**Ken Naas:** I welcome you today. Hopefully everybody's here for the LinkedIn seminar, the LinkedIn professional networking beginner course. Raise your hand if that's what you’re here for. If you’re not, then you can leave. Basically we have two seminars now. One is the beginner one, which is today's, and that is if you are on LinkedIn or you have not been LinkedIn, but you’ve been on LinkedIn but not very long. Who already has an account? Okay, so everybody has an account? Except one. And then how many people -- how long have most of you been on it? How many people have only been on less than a month? How many people less than six months? Okay, so some of you have been on for a while, so why did you come to the beginner course? Just curious.

**Audience member:** I want to be sure that I’m using it to the extent that I should be.

**Ken Naas:** Okay. And a couple of other questions before I get rolling here. Is it more to just find a job or is it also about learning about your industry you’re going into? What do you think is the main purpose for using LinkedIn?

**Audience Member:** [inaudible] for finding a job [inaudible]

**Ken Naas:** Okay? Anybody else? This is going to be very, very interactive, so feel free to join in here. Before I do get into the rest of the presentation, I didn't want to just put up our website. Has anybody not been in the Career Center before? Everybody’s been here. But some of the folks who are going to watch this later on – because this is getting filmed today – the Career Center offers lots of services. We help with resumes, cover letters, interviews. We help with getting into grad school. In these rooms here we’re doing interviews with companies that are on-campus. We have seminars on the topics including like today, the LinkedIn professional networking. We have career fairs were involved in throughout the year, we have the professional etiquette dinner, we have a networking social – this place is very busy trying to help you all get employed before you get out of here or employed before you leave through an internship, which I highly recommend. I could go through our services on our website, but they are all available through that. If you want to set appointments one-on-one you can do that via the phone, e-mail – I mean via the phone, online or coming to the front desk.

If you’re out of the area, you can set up a phone appointment. So you can set a 30-minute appointment with the advisor that’s set for your major. Does anybody have any other questions? Are there other questions before I get going? No?
Okay, so what is LinkedIn? Why do we use it? Why is it a good tool for us? -- or maybe not a good tool for us? I started on LinkedIn about 10 years ago, and at that time there were 5 million people on LinkedIn. So does anybody know about how many people today? It’s OK to guess. It’s not over a billion like Facebook. That’s a hint. It is now over 350 million. And what’s interesting about that is about two-thirds of those people are outside the US, so it’s very global. It’s not just about United States; it’s not U.S.-centric. So now that we’re in a global economy and people are trading across borders and also people wanting to work in other countries, it's really nice. Because there's people all over the world using LinkedIn.

I pulled up my account -- some of you, well I think all of you have create an account, except one, in this room.
But basically, one of the first ways you get started is to start a profile.
And really a profile is kind of like a resume but drawn out a little bit more. So one of the things I tell students and alums is that if you have a profile that isn’t very built out yet, you may or may not want to start showing that to too many people or even posting it up yet. Unless – but let’s say you’re doing to start applying for jobs and now you know that people may boomerang back and start looking at LinkedIn. Before you come to the Career Center, expand that LinkedIn profile. Because if I was a recruiter and I liked your resume and then I went to LinkedIn and found less information than I saw on your resume, I might be disappointed, right? Because I’m not learning anything new about you.

But one of the first things you'll notice that is different than a resume, at least in the United States, is this [points to his photo]. You don’t even look at this guy – it’s a photo. We put photos on resumes in this country. So already that’s a differentiator right there. Some of you may say, well I don’t like my picture. And I tell people you’re all better looking than the little silhouette that they show when you don’t have a photo, okay? But don’t put your dog in there, don’t put, like, your roommate in there. Use like a solo shot, just you, just a head shot. We just got a photo booth here in the Career Center. You can just jump in that and take just a straight shot, dressed up nice. Okay, this is not your Facebook picture on LinkedIn; this is something that's more professional. And now hopefully we don't need to go over more of that.
Do you think that recruiters are using LinkedIn, a lot? Raise your hand if you think yes. Okay. I had a recruiter -- actually we still have the recruiter here today -- who told me today, no lie, she's on LinkedIn on average about four hours a day. Four hours a day. Now some of you have probably been on Facebook for four hours in a day. But has anybody in here been on LinkedIn more than that amount of time? Okay. Here's the other thing -- that recruiter's company pays for the expanded LinkedIn, call “Recruiter,” that the recruiting companies use. That gives her way more abilities in than you or I would have with the basic account. So, for instance, she was telling me today that she when puts in the words “sales” and “Chico,” it'll pre-populate her search with everybody that's ever put “sales” and “Chico” on a resume together. It's that quick. So if people say well, now, people aren't really using LinkedIn -- yes, they are.
Now another way to do it, though, is to say maybe they're not, but how do I get them to look at my LinkedIn profile? How about this: on the header of your resume put in your LinkedIn URL at the top. Make it a hyperlink. Now once again you've expanded it out, right? You didn't just put a silhouette, just a basic LinkedIn there. Then they can look you up and see it. A few years ago, I googled my name because I heard that recruiters are doing that – has anyone ever done that? One person, two people, three people? It’s OK if you didn’t but just be ready. When I Googled my name, what do you think came up first? Actually this is probably about eight years ago. What usually comes up first for most folks? Facebook. It came up first for me. So I thought, do I have any control over the internet? Not much, but one thing I did is I started doing a Facebook diet. And I started doing less Facebook time and I started going on this site (LinkedIn) a lot. And guess what – a couple years later, number one was LinkedIn and Facebook was on page three. So guess what? We do have a little bit of control. Because it starts reading how much time we’re spending, right. So it’s nice to have LinkedIn more of what's going up top on the search, okay?
So on your profile this summary section is kind of like a cover letter. It’s a paragraph about you, where you’re headed. Some people feel that it should be more like an objective, like a one-liner. Some people feel you should use every single character, which make it more like a few paragraphs. Anybody want to pipe in what they think?

**Audience member:** I don’t see a problem in telling people more on a LinkedIn profile, especially with the way the job market is now. If they’re going to be looking at your resume first, that’s going to direct them to the LinkedIn profile. It seems to me you want to put some more information up here, and just enough to entice them.

**Ken Naas:** Okay. So I like that. I like that feedback. It’s going to give you another way to look at it, and that is, no recruiter’s the same. Some recruiters are going to say, I want a one-liner about Ken – I don’t want a paragraph. Others are going to say, bring it on. Let Ken explain more because I want to get more interested in Ken as a candidate. So there’s no perfect answer. So where I lie is in the middle: not a one-liner but not three paragraphs. So I do like one paragraph. Down here, it looks pretty much like my resume would look. However, a few years ago LinkedIn actually got
a little more rich-media concentrated, which I was a good move because it was very text heavy. It was kind of like a resume. Well, okay, I’ve seen a lot of resumes before but what about this presentation? What if somebody wants to see me the doing a presentation? This was a presentation I did -- somebody can click on that. Fortunately, nobody would probably watch the entirety because it’s an house -- nobody wants to watch me for an hour. But they might want to watch me for 10 seconds or a minute to see if I can do presentations well, because maybe they’re hiring for somebody who can do presentations. So if you’re -- does anybody have a way they think they can illustrate themselves better than text? Go ahead – what do you do, what’s your major? Okay, what could you put up there.

**Audience member:** Well, I’ve done interviews over Skype that have been recorded, and have done short little video clips for a broadcast. [inaudible]

**Ken Naas:** Okay, great. Anybody else? Yes?

**Audience member:** I just like to put in a lot of seminars and [inaudible], public speaking, and everything, so maybe...

**Ken Naas:** Okay, so you’re getting it here, right? There’s ways to show your work. In the old days portfolios, or even online portfolios, were more for artists. I am an artist or photographer I’m going to show off my stuff. But in this day and age, there are a lot of us who can show off things visually and we don’t have be artists or performers. So I put that up there just to illustrate that’s a possibility to put that in there.
Now, underneath my jobs, like this job right here – whoops, let’s go back up one job,
the current job, advisor -- I have little description about what I do right now and then I have 11 recommendations under there. Soo here's my feeling – if we all say we’re great, but people may or may not believe that or we’re “pretty good” or “pretty qualified.” Let others speak – let other people speak about you. Supervisors, professors, coaches. People that know you pretty well. Let them speak for you. So you can ask them to write little letters for you. When we speak of letters of recommendation, I don't mean in the traditional sense of a full letter; it's more like a paragraph, right. And the thing is, people go, “Yeah, everybody writes, like, flowery stuff and everybody sounds great in here.”
But I tell you what, every one of these people have put their name or title and where they worked next to that quote. And so they’re kind of putting themselves on the line here because they work for places, they have titles, they have jobs at places that they probably want to keep. There are people on LinkedIn who will embellish and go over the top, but most people know if they read enough that that person is going too far. If somebody says, I’m the best presenter in the world, we know that’s not true – because I’ve already fumbled over words today, right? So try to be honest with yourself and with others so that they’re depicting you like you really are. Because you don’t want to go to work there and they find out that you don’t have the qualities they were really looking for. Okay? Does that make sense? So, those can be really valuable.
Following different people that may be influential your life.
Following companies down here and also groups. Is anybody in here on groups within LinkedIn? Does anybody know that there are groups in LinkedIn?
Yes, one person. So let me scroll back to the top.
(Sorry, Jeff, that may be not good for you.)
Right here under “Interests” it says “Groups.” Somebody give me an area they like to work in, a field, an industry. Yes?
Okay, 788 groups results for beer. Okay.
So are you talking about from the brew master end, the marketing end, from – brewing? Okay. So if you looked at this last you will find – like here’s one about home brewing, here's one about craft beer.
You can click it and then you can read about the group and you can decide if you want to apply to be in that group.
And you start looking at the discussion items to see if it would be somewhere you want to jump into. They will only allow you to join so many groups. And the way I found that out is I joined one too many and they said, no, Ken, you gotta go back [inaudible] I think you get 50 -- the current number is 50. You can join 50 groups. So as soon as I tried to join 51, I had to let go of a group or not join that new group. But the reason I bring up groups is because you can learn a lot from within your industry by reading from people who are out there doing it, right? So all of these people are [inaudible] doing brewing, there are people who have been doing brewing for years and years. This goes back hundreds and hundreds of years. It’s not a new thing. It’s taken a lot of growth the last few years in this country, but it’s been around a long time.

So anyway that's another way to get known, too, is asking questions, getting into all these discussions, and also growing out your professional network, okay? If you decided that this woman,
you want it meet her online and get to know her,
up here -- this is where I’m going to get into how to connect with people. First connection, second connection, third connection. Most people say yes, somebody says no. Let me go over it real quick. So up in this corner right here, it says “third.” So that means I don't know this person – at least, virtually I don't know here.
But then on the right hand side it says, how you’re connected. So, one, two, three, plus 158. I went to Chico State, never graduated from a math course or took a math course, but I think that is 161. So 161 persons that I know, know no at least one person that she knows. So when I ask one of my “connects” to connect with one of her connects to I connect to her. Does that make sense? If it’s a “two connect,” it’s like a friend of a friend on Facebook. So there’s one person to ask. So I ask one of my friends who I reach out to and say, “Hey Bob, can you introduce me to Sally? And if it’s a “first-degree,” you know that person. So even though a “three” is a little bit further out there, it usually still works. Because most people are willing to help and pass on information.

We’re not asking for a job at this point. I know when we first started we talked about this is mainly about getting a job. But I’m going to take you a step back. How do you get an interview for the job you want?

What’s that?

**Audience member:** Can you make a [inaudible] of the relationships with the people?

**Ken Naas:** All lot of times that’s what it, right? So when I talk employers, and I talk to a lot of employers – when they come out of these interview rooms or when I talk to them on the phone, they say, “Ken, most of your students are really motivated, they get along with people, they work in groups” -- of course, because Chico really stresses a group teamwork environment right? Because we’re trying to get you ready for the real-life out there. But here’s the deal, and it’s not just Chico State, it’s about every University and just about every applicant: not enough research about the employee and/or the position. So if you want to go work for a company or a nonprofit or a government agency, why not use LinkedIn to do some of that research? Got that? So I use LinkedIn a little different than a lot of people I know use it. I’m not even going to their job board.

I’m going into a company that somebody wants to work for.
So somebody give me the name of a company they’d like to work for.

**Audience member:** Macy’s.

**Ken Naas:** Macy’s?
Okay. Is it an “apostrophe s” or a “star s”? 
Okay. So what I'm doing right here is I'm putting in Macy's as the company, Chico as the school to see if we have any alums that are currently working for Macy's.
Hmm..it looks like something went wrong – I didn’t say that, they said that.
Sorry for the technical difficulty. That was LinkedIn, I wasn't me. So we came up with 17 results. So why do you think I put in Chico as the school?

**Audience member:** [inaudible]

**Ken Naas:** Because I had contacts also because it’s a quick icebreaker. I went to school there, you go to school here, and they went to school here – we all three have the Chico connection. Sometimes they’ll say stuff like, “Ken, is Bidwell Park still there?” They miss this place, they miss the people, they miss downtown, they miss the park. So that’s why I do this first, to see if we have an alum. In this case we have 17 of them. So if we go that first person, he’s a sales manager for Macy’s. Next to his name it says what? “First” – because I know John.

So what’s your name?

**Audience member:** Laura.

**Ken Naas:** So Laura wants to meet John. If Laura and I are connected on LinkedIn, how would John show up on her account? [holds up two fingers] Okay. So then she reaches out to me and she says, “Ken, will you introduce me to John?” “Sure, I’ll introduce you to John. I worked with him when he was a student at Chico State.” And then I hit the “easy” button that’s on my desk. So it really is pretty simple.
Now if you like somebody else down here, because of what they do, better –maybe a planner over here at Macy’s, Barbara.
Say you’d rather meet Barbara or you also want to meet Barbara to do little background on Macy's and what her position’s like, now she’s a “two.” She’s a “two.” Now I don’t know her, but she went to Chico State and she’s down here.
And it says that Christine, one of my contacts, is connected Barbara. I get introduced.
It already pre-populates once I select Christine. Christine, can you introduce me to Barbara? LinkedIn already pre-populates that in the subject, but what I prefer to do rather than just say, “Christine can you blah-blah-blah connect me to Barbara,” I say, “How’s it going? Haven’t talked with you in a while. How is your career going?” Something to personalize this part rather than just quickly ask something and move on.

I believe in etiquette online, and a lot of people are just “get what I want and move on. I don’t care about anybody else. It’s all about me.” But I feel it’s more important to have a good rapport with people as you go because you never know -- you might want to ask them for something else or maybe they want to ask you for something reciprocal.
A lot of students say to me, “Ken, I don’t have a lot to offer. I don’t have a lot of contacts like you. I don’t have much information yet, or knowledge or skills I’m a college student. I say, “I know. I used to be one of those.” Here’s the deal. Most of these people do not expect you reciprocate. But one thing I ask of my students is that you think that. Because a lot of people just appreciate that you value their knowledge and their advice. So just be nice and say thank you. Now two, three, four, five years from now you’re out there in the field. And guess what I might do? I might call on you to help me with a new student. And that’s when it’s more of a pay-it-forward than a reciprocal, alright? You’re going to turn around and help other people down the road. And I really feel that’s what’s important about LinkedIn. Because it’s hard; you’re not always meeting all these people in you in person. That’s the ideal, but we can’t get around to meeting all these people.

But to have some kind of rapport and appreciation -- maybe say “Could I talk on the phone -- you can know people better just through their tone of voice rather than just through LinkedIn. And that’s where professional networking is not just about LinkedIn. Anybody go to conferences or seminars or places where they meet people in an industry? Somebody say yes -- or I will. I go to conferences, I go to seminars, I go to trainings. A lot of times I’m going around and meeting people in person. So I’m not using LinkedIn and I’m still using these things [holds up a business card]. I’m literally handing out business cards and getting business cards. One of the first things I do is write the date, where I met them, and what my action item is – what I’m going to do next to follow up with them, and then I date that and check it off. Now I don’t always do that, but it took me a long time to learn that low-tech trick or technique. You know why I think that’s important?

Go ahead, you tell me why.

**Audience member:** Your actually [inaudible] a connection.

**Ken Naas:** And you actually follow through. You know, I remember going to a lot of workshops and they have a PowerPoint – everyone loves PowerPoint, right? Or now it’s Prezzi or some other fancy way to show stuff off. You’d go to a conference, they would have a PowerPoint presentation – and this is back before we were trying to save paper – and they would have all these handouts of the PowerPoint presentation. And they’d start handing them out and they’d get to the last row, and they’d go, “Oh guys, sorry, we don’t have enough copies for you. Oh don’t worry – here’s a sign-up sheet. Just put your name on it and your email, and we’ll email you a copy of it.” You know how many times I received a copy of the PowerPoint? Maybe 10% of the time somebody would actually send it to me. Because they just got busy and they just moved on. So good intentions but they didn’t have the follow-through. Right? They never sent me the PowerPoint. So usually what I’d have to do is, because I’m pretty resourceful, was to contact somebody else that was that there that day or whatever. So showing that you’re following up… I work with an advisor here; he used to be a recruiter on campus. He says that anybody that goes to a career fair and takes my card and follows up the e-mail and says, you know, it was nice to meet you at the career fair last Wednesday at Chico State, da-da-da-da-dah. He would follow-up with any of those students – not always with a full-fledged interview but at least follow-up. Because they took the time. Okay, so there’s a lot you can do besides networking online. If you can meet them in person, that’s ideal. I think hone next. But you can also e-mail a couple of quick questions.
But now, here's when we’re getting to the point of actually putting it to real use -- when you go to get your interview. A lot of times the biggest struggle is getting the actual interview. So you're in a big old pile somewhere, or you are in what we call the “black hole” of resumes on somebody's database. How do you get seen differently than somebody else? They went to college. You went to college. They got a degree. You are getting a degree. They've got a nice looking resume and you both have good GPAs. Actually 100 people in here have good resumes, good GPAs. They are all about to graduate. How do we differentiate? Well you met this person at Macy's, Barbara via a conversation. You put that in your cover letter and you say, "You know, I was talking with Barbara about her position Macy's and she gave me some really good insight about the company. And one of the things she taught me...” and then add something that was impactful for you about Macy's. Get that in your cover letter. That coupled with the fact that Barbara may walk down the hallway and said to her hiring manager, "Hey, this Chico State student really took the extra time to reach out to me and she said really sharp. So I answered her questions and she follow-up phone conversation with me. I think we might want to take a look at her." Now you’ve got a good chance to be interviewed. Then you come to the Career Center to practice interviewing. If you want. Or with a roommate or somewhere but practice before you go. You've got a lot better chance. There were 100 resumes are probably going to interview about 10. So your odds were one in 100 now you’re odds are one in 10. Your odds have increased dramatically because you did something above and beyond what most people do. But you are saying, "Ken you are telling everybody this including all the people watching this." Yeah, but most people still won’t do it, so it still works. Or what if you found a company that you thought was the perfect company to work for. And then you realized it's from inside because you talk to someone on the inside it's really not a good match for you. Maybe you don't even apply at all. I think if the company is going to do its due diligence on you, why don't you do it on them. And it's not finding dirt on the company. It is finding a good fit for yourself and your career because this is about you about your career.

I know we only have a few more minutes. I want to make sure we have time for questions on here. I didn't even go through the job board.

there is definitely a job board on here. A lot of times it will show you who posted the job. So there's another way to connect with that company. Cause it tells you the actual person that posted.

Questions in here? There's got to be one question.
Audience Member: When you do establish a connection with someone through someone else, what are some ways for you to build that relationship because for me it's seems really hard to do that in a virtual setting. I'm more of a face-to-face person. So I just don't even understand the concept of what talking to someone that I've never actually met through LinkedIn.

Ken Naas: I get that question. I mean I'm more of a in person relationship builder myself. But a lot of times... I'm just going to go back to Macy's. Because I've been to Macy's. I've been to a Macy's store. We probably all have or least we know of Macy's. But how much detailed information we really know about Macy's. So it may not so much be about building a relationship with them but they are your vehicle to learn more information about the company. And they also graduated from here if we are using an alum so there's that tie in. Say, "Did Chico State provide the resources? Tid Chico State prepare you for your career?" Asked some of those kind of questions. It can only be three or four question. So it is not like you're building a friendship. It's not like you are getting to know this person really well. But you can get some valuable information out of it. Does that make sense?

Audience Member: Yes.

Ken Naas: Other questions? I would be glad to go into more detailed. You know that you can set appointments with advisors in the office and get into more detail about this. Because I know each one of you might be sitting going, "Well he's talking in general sense. I have a specific job, profession, company that I want to talk about with Ken." Then set an appointment with me. You could have a 30 minute appointment with me to go over this in more detail.

Thank you so much.