

Coggno.com Releases Infographic: How Does Social Media Affect College Admissions

[Coggno.com](#) a [learning management system provider](#) recently released a new Infographic that explains how [prospective college students social media profile can influence their applications to college.](#)

Through the eyes of college admissions officers the world of social media offers a new window into the life of a prospective student. Because social media is dominated by users 18-35, there is a plethora of information that can be gathered by college admission officers. Researching prospective students through social media channels is growing and it shows no signs of slowing down. In this infographic you will get a glimpse of how college admissions officers are using social media to research prospective students.

A search for this content will reveal a couple of sources that are current about the topics of social media and college admissions. One of these resources was created by [cappex.com](#) and it is called *Establishing a Benchmark for Social Media Use in College Admissions*. In this study, they interviewed 170 college admissions officers from different public and private colleges. These interviews provide a baseline for how social media affects an admission officer's perspective of a student's life.

Another study referred to in the graphic is Kaplan test prep and admissions 2008 and 2011. Kaplan study surveyed 359 college admission officers from 500 universities. From this survey a few key elements of data that refer especially to social media and college admissions are discovered. Not only do college admissions officers search social media, they also use Google. When surveyed, 20% of college admissions officers reported performing a search on Google of a prospective student.

Students need to be aware of how their actions online can hinder their chances of getting into college. If a student is irresponsible online they run the risk that the college they apply to will place some of their metrics on that profile. Roughly 24% of admissions officers say that they do look at prospective students' social media profiles. While 24% may not seem like a very high percentage considering that in 2008 only 10% of admissions officers used social media, it is easy to see that the number is rising.

The question remains, do students' social media profiles affect their chances of getting into college? Of the 359 college admissions officers' survey, 12% of them said that prospective students' social media profiles negatively affected their college applications. Some of the things that admissions officers reported were images of students drinking underage, vulgarities and plagiarism. When students apply to colleges, they need to



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understand that they are not invulnerable to research and scrutiny from a web savvy college admission officer.

Coggno [Learning Management System](#) enables all types of organizations to use technology to provide educational services through high-quality online curricula that are universally accessible. Coggno's executive team and advisors deliver content and relevant training through state-of-the art technology that allows participants to interact with the educational vehicle. For more information, please visit Coggno's web site <http://www.coggno.com>.

Contact

Coggno Inc.

888-585-9978

pia@coggno.com