

# Make Your Social Media Work for You

The impression that you make on a college admission officer may involve more than just an essay, a transcript, and some test scores. According to new data, colleges and universities do pay attention to what prospective students post on Twitter, Facebook, Instagram, etc. In addition, potential employers for internships or permanent positions may also review your public social sites.

## WHAT YOUR SOCIAL MEDIA TELLS OTHERS

- It sheds light on your interests and passions.
- It may give a more in-depth look at your volunteer work or special projects.
- Your creativity and technology skills may be spotlighted.
- It may provide evidence of your interest in a particular major, college, or career.

## MAKE THE MOST OF YOUR SOCIAL MEDIA TIME

- Keep your profile information up to date.
- Consider providing a link to your social media sites in your college application materials (provided the college allows/encourages this).
- Invest the time to maintain quality in your postings, blogs, and videos.
- Showcase your leadership, awards, or expertise in a meaningful manner.

## REMINDERS

- Review your email address to ensure it doesn't include rude or inappropriate language or references.
- Carefully consider your tweets and other comments, particularly any negative references about prospective colleges, your teachers, or your peers.
- Monitor what photos you choose to post. Don't include those that may depict alcohol and certain party and peer activities that would reflect poorly on your judgment or character.
- A good rule of thumb is: Don't put anything on social media that you wouldn't include with your college application.