



## STRATH HAVEN HIGH SCHOOL

205 SOUTH PROVIDENCE ROAD, WALLINGFORD, PA 19086-6333 • (610) 892-3470

As you begin communicating with colleges, coaches and admissions staff, please be mindful about how and what you communicate. Please read the Internet Etiquette information (on the guidance page) with a list of specific things to do and things to avoid with regard to electronic communication. Related to this topic is the new realm of digital identity which has become a factor in college admissions and job interviews.

It is important to know that 35% of executive recruiters said they dropped a job candidate because of information they discovered online. Also, 52% of college admission offices report looking at online profiles when evaluating a candidate and 40% of them reported that what they found hurt the student's chance of being admitted. A new term coined 'digital dirt' is something students and parents should be aware of before beginning the college or job search.

Digital dirt is the information about you that is online. This includes your hobbies, photos, jokes (appropriate or otherwise), political rants and raves. There is no such thing as 100% private on a public social networking site. If a friend with access to your profile views a picture; they can save, copy and post that photo anywhere else without your consent or knowledge. They can also blog about it, which can be equally damaging.

If you don't know if you have digital dirt, do some "narcisurfing" as soon as possible. Google yourself and go to [dogpile.com](http://dogpile.com) to see what surfaces when you type in your name. Make sure that you clean up your profile even if you need to call the site manager to have something removed. Also, implement the highest level of safety controls and privacy settings for any site where you have information. Your best line of defense is to not put anything into the digital world that is in any way questionable. Finally, don't hesitate to speak with your counselor with any questions or concerns.