

[PA Meeting with Featured Speaker on Social Media](#)

Tue, November 12, 2013 6:00PM to 8:00PM (Eastern)

New York, NY

School of the Future Parents Association

Hosted by School of the Future Parents Association



 I PLAN TO ATTEND

REGISTER 

EVENT DETAILS

The Parents Association meeting on Tuesday, November 14, will include a presentation about **young people, social media, and college admissions**. Parents of all grades are welcome.

6 p.m. to 7 p.m., PA meeting

7 p.m. to 8 p.m., presentation by **Alan Katzman of Social Assurity**

Colleges across America increasingly look at social media to assess the character of potential students. Katzman 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 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.

The meeting room will be selected based on the number of people who respond that they will attend and the location will be posted in the SOF lobby.