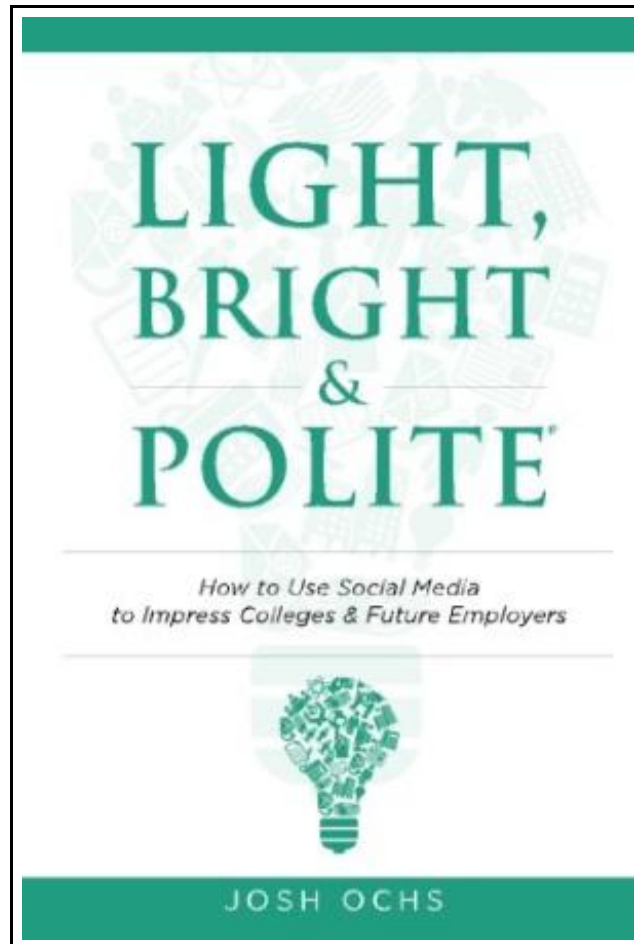


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Medialeaders, United States, 2015. Paperback. Book Condition: New. 229 x 150 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Here s what you ll learn in this book: Ch 1 How social media can hurt your kid s future Ch 2 Common social media mistakes made Ch 3 What social media posts and strategies impress colleges Ch 4 What social media posts and strategies impress future employers Ch 5 Social networks that help you shine online Ch 6 How and when to privatize your image Ch 7 How to talk to your kids Ch 8 How to make a plan together Ch 9 Case studies from successful students making a difference Over the past several years, I have had the great opportunity to work with some of the world s best brands. My staff and I developed and implemented techniques to help these companies shine online. And they have! By employing a few social media strategies, these great companies are finding the customers they want and deserve. It quickly came to my attention that my techniques would be valuable to families who are preparing their kids for college. Many kids have no idea how their digital footprint might be viewed by others and how others perceptions can hold them back. During a 2013 Kaplan telephone questionnaire, 31 of college admissions officers said that they did visit applicants Facebook and other social media pages to gain more information on the student. 30 said that they had encountered information on social media that had a negative influence on an applicant s chance of being accepted. This goes to show that anything we put online, no matter how long ago, can be brought up on the first page of Google results and we need to be vigilant on what we...



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