationship with Heidi. And she might say, “Well, even though I do recruiting, the manager’s going to be the ultimate person.” And you might say, “Well what is his or her name?” Dig a little deeper. Keep navigating that company family. Then when you write the cover letter you can say, I was talking Heidi Collins who works in your blah-blah-blah department… It shows that you’ve done some homework, it shows you're not just another resume popped in there. So that's a nice way to get right into that company.

Jeff: Thanks so much.
Ken Naas: Thank you. Before I switch away from Adobe, Jeff -- see down here where she's got all these groups. Obviously, she's got an Adobe alumni group [inaudible] If you want to work for Adobe, I would highly suggest that you follow that company and maybe join a group that is involved with Adobe as well.
Because then when they look at your profile, they see that Jeff’s already following us, Jeff’s already looking at our stuff.
Audience member: You were saying earlier how you don’t have to list every position you’ve ever had on LinkedIn, but should it be exact with your resume? I have one more on my resume.
Ken Naas: It doesn’t have to be exact. But here is the thing that I do want to stress. If your resume is longer than your LinkedIn profile it is not a federal offense. However, I do think it would behoove you to make your LinkedIn profile larger in content than your resume. The reason I say this is if you come to a career fair, you hand me your resume and I like what I see. I go back to my office, I go through all the resumes of the people I met, and I’ve marked yours with a star, meaning I want to follow up on yours. Now I’m going to want to know more about you. So I go to your LinkedIn profile and I see less. So now I’m going to be disappointed, but what I want to know is more about you. So if you have letters of recommendation, you’ve joined some groups, you’ve got into discussion items within those groups, you’ve embellished -- not embellished -- but you've elaborated more on you LinkedIn profile -- I’m learning more about you. Does that make sense? So yeah you can have a few things more on your resume in that content area, but you’re going to have more on here to show - maybe one of those projects on PowerPoint or something so I can see more of your work.

Cause a lot of times, to me it's really hard on paper to show stuff off. Like if you're a PR person and you've done a pamphlet or a brochure for an organization how you talk about? Why not just show that brochure? Or I work with nutrition students and they develop menus. Well they can talk about these great menus but why don’t they just show me a menu. Show me the ingredients. Show me there they researched the food. Show me where the bought the products. It is so much easier for a lot of degrees the visual. Mechanical engineer, show me something you designed. You know it’s really hard to talk that stuff out but since they let you put rich media on here you could show something you did in Solid Works or something you did on Excel. If they said they need strong Excel skills, then shown them an Excel spreadsheet when you have formulas and you have it color-coded and you have done it there. Instead of just saying you’ve done it you can see.
The best thing I think you have working for you is when somebody else speaks on your behalf. So somebody says I watched him work in this position. I watched how well he worked. Or I watched how well you worked. That's gold. So whether that's a letter recommendation, whether that's a phone call, whether that's a reference on a piece of paper. A lot of times I tell people with don't wait for your references to phone company. Ask your references, “Hey are you willing to be proactive here? I do well in interviews but I need interview. So if you could phone that company and say, “You think I have the necessary skills for this job to do this very well.” That phone call goes in and the person gets an interview. Because there are a lot of unknowns in the pile. And if somebody who is looked upon his trustworthy phones and says, “I think you should take a shot at her because blah, blah, blah, blah blah...” A lot of times those people get interviews. From my experience. Yeah Jeff

**Audience Member:** So how would you go about contacting, like, a recruiter for someone who works at the company that you don't have any mutual connections with.

**Ken Naas:** How would I do that? You mean if I'm speaking on your behalf?

**Audience member:** Yes.

**Ken Naas:** So that is why I like having 2987 connections. [Chuckles] A lot of times my connections, no connections. Usually we talk about the six degrees separation. Usually there somebody that I can call on that knows somebody within that organization.

I may not know them directly but I know Sally who knows Jim, who knows Joe inside that company. So yeah, I'm usually, I'm usually getting connected somehow. If I don't know anybody who can help me along that path or maybe you need the phone call this week and we don't have time to play the connecting game, then I'll just phone up HR. And I'll say can I speak to somebody who's looking over the hiring of this blah, blah, blah opposition. The person might say I'm very involved in it or here's the manager's name, yeah, here is the manager. Then I just say, hey, I'm Ken Naas I'm a career advisor at California State University, Chico. I've got a candidate that I want to speak very highly of and let you know that on the forefront...” Most companies actually appreciate a phone call because I'm doing part of their job. I'm screening for them. The story I tell a lot is, I've had about ten people get hired by the Sacramento Kings not about 10, it is 10 in the 12 years. So if I phone the Kings every time somebody wants to work in the sports field, I'd phoning them about every week. Instead I phone them about three times a year. I'm averaging 1 out of 3. And usually all three get an interview. Because they know that I'm not phoning them all the time. I'm only waiting to I see somebody that really looks like a great fit for that organization. Now the problem is I only see people maybe once a month except for some of you who may work in the Career Center. But the professor may see you every other day, unless you are missing class, right? So they may be a better judge. That professor may say well I would've phoned about Joe working for the Kings cause Joe is great. Maybe I never met Joe or maybe I only saw him once over the semester. So I only speak to what I see. If the professor says Joe is great. Tell your company Joe's great. I'm saying no, you tell the company because that's more first-degree, right? I mean that's more secondary information to me. I can only say a professor says great and it stops right there. Whereas a professor can go on and on. I know we are getting a little away from LinkedIn, but really it's not about the greatness of LinkedIn, the software of LinkedIn, and all of that, it's about people.
It is about you connecting people and getting information. I tell people if you start early with people... Jeff if you want to work for Adobe next year and your starting right now Heidi doesn't feel any pressure to that. Because you are not asking her for money, you're not asking her for an internship, you were not asking for a job desperate job just information that she already has. You're saying what's it like to work at Adobe? She has that answer already. So you are just asking for a favor, some information.

Most people are very willing to share that.

I know we were supposed to end in a half hour and don't know how Mr. Layne doing back there. He is okay.

**Audience Member:** If you, like, it was myself wanting to contact Heidi and I didn't want to have a second or third party connect to her but I felt really strongly about sending her message, is a bad thing to do? To click the, like, I don't know. Or is it you always want to get the email address or...

**Ken Naas:** Good question. Early on my LinkedIn using experience I got my wrist slapped several times. Not physically, but metaphorically speaking because I did that. And LinkedIn wrote back to me and said you're not supposed to connected to people you don't know. That's the whole reason you're supposed to know people who know people and make the connections. So usually I would say no. In that case I would say go through me. So you don't have to go like a cold call, okay? Now, because the University this year did buy me the premium, I have this thing right here that says send message. I have “in” mail where I can message anybody. 318 million people. You only get 25 of them. You are limited, right? Twenty-five at once. Once you use them you get more. Okay so here is the deal, so with that what happens is then it is like a cold call but I'm not trying to get a job, I just want some information. Usually she's not going to mind that. So it is a little easier for me in my position because I'm not the job seeker. So I use the figure like you said, maybe I can find her email. These days there's a lot of different ways you can find people. Or I'm going to a career fair that Adobe be at and I'm going maybe not Heidi but I'm going to meet another Adobe representative. I just say use your network to build your network so that you will a have connections. So that it will not be a stranger. Somebody will know her. In this case I do.

Oh, here is one other way around that -Groups. If you join the Chico State Career Center group or the Chico State alumni group or the friends of Adobe group, guess who is going to be in that group? Heidi! You can message people within the group without paying for it. And there's no slap on the wrist. Cause you can say we’re part of the same group. It is like saying, “Hey we all go to Chico State. We’re all going to say hi to each other on campus.” That is what happens with the LinkedIn group. Now they may or may not answer you but at least you can get the word out. And they don’t answer you may be somebody else from that group can say, well you know Heidi maybe you can get a hold of her for me because she's not messaging me back or whatever. So I just keep trying one door until I get in.

Some people think this is all about just getting a job. It is not. Because I'm not on it looking for a job. I'm on it to help you get a job. There's a lot of people on here using it for professional development. If I want to be a better engineer what if I go on LinkedIn and find somebody who is an engineer and can teach me tricks of the trade. I can tap their brain for nothing, it is free. It is like professional development for free. So people use this many different ways.
Discussion groups. Absolutely! What kind of software are you guys using? What kind of Q&A are you using? Another thing, salespeople, this is a gold mine ago clients and customers. This is full of people to help your business. That's not to get a job, it is to get more revenue, right? So this is used in all kinds of ways. Is it perfect no. One click downside, the CEO has not responded to my request but they call these companies on here and I don't work for a company. I work for University. Somebody who works for the Boys and Girls Club, doesn't work for a company, they work for a nonprofit organization. So I know it is semantical but instead of calling them companies. I think it should be called employers. You work for one of four employers. Either government, nonprofit, for-profit or “yours truly” yourself. There's only really four legs to the stool. So but it's not one -- all companies I think the reason it stayed that way is because it started that way. You know, you ever heard the old adage “Well we have been doing it that way ever since we started,” doesn’t mean you should keep doing it that way. But anyway it started in the company world, the corporate world, but now you can find teachers on here, you can find Habitat for Humanity, you can find nonprofits on here. It has blown up way bigger than just for-profit companies. Any last quick questions before you run away? I am available through the Career Center. You can reach me my email is knaas1@CSUChico.edu and the phone number here is area code 530-898-5253 and for those of you in distance learning, you can set up phone appointments if you can’t get Chico and we can work on your profiles. Thank you very much.

Applause.