



When colleges view your child's social media activities, what will they think?

Find out on Tuesday, Nov. 12, in the monthly PA meeting presentation.

This month's speaker: Alan Katzman, Social Assurity LLC

4:30 p.m., School Leadership Team meeting

6 p.m. to 7 p.m., Parents Association monthly meeting

7 p.m. to 8 p.m., Presentation by Alan Katzman

The meeting room will be chosen based on number of RSVPs and will be posted in the school lobby. If possible, please let us know that you can come. If you can't RSVP, feel free to come anyway.

[Click here to RSVP.](#)

Please note: The meeting is confirmed for Tuesday, November 12, not November 14.

Colleges across America -- as well as potential employers -- increasingly look at social media to assess the character of their applicants. Alan Katzman of Social Assurity LLC

will discuss the evolution of social media from a seemingly private outlet for youthful self-expression to the very public mainstream media platform it has become. Adolescents are now facing the dilemma of being judged by colleges and employers based on a "digital identity" created by social media activities intended to impress friends rather than academic and career interests. For these young adults, the goal must be to enhance their "online persona" by emphasizing the same activities, character traits, and interests they highlight on their college applications to effectively stand out among their peers in today's competitive world.

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