



APPLYING TO COLLEGE?

ADMISSIONS OFFICERS MAY CHECK YOUR SOCIAL MEDIA

WRAL.com (<https://www.wral.com/applying-to-college-admissions-officers-may-be-checking-you-out-on-social-media/17722808/>)



For students looking to apply to college, it may be time to rethink the way you are using social media. College admissions officers are now taking a closer look at social media in considering whether a student would be the right fit at their university.

- Last year, Harvard **revoked admission from 10 hopeful students** from the class of 2021 for posting explicit, racist memes in a Facebook group chat.
- 70 percent of admissions officers agree it's "fair game" to check students' social media.
- Almost 30 percent of officers use students' online profiles when making decisions.
- Private colleges were more likely to reverse an admission offer for a student based on a social media post than other colleges.
- Elon University said they have rescinded admission offers based off of what has appeared on an incoming student's social media account.
 - Greg Zaiser, vice president for enrollment at Elon said, *"I cannot stress enough the importance of appropriate use of social media, period."*
- Avoid posts with illegal activities and suggestive song lyrics. It is not just photos, but also captions, followers, and tagged photos.

Flip the camera. Don't just be self-focused! Use your accounts to positively catch the attention of a university that you have your eyes on:

- Zaiser said if a student uses an Elon hashtag on a campus visit, they are likely to be noticed during the application review process.
- Be strategic about how they use social media, such as posting high school work on public Instagram pages or blogs and linking these pages to their college applications.
- Duke University said though they only look at student's social media accounts on a case-by-case basis, but if a student were to include a link to their profile then Admissions Counselors would likely follow that link.
- If an Admissions Counselor were to Google a student's name, a LinkedIn profile is most likely the first page result they would see. *"It's about being thoughtful about who you are sharing with."*
 - Today, it is popular for teenagers to have a "real life" on a private account with a few followers, and a fake, polished life on a public account for employers, admissions counselors and parents to see.

"First, realize that most social media posts are public, and that some colleges do occasionally consider them in making their decisions. Students should ask themselves whether they would want what they post in private to be shared with an admissions committee."

- Duke Admissions Counselor