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**USE SOCIAL MEDIA TO
GET NOTICED FOR THE
RIGHT REASONS**

*Successfully Ever
After*

a 30 Day Personal Branding Transformation



Use this checklist to help your student build a social profile that positively impacts their college application process.

What's the one thing Levi, Covergirl, Heinz, Nike, Netflix or the countless thousands of other products you use have in common with your student? They are all a brand. A brand is simply the image that comes to mind when you think of a name. If your student is online on Snapchat, Tumblr, Twitter, Instagram or any of the other social networks, they have already created a public brand for themselves.

Since they are already building that image, don't you think you should keep your college and career goals in mind as their "personal brand" grows? Why is this important? 35% of admission counselors say posts or pictures they found negatively effected a college applicants admission or awarding of financial aid. 94% of grad schools check the on-line presence of applicants when they apply. 86% if employers check applicants out through social media before they offer an interview.

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Don't post, repost or like offensive materials. Keep in mind your opionions affect how others view you.

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Don't use social media to harm or bully others.

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Watch your language. Vulgarity never reflects well and makes you appear unintelligent.

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Don't spread drama. Keep your interpersonal conflicts off of social media.

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If you talk about politics, be respectful. You don't know what views someone else has.

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Be respectful if you disagree with someone. Show you can have a civil debate.

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Do not post comments or photos or provide evidence you are involved in illegal or unethical behavior (underage drinking, cheating, vandalism)

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Don't provide personal information. Remember safety first.

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Don't post anything online that shows you have questionable judgement or character.

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Do delete comments other post or untag yourself from photos if they cause people to have an unflattering view of you.

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Do utilize your privacy settings. Don't friend strangers.

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Do make posts that show diversity, inclusion, involvement, initiative or leadership.

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Highlight activities you participate in that are linked to your choice of majors.

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Do make posts showing you participating in group/club activities.

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Post about your volunteer activities.

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Post about part-time or side jobs, but never complain about your employer.

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Do make gratitude posts.

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Do make posts congratulating competitors.

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Do share awards or accomodations.

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Remember, if you wouldn't want your grandma to hear or see you do something, don't post it.

HS graduates need to go ahead and build a LinkedIn profile. It's a great way to build a visual first impression. Include skills you bring from volunteering and part-time employment. That's things like leadership, teamwork, time management and problem solving. Include links to projects. Studies show 80% of teens who built a LinkedIn profile saw colleges looking at their profile.