

Transcript

0:02

[Music]

0:04

hey so how about some networking tips

0:06

for college students and young people

0:08

hate to network oh I know young people

0:10

definitely have hate to network you know

0:13

I've spoken on college campuses for many

0:15

years now the thought of networking was

0:17

really a foreign concept to students in

0:19

the past oh I'm not talking about being

0:21

on Facebook that's socializing not

0:23

really networking in a business sense

0:25

when students think about networking

0:27

they go oh I'd rather put a fork in my

0:30

eye I think attitudes though now are

0:31

changing because students see how hard

0:34

it is to get a job and they also see the

0:36

impact of the recession in their

0:38

households and they know that they need

0:40

a lot of tools to successfully enter the

0:43

job market so here are some networking

0:46

tips for college students to hate to

0:48

network first hope is not a plan when my

0:52

kids were growing up I used to have a

0:53

saying on the fridge hope is not a plan

0:57

I hope I get into that class I hope I

0:59

pass

1:00

I hope I

1:01

graduate you need a plan of action to

1:04

achieve your academic goals and it's the

1:06

same about networking you need to set a

1:09

strategy for what you want to achieve

1:11

and who you need to meet to get there

1:14

you need to intensely Focus your

1:16

activities on getting a job that's key

1:19

today you need all the tools that are

1:21

available to you you don't have much of

1:24

a choice this means attending events

1:26

where there are a lot of adults versus

1:28

student networking groups groups hey

1:30

don't get me wrong I think being part of

1:32

student chapters is great but the jobs

1:36

and the internships are at the

1:38

mainstream prsa and iabc chapters or ad

1:42

Club chapters or wherever you go this is

1:45

pretty basic but you need business cards

1:47

yes business cards for you there's no

1:49

ifs ANS or butts about this if you don't

1:53

you know have a buddy that can do it for

1:55

you connect with somebody else that can

1:57

design your cards but they must be

1:59

unique unique and distinctive not for

2:02

free off the internet and believe me

2:05

guys handing out business cards will

2:07

make you look much better than I'll let

2:10

you fill in the blanks the other thing

2:12

that you need to do is register your

2:14

domain name you may move and get a lot

2:17

of jobs in your life but your personal

2:19

URL will be your permanent address it

2:22

will help your SEO and those background

2:25

checks that are going to be done on you

2:26

in the future and to help you with that

2:30

have your favorite geek build you a

2:32

one-page landing site a one-page site

2:35

even that will do it if you can do five

2:36

pages that'll be great you will keep

2:39

building it for the rest of your life

2:41

and that's what websites will become in

2:43

the future they will be the One-Stop

2:46

shop where people come and find out

2:48

about you hit up your parents for a

2:50

budget to attend networking you know

2:52

what the majority have student rates I

2:54

think your parents are going to be much

2:56

more receptive to funding your attending

2:58

networking events than going to Vegas

3:01

and then you need to master LinkedIn yes

3:04

LinkedIn not Facebook you have no choice

3:07

because that's what HR departments use

3:10

that's what recruiters use and you have

3:12

to start with a business photo on your

3:15

profile I can guarantee that you will

3:17

look very impressive if you get a

3:19

complete profile with lots of

3:21

connections and recommendations get

3:24

recommendations from your props

3:26

part-time jobs volunteer connections

3:29

whatever post updates daily not about

3:33

your favorite Taco but about the

3:34

networking events you're are going to

3:36

attend and other thought leaderships

3:39

here's another tip don't think of your

3:41

parents friends as more old people look

3:44

at them as databases databases Link in

3:48

with them if they are in a field that

3:50

you're interested in ask for a courtesy

3:52

interview trust me they'll be eager to

3:55

help most parents are instilled with an

3:58

Unwritten code and secret wiring that

4:01

says You must help your friends and

4:04

peers children it's an Unwritten rule

4:07

leverage it here's my advice create the

4:10

world you want to live in in the future

4:12

by forming it with your networking

4:14

activity today if you want to connect

4:17

with people with lots of social currency

4:19

then volunteer and attend a lot of

4:21

fundraising events which are also

4:24

excellent networking events a lot of

4:26

people prior to the recession used to

4:28

live in a world of this is what I got we

4:32

saw a lot of that in the last decade it

4:34

didn't last and neither did its values

4:37

these are the times to live in a world

4:39

of this is how I can help let it Define

4:42

your networking strategy remember it's

4:45

up to you all young people to reinvent

4:48

the world to your vision and create the

4:51

promise of change that all ages embrace

4:56

[Music]

5:00

hey so thanks very much for watching

5:02

this taking the time I've hope you

5:03

learned something valuable so I want to

5:06

network with you just Google Hank blank

5:08

you could connect with me on whatever

5:10

platform you like LinkedIn I'll be there

5:13

Twitter Facebook YouTube my blog so

5:16

let's start the journey let's see where

5:18

it goes