

SOCIAL MEDIA & #SCHOLARSHIP SEARCH STRATEGIES

How You Show Up Online Matters



Your Online Profile

Social media platforms (facebook, twitter, instagram, periscope, etc...) are an indispensable part of our lives today, there is really no getting around it. That is the good news. The bad news is that it could also be used against you.

More and more college admissions representatives admit to reviewing applicants social media profiles. What they do with that information is anyone's guess but I know they make mental notes if not ACTUAL notes on what they see, especially when something is brought to their attention.

According to a recent independent survey conducted of colleges in the Chicago area, "67% admitted to Googling a protective student and 86% admitted to researching a students' social media sites.

If this happened to you, WHAT WOULD THEY FIND? What you may think is private is not ever really private on the internet.



How To Improve Your Social Media Profile

Colleges want to know the “real you” that is applying for admission. If they get mixed messages when after reading your application and then take a glimpse at your social media posts that are full bullying, sexting, lewd comments, videos of aggressive or illegal behavior, alcohol- related posts then they are likely to think twice about accepting you into their school.

Think of it as social media being a direct reflection on your character and represents an authentic voice and picture to the world. Let's make that a positive picture. Here are a few steps to improve your profile on Twitter, Facebook and LinkedIn:

Although **Twitter** only allows 140 characters, words can hurt or help. Scan through your tweets to “clean up” or remove those





3 Tips on Using Social Media To Look for Scholarships

1. Make a List. Use google to research which major foundations or organizations that you are interested in applying for their scholarship (at least 5-10) (Gates, Google, Coca Coal, Microsoft etc...). There will be competition but apply anyway. Shoot for the moon!
2. Connect online. Look on their website to connect or follow them directly on Facebook, Twitter or LinkedIn. Join their newsletter or mailing list to be "in the know" when new scholarships are announced.
3. Join the conversation. Organizations and brands want to know you are interested in what they post online. Comment, like, share and any interaction will usually get their attention.

It is all about WHO KNOWS YOU!

that may be offensive. It is probably a better idea to have your high school counselor provide commentary. Remember, you will need these communication vehicle when you are looking for internships, part time jobs and as you move further into your career.

Being a member of **Facebook** groups that reflect your real passions can be a plus when someone is looking at your overall profile. Whether you are into family gatherings, fitness, sports, shopping etc... your pictures on Facebook in these groups should reflect the positive image you are projecting.

LinkedIn is probably the best kept secret in scholarship search. This is your best opportunity of any of the social media platforms to tell YOUR story. This is not just about putting up your most recent resume. This is the place to tell potential scholarship committees, companies, organizations, colleges etc... that you have "this"s set of skills, are passionate about "these" particular causes and "this" many people endorse your abilities.

Contact us [HERE](#) to help you revamp your LinkedIn profile and find scholarships, internships and part-time jobs today!

