Staff Editorial

Social media affects applicants

Negative posts impact college acceptance

**T**he college of a student’s dreams may be ruined by scrolling down that student’s profile. On average 35 percent of college admissions officers admitted to checking social media profiles. According to “Forbes,” 95 percent of US teens have some form of social profile, making many prospective students susceptible to scrutiny.

Social media sites such as Instagram, Twitter, Snapchat, and Facebook, showcase the daily lives of millions of users. But does giving away every detail of one’s life create a positive impression for admission officers?

Public pages are especially open to the attention of officers. Depending on what they are seeing, online profiles may have a positive or negative effect on aspiring college students.

Junior Unica Wofford has collected over 3,000 followers on her Instagram and thinks of the app as a way to show her personality.

“I like to post what I look best in, sometimes my captions aren’t always the best, but it’s how I express myself,” Wofford said.

In a questionnaire posed by Kaplan Test Prep, 35 percent out of the 365 admissions officers surveyed check social media when judging applicants. Harvard University directly declined four applicants over media posts, starting the conversation of posting carefully.

Senior Corey Meadows is a frequent social media user and is alarmed by the influence of social media apps in the application process.

“It’s scary that what I post can ruin my entire future,” Meadows said.

A way to create a presentable profile is to watch what is posted, as well as comments, and retweets. Display a well-rounded, positive profile. Don’t flood the account with useless posts. Instead, having a themed account is more appealing. Also zoning in on one media application makes it easier to focus on perfecting that one profile. The Social U was created to grade media pages by telling the user what they could correct about the profile. Regularly cleaning up the page is also a great way to make sure that only the best content is being put out.

Junior Lottie Hudson regularly cleans up her profile.

“I look at what people like and what gets the most likes and comments and try to post things similar to that,” Hudson said.