

80% Of College Admissions Officers Use Facebook To Check Out Students

http://www.huffingtonpost.com/2011/02/28/facebook-college-admissions_n_828487.html

Prospective college students, beware: There's yet [another reason](#) to make sure your Facebook profile is suitable for all. According to a Kaplan survey of college admissions officers, more than 80 percent of college admissions officers consider social media presence when recruiting students.

Although this doesn't necessarily mean that Facebook and other online profiles will be considered in making admissions decisions, [All Facebook](#) reports that at least one Harvard admissions officer -- who posted on a [Quora thread](#) in response to the question "do high school students' Facebook profiles affect their college applications?" -- said that a student's online presence "absolutely" prejudices her.

And [StudentAdvisor.com](#) editor Dean Tsouvalas [wrote](#) in a blog post that "in at least one case an admissions counselor told us they rejected a potential student based on their social networking profile."

But applicants can turn their social media presence into an advantage. Tsouvalas says that by following a school on Twitter or "liking" it on Facebook, using a personal blog as a space to demonstrate talent or making a video application for your school of choice, students can stand out in an increasingly competitive candidate pool.