Raise your hands if you feel college admission counselors **should** check the social media accounts of prospective students?
36% of admissions counselors visited applicants’ social media profiles to learn more about them.
19% of students admitted to viewing profiles often.
Of those that do...

38% POSITIVE IMPACT
Of those that do... 32% NEGATIVE IMPACT
Of those that do...

30% NO IMPACT
Raise your hands if you feel the content on a student’s social media profile is “fair game”
OF ADMISSIONS COUNSELORS AGREE: “FAIR GAME”
41% of admissions counselors disagree: invasion of privacy.
WHAT DO STUDENTS FEEL?
AGREE: “FAIR GAME”

70%
WHAT DOES THIS TELL US?
NOTHING
CONCRETE
• Introductions
• Cyber scrubbing importance
• Positive online personas
• Social media smarts
• Ways to shine online
HELLO, I AM jasmine

- Award-winning, PR + Marketing Professional
- 10 years of regional non-profit marketing experience
- 2014: Launched JDE-PR, LLC.
- 2019: Full-time consultant
- Youth & Adult Educator
- Public Speaker
- Creative, lover of thrift stores, adult coloring books and minding my own business
• Introductions
• **Cyber scrubbing importance**
• Positive online personas
• Social media smarts
• Ways to shine online
• No governing rules
• Realistic consequences
• Applies to athletes + everyday students
"You want to recruit guys with strong character,"

"Sometimes kids are worried more about being a character than having character."

"It's happened this year and this recruiting class,"

"It's just insane what some of them think's ok. When I know it's them and I read it and I see some of the things out there, if I'm on the road, I'll call a coach - let his high school coach know we're no longer interested. And I'll call back to (Duke director of football relations) Kent McLeod or the people in the office and say I want him dropped off the database. No more mail. Nothing."

Duke Football Coach, David Cutcliffe
TOP 5 ISSUES GETTING STUDENT ATHLETES IN TROUBLE ON SOCIAL MEDIA

- General Inappropriate Content: 29%
- Talking Trash: 24%
- Alcohol Drugs: 19%
- Coaching Complaints: 16%
- Inappropriate Photos: 12%
"Kansas State University was tagged today in social media posts that were racist in nature," the university responded.

"The posts were immediately removed from university accounts. Kansas State University does not condone this inappropriate behavior and expects the K-State family to adhere to our principles of community."

PAIGE SHOEMAKER, FORMER STUDENT KANSAS STATE UNIVERSITY
Edwardsville school board expels 12 students

Two groups of girls were involved in Nov. 9 fight

By Larry Ingram  Nov 29, 2006  🌈 (0)

Twelve girls who were involved in a fight at Edwardsville High School have all been expelled.

There was no discussion or debate by board members Monday night after Superintendent Ed Hightower recommended the expulsion of the students, who were involved in an early morning fight at the high school on Nov. 9.

JASMINE D. EVANS
• Introductions
• Cyber scrubbing importance
• **Positive online personas**
• Social media smarts
• Ways to shine online
• Maintain A Professional Presence

• Highlight interests and accomplishments
• Following relevant news channels and public figures - show interest in more than just social aspects

• Establish Professional Accounts – Using real names, show glimpses of real life.
• Introductions
• Cyber scrubbing importance
• Positive online personas
• **Social media smarts**
• Ways to shine online
“The four most popular platforms used by colleges are Facebook, Twitter, Instagram, and Snapchat,"

“Facebook is typically a way to connect with parents, since its users skew older,"

“Twitter is primarily how admission officers connect with each other, and Instagram and Snapchat are almost exclusively student-focused.”

ASHLEY DOBSON
COMMUNICATIONS MANAGER,
CONTENT AND SOCIAL MEDIA FOR NACAC.
CHOOSE THE RIGHT PLATFORM

FACEBOOK → Parents + Guardians
TWITTER → University Officials
INSTAGRAM + SNAPCHAT → Peer to Peer
LINKEDIN → Professionals
• Remove phone numbers and addresses. Safety concerns + location difficulty

• Monitor privacy settings to control discoverability

• Set privacy filters as strongly as possible, but never assume posts will not be seen
• Review old content

• Take a look at old photos, group joined, comments or discussions had and post shared

• Most are probably fine, but some may not give the best impression

• A few clicks can remove them
• Verify no cyber “friends” have posted any unflattering comments or tagged questionable photos

• If there is, students should:
  • Un-tag themselves
  • Talk to the person who posted the pictures
  • Ask to have them taken down
• Verify no cyber “friends” have posted any unflattering comments or tagged questionable photos

• If there is something they do not want to be connected to students should:
  • Un-tag themselves
  • Talk to the person who posted the pictures
  • Ask to have them taken down
  • Report if necessary
• **ANY** sort of illegal or objectionable behavior deserves a delete

• Representatives have reported receiving anonymous “tips”, around admissions time, including photos of students doing things that they shouldn’t be doing

• On at least one occasion, a tip has caused an offer of admission to be revoked
• Introductions
• Cyber scrubbing importance
• Positive online personas
• Social media smarts
• **Ways to shine online**
• Complement the application by showcasing involvement in the community, and any skills or interests

• Admissions staff does look at included social networks favorably
• Participate in online groups related to interested schools, programs and activities

• Follow Twitter, Instagram and Facebook pages of target schools

• A great way to learn more about prospective colleges

• Commenting and asking great questions can raise name recognition and improve digital footprint.
• ZeeMee is a new social media platform geared toward college admissions

• Students can set up a free profile, upload photos and videos, list their study interests, or expound on a favorite extracurricular activity

• Colleges that partner with ZeeMee provide a place to include your profile link on their applications
• Social media accounts are usually some of the top returns, cleaning up those profiles goes a long way.

• School activity is likely to show high up as well from writing an article for the school paper to participating in an extracurricular activity or club that’s on the high school website.
• Boost online presence by owning your name as much as possible:

• Purchase yourname.com

• Start a personal blog or portfolio

• Begin commenting on online news stories in local or national publications

• Ensure all content and comments are positive
• Does this post make me look like college material?

• Would I say this on television?

• Does this post cause for excessive commenting?
• Is this funny? Is it offensive? Does it require too much explanation?

• Does everyone need to read this?
ANY QUESTIONS?