



TROY TECH TALK SOCIAL MEDIA & YOUR COLLEGE APPLICATION

September 27, 2016



TROY TECH TALK

Mission Statement

Partner with the Troy School District (TSD) to provide information and resources to parents with regards to:

- **Helping parents keep up with digital trends and learn from each other**
- **Promoting appropriate use & a positive technology environment for our students to gain skills needed to be successful, defined by ISTE standards & Digital Citizenship.**
- **Sharing how technology is used both in the classroom and at home**

SOCIAL MEDIA & YOUR COLLEGE APPLICATION



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“Students’ social media and digital footprint can sometimes play a role in the admissions process,” says Christine Brown, the executive director of K-12 and college prep programs at Kaplan Test Prep. “It’s something that is becoming more ubiquitous and less looked down upon.”



40%

Visit social media pages to learn more

4x

More since 2008

35%

Applications that were negatively impacted by social media in 2012

Kaplan report January 2016, Collegiate Times Oct 2012



What will 2017's percent be?

How many more times will social media profiles be viewed?

Our kids are using SM more and earlier in their lives now



Google Me!

The NCAA

The Evolution of the Common App

WHAT NOW?

Clean up & Create!

What's your email address?

partyeveryfridaynight@gmail.com

How about your handle(s)?

@ihateschool

DELETE

- ❑ Inappropriate comments
- ❑ Photos with alcohol or drugs (real or not)
- ❑ Racy photos
- ❑ Anything that takes away from a positive social profile

PRIVACY SETTINGS

- ❑ Review all privacy settings
- ❑ Consider changing settings so you approve posts before they post or pictures before they display

GOOGLE YOURSELF ~ NO NEWS ISN'T NECESSARILY GOOD NEWS

CREATE ACCOUNTS

- Share good news
 - Volunteering
 - Show off your awards, honors, accomplishments!
 - Sports
 - Extra curricular activities
- Maintain those accounts
 - Be sure content is recent
 - Review posts / tweets often
- Try something new
 - Blog
 - Start a portfolio

**WANT MORE
HELP?**

JEANMACLEOD.COM

???

Q & A



TROY TECH TALK SCHEDULE

2016 - 2017 SCHOOL YEAR

Mark Your Calendars!

- Thurs, Oct 27th
- Thurs, Nov 29th
- Weds, Feb 15th
- Thurs, Mar 23rd

OCTOBER TOPIC:

Schoology & HAC - "How to" for parents

OTHER TOPICS INCLUDE:

- Oakland County Prosecutor
- Social Media 101 - "How to" for parents
- Troy Police & Cyber danger

** Topics/Speakers are subject to change, watch for announcements

LOCATION :: 4400 Livernois, Services Building @ 7pm



ACCESS ALL TECH TALK CONTENT ONLINE

troy.k12.mi.us > Departments > Technology > Troy Tech Talks



MICHIGAN
BULLYING
PREVENTION
CONFERENCE

FREE SPECIAL EVENT FOR PARENTS & ADULT FAMILY MEMBERS

PRESENTED BY

Beaumont
CHILDREN'S



Thursday, September 29, 2016 • 7pm – 8pm • Royal Oak, Michigan

Navigating the Social World with your Teens Insights from Facebook

Presented by Karuna Nain, Facebook Global Safety Manager

For more information or to register: ibpaworld.org/mi-parent

JUST A FEW OF THE TOPICS WE'LL COVER

Understanding the digital life of teens — what does research say?
Introduction to Safety @ Facebook — brief overview of policies and tools.
Having a safety conversation with your teen — some tips to get you started!



Any questions?

Email Lynn Lonsway, Conference Coordinator
info@ibpaworld.org

also supported by



Kerry Birmingham email
subject: TSD Events 9.23.16

ibpaworld.org/mi-parent