



OCTOBER 11TH, 2013

# TURTLE TRACKS

A WEEKLY EMAIL NEWSLETTER FOR THE VERMONT COMMONS SCHOOL COMMUNITY

## Upcoming Events

October 14th  
Admissions Reception  
South Hero

October 16th  
PSATs

October 17th  
Parent/Teacher  
Conferences

October 17th-20th  
Fall Break

### THE VERMONT COMMONS SCHOOL ARTISAN FAIR RETURNS!

SATURDAY, DEC 7<sup>TH</sup>

10-4

NEEDED:

QUALITY ARTISANS (BOTH ADULT AND STUDENT)  
AND THEIR WARES

HIGH END DONATIONS TO THE JUMBLE TABLE

BAKED GOODS

CHILI/SOUP/SANDWICHES TO SELL

VOLUNTEERS FOR SET UP AND BREAKDOWN

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# READING STUDENTS LIKE AN OPEN Facebook

How social media is reshaping college admissions



Social Media

## A new recruiting tool

A recent study released by Kaplan revealed that more than 82% of America's top colleges use social media in their recruiting process. How does this new recruiting trend compare to the recruiting tactics of yesteryear?



College Fairs

## Traditional College Fairs

94% of colleges say that college fairs are still a medium or high priority in the admissions process.

## Facebook Profiles

70% of colleges say that the Facebook profiles of candidates are also a medium or high priority in the admissions process.

Plus, 21% of colleges say that they are developing relevant social media recruiting policies.

While 13% of colleges say they already have social media recruiting policies in place.



Social Recruiting

## They're watching you

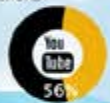
The three social networks admissions officers use the most in their recruiting efforts



Facebook



Twitter



YouTube

## SHOULD YOU BE WORRIED?

(NOT REALLY)

62% of admissions officers say that students' social media profiles have generally helped them get accepted not hurt them.



However... 38% of colleges admit that students' profiles have generally hurt their admissions chances.

## Grad students are not immune

Increasingly, many grad school admissions officers are also looking at applicants' social media profiles.



Business Schools



Law Schools



Medical Schools

## Let's be off FB



Friend Requests

80% of admissions officers have received a friend request from an applicant on Facebook or MySpace.

Even prospective grad students send friend requests to admissions officers.



More Friend Requests



## Facebook is a two-way street

Like you, most schools and colleges also have Facebook pages. Check them out to gain insight about your prospective schools.

### What type of content do schools post?

52% feature prospective students  
52% feature content for currently enrolled students  
40% feature school-related content  
40% feature school-related sporting news

Source: Kaplan Test Prep and Admissions, Kaplan.com

Created By Schools.com

9th Grade Visits the Flynn for Performance of *The Odyssey*



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