

Social Media and College Admissions

Area: College Readiness

Time: 45 Minutes

Standards: Take Action: Students demonstrate the ability to present themselves for the transition to college/workforce, 2b. Exhibit ability to use the internet

Purpose/Goal: Students will understand the impact of social media choices on the college admissions process, and will learn strategies for creating strong college applications.

Materials Needed:

- Would You Rather Icebreaker sheet cut into strips:
<https://docs.google.com/viewer?a=v&pid=sites&srcid=ZGVmYXVsdGRvbWFpbXkNzljb2xsZWdlYW5kY2FyZWVyfGd4OjExMzg2MDc0ZDk0MjJmM2U>
- New York Times Article: *They Loved Your GPA, But Then They Saw Your Tweets*:
<http://www.nytimes.com/2013/11/10/business/they-loved-your-gpa-then-they-saw-your-tweets.html>
- Debate Outline Worksheet (pg. 2)
- *Be Social-Networking Savvy During the College Admissions Process* Handout (pg. 3)

Agenda:

Opening	10 minutes
Activity/Content	25 minutes
Closing Connection	10 minutes

Activities:

1. Conduct the icebreaker: Have students draw icebreaker strips from jar or envelope and have them discuss which they would rather do. Review how making choices can have varied effects on outcomes.
2. Pass out the New York Times Article: *They Loved Your GPA, But The They Saw Your Tweets*
3. Divide students into two groups and have them read the article from their position on the topic: SHOULD ADMISSIONS COUNSELORS USE SOCIAL MEDIA AS A TOOL DETERMINE ADMISSION INTO THEIR SCHOOL?
4. Ask students if they have any questions or need more clarification on the information in the article
5. Next, have students write down their top arguments supporting their position and discuss the rules of a mini debate.
6. Have students conduct an actual mini-debate defending their reasoning.

Closing:

- Once the debate has ended, distribute the *Be Social-Networking Savvy During The College Admissions Process* and review Do's and Don'ts of Social Media and the college application process.

Debate Outline Worksheet

Argument: *SHOULD ADMISSIONS COUNSELORS USE SOCIAL MEDIA AS A TOOL DETERMINE ADMISSION INTO THEIR SCHOOL?*

Chose a position and provide three reasons based on the article as to why you are for the using of social media for college admissions or against the usage of social media for college admissions.

FOR	AGAINST
1.	1.
2.	2.
3.	3.

Be Social-Networking Savvy During The College Admissions Process

Here are some **Dos** and **Don'ts** from expert counselors at IvyWise:

Do – Know who your friends are:

Only accept requests from people you know in real life. A few years ago, a group of New Jersey high school students conducted an experiment where they created a fake student profile and tried to "friend" students in the school. By the end of the experiment, almost 60 percent of the students had accepted the friend request from this made up student, and another 55 people had tried to friend her directly! Most of these students didn't realize that by friending someone they didn't actually know, they had given an anonymous Facebook user access to all of their online information. Remember—even friends and "frenemies" can take screenshots and email them to admissions officers.

Don't – Create a fake persona:

Changing your name to avoid being found in search results doesn't work, as the people who are your existing friends are the often ones sending info. Also, don't "like" things and alter your profile in the hopes of impressing an admissions officer.

Do – Use Facebook as an organizational tool:

As you go through life, use your profile to track achievements, jobs, internships, clubs, sports, goals, interests, and even favorite books. If you upload photos of volunteer, work or sports events or tag yourself in photos that others have taken during these types of events, you can use those as reminders when you start building your resume.

Don't – Let others control your online presence:

Untag yourself from any questionable photos. Then talk to the person that posted and ask him or her to take it down or crop/remove you from the photo. Even photos where you are not tagged can be sent to an admissions office! Use private messages for any conversations that are best left private and let your friends know about this new policy. Likewise, don't post anything on their wall that you wouldn't want their grandparents to see.

Do – Create accounts with Qnary and/or Google's "me on the web"

These online reputation management tools allow you to register and link all your social media accounts to monitor your online presence. They give you a comprehensive view of what you look like in terms of search results, interests, images and accomplishments.