Your Online Identity

2019 College Night

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Social Media Use

**Most Popular** Social Media
13-24 year old Americans

1) Snapchat – 47%
2) Instagram – 24%
3) Facebook & Twitter – 16%

**Most Important** Social Media
13-24 year old Americans

1) Snapchat – 47%
2) Instagram – 24%
3) Facebook & Twitter – 16%

statista.com
“Everything you post on social media impacts your personal brand. How do you want to be known?”

Lisa Horn,
The Publicity Gal
What is the best privacy setting?

Not posting at all.
Centreville man charged with sexually assaulting teen he met through social media
Dec 7, 2016

Teen who shot herself in front of her parents is still being bullied
By Carma Hassan, CNN
Updated 7:13 PM ET, Wed December 14, 2016

Two teens facing charges for social media threat against Falcon High School
By Angela Case
Published: October 20, 2016, 1:25 pm

Maine teen faces felony charge after posting gun emoji on social media app
By Michael E. Miller
September 21, 2016

Friday, Jan 6, 2017    Last update: 1 p.m.

2 Andover Township Middle School Girls Charged Over Instagram Threat
January 3, 2017 11:28 PM

1. “A former colleague of mine posted about how he was going to use up all his sick leave then quit. He posted it at 9 a.m., and was told he didn’t have a job at 11 a.m.”

Day-care employee fired for Facebook post saying she hates ‘being around a lot of kids’
By Peter Halley
May 4, 2016
Julia Warren throws memorable birthday celebrations for disadvantaged children

Jah’Kiyla Atwaters provides the opportunity for children, who can not afford tuition, to play sports

Joshua Williams is on a mission to end hunger locally, across the country and around the world

Hannah Alper motivates people of all ages to identify their passion and take action

Ivan Boyers, Andrew Goodrum and Ariel Kim are furthering the acceptance of disabled children by promoting education
Looking to the Future

Candidates, BE CAREFUL what you post ON SOCIAL SITES

3 of 4 hiring managers & recruiters check candidates' social profiles. Even if they are NOT provided!

1 of 3 employers rejected candidates based on something they found in social profiles.
What can I do from here?

- Be a good social media role model
- Advise others on making good decisions
- Report cyberbullying

BEFORE YOU POST...

THINK!

T - is it true?
H - is it hurtful?
I - is it illegal?
N - is it necessary?
K - is it kind?

Tweet others as you want to be tweeted
#TakeNoBullies
Questions?

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