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News, Advice & Information for the College Bound

Facebook Warning: Admissions Officers Check Out Students

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College-bound students, beware: College college admissions officers may be looking you up on Facebook. Make sure what they see is suitable for viewing!

According to a Kaplan survey of college admissions officers, more than 80 percent of the nearly 400 college admissions officers surveyed use social media in the admissions process, primarily to recruit prospective students.

While the survey does not go into detail, some college admissions people have stated that a student's Facebook presence can make a difference in making admissions decisions. Indiscreet social media postings can give alumni interviewers and admissions people a negative impression of the student.

Since many admissions decisions have a highly-subjective component, a negative impression could move your application from the "close call" pile to the rejection basket.