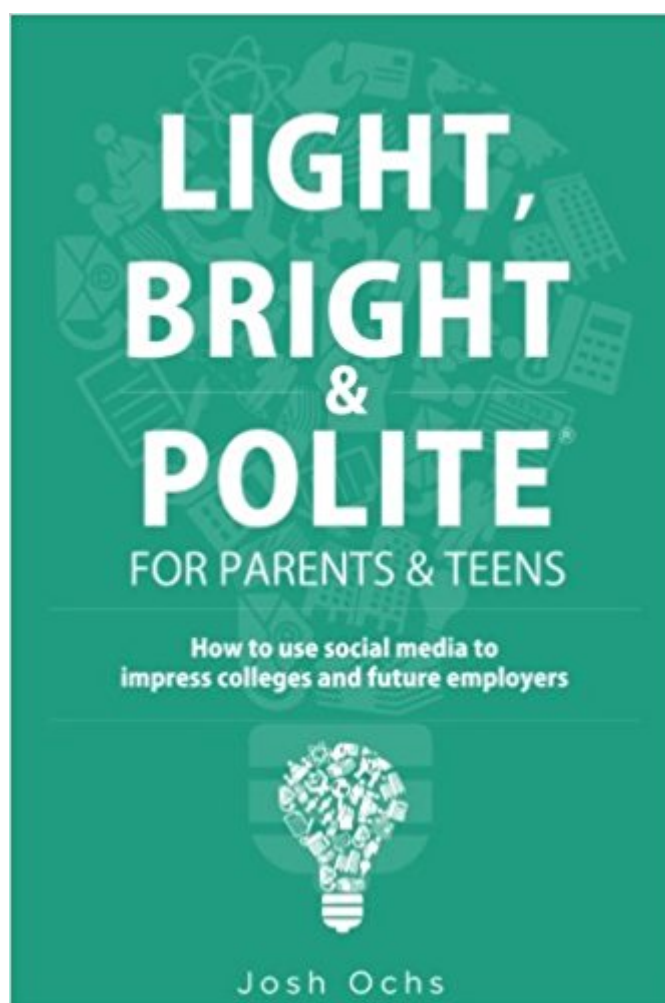


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# Light, Bright And Polite For Parents/Teens: How To Shine Online To Impress Colleges



## Synopsis

Here's what you'll learn in this book: Ch 1 How social media can hurt your kid's future Ch 2 Common social media mistakes made Ch 3 What social media posts and strategies impress colleges Ch 4 What social media posts and strategies impress future employers Ch 5 Social networks that help you shine online Ch 6 How and when to privatize your image Ch 7 How to talk to your kids Ch 8 How to make a plan together Ch 9 Case studies from successful students making a difference

Over the past several years, I have had the great opportunity to work with some of the world's best brands. My staff and I developed and implemented techniques to help these companies shine online. And they have! By employing a few social media strategies, these great companies are finding the customers they want and deserve. It quickly came to my attention that my techniques would be valuable to families who are preparing their kids for college. Many kids have no idea how their digital footprint might be viewed by others and how others' perceptions can hold them back. During a 2013 Kaplan telephone questionnaire, 31% of college admissions officers said that they did visit applicants' Facebook and other social media pages to gain more information on the student. 30% said that they had encountered information on social media that had a negative influence on an applicant's chance of being accepted. This goes to show that anything we put online, no matter how long ago, can be brought up on the first page of Google results and we need to be vigilant on what we allow others to see.<sup>1</sup> In this book, you will receive the same strategies I've used to help many successful companies, but tailored to students and future leaders, to help them impress colleges and future employers. As I've traveled the country for the past year and spoken to over 20,000 students, the feedback has been clear: these methods work, helping kids convey their best selves online. These methods employed keep their online images and communications Light, Bright and Polite®, which allows colleges and employers find the best people to represent their campus upon graduation. Your kid can be among them. It's a competitive market out there, so let's not be disqualified from something to which you're aspiring without ever having a real chance at interviewing for the opportunity! It is never too early to start planning ahead. Your kids may not be thinking about it, but certainly you understand from experience that what you do now can have lasting effects. At the very least, what you do now lays the foundation for the habits that you will have years from now. Even if your children are not on social media yet, their reputation online starts as soon as their friends are online and posting photos of them, tagging them. So, there's a lot to consider! Since parents have limited time, this book isn't designed to teach everything about social media. I'm not here to give you a list of 100 things not to do on social media. Instead, my goal is to have students and parents skim through this

book and be able to pick up one or two helpful tips that can make all the difference. What accomplishments does your kid want to have in the next five years? • Getting into college • Full ride scholarship • Varsity sports team • Study abroad opportunity • Leadership award • Community service • Getting into a prestigious private high school • Getting the perfect internship that launches their career If any of these apply, then you need to pay attention to all of the messages that your child sends out on social media. There's a good chance that 50% of their tweets might not be helping them to reach their goals. They need to be vigilant. Josh Ochs @JoshOchs

## Book Information

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## Customer Reviews

With a background in marketing at Disney and a love for all things technology, Josh Ochs combines both to help teens and tweens use social media as a portfolio of positive accomplishments. Josh travels the nation speaking to over 15,000 kids each year sharing with them tips they can use to create a positive online presence. Josh's book: Light, Bright and Polite teaches kids of all ages that everything they post on social media will eventually be discovered by their parents, teachers, their school Principal and someday colleges and employers. He shows families and teenagers practical examples they can use to always keep it Light, Bright and Polite on by posting photos of community volunteer projects that will help them shine online. In 2009, Josh was nearly elected to city council in Hermosa Beach, CA, gaining 70% of the votes required to win a seat in the local election against the incumbent Mayor. As the youngest person on the ballot with limited resources, Josh assembled

a grassroots team to help him walk to over 3,000 homes to meet voters on their doorsteps and followup using social media. Now Josh and his Team advise politicians, professionals and families nationwide on how they can be safe and smart on social media. Josh has been quoted and featured as a source in Forbes, CBS News, KTLA, KFWB radio, is a guest lecturer at USC and UCLA and a frequent personality on radio shows nationwide. He lives and works in Los Angeles where he was born and raised.

When I applied to college, I bought a book titled "How to Write a Winning College Application Essay" by Michael Mason (it's currently in its revised fourth edition and is still highly recommended). The idea that good grades, high SAT scores, and a solid application essay will get you into college is a think of the past. As Josh Ochs writes in "Light, Bright & Polite", students need to also consider their social media footprint and learn to harness its power for good. Too often, we hear of social media mishaps (anyone watching the NBA Draft this year will be familiar with first round draftees scrambling to their Twitter accounts to expunge disparaging remarks made at the expense of their new teammates and franchises) and we've come to equate social media with disaster. "Light Bright & Polite" provides actionable advice for all ages, but specifically teens as they build their "real-time portfolios" and position themselves as future campus leaders. With these guidelines, the future appears very "light, bright, and polite", indeed!

There are many sources of information about staying safe online. Two things set Josh Ochs's "Light, Bright and Polite: Use Social Media to Impress Colleges and Employers" apart from most. First, he goes into detail regarding privacy settings on various social networks and apps. He has gone to the safety and security managers of most of them for first-hand, detailed explanations of how to customize privacy settings. This includes describing in plain words how spammers and scammers work. Following his advice, such as to regularly search deeply for your name and details on search engines, will put you in the driver's seat when it comes to your online reputation. He gets specific on how to manage what information is available to others, for instance explaining the Activity Log on Facebook where you can survey everything you have ever posted on fb and remove what you have reconsidered. Second, he is full-bore PRO social media networks. None of the stay away from them, impossible-to-follow advice. Taking the view that a good offense is the best defense, Josh promotes building an impressive online portfolio, with guidance about what personal information it is best to omit. In doing so he makes creating one's digital presence a project to work at proactively, with enthusiasm and savvy, rather

than a playground in which to entertain friends and shock strangers by being ridiculous. Yet I wonder if being perpetually light, bright and polite comes at a cost. How much meaningful public dialogue can be included in a blog, for instance, that always contains content that is very easy to agree with (not dramatic or controversial)? It might be good advice for the 13 to 20-something age bracket who are seeking to look good to everyone, but if top universities could fill every incoming class with valedictorians and are looking instead for interesting people (as Alan Katzman of Social Assurity LLC was told in researching the topic), writing only what is very easy to agree with could wind up sounding so vanilla as to be not very interesting after all. Even moderation needs to be in moderation! Josh Ochs presents a wonderful array of ways to make social media networks work for you, rather than against you, whether you will be submitting an application to a university or to an employer. The book directs you to many additional resources available on his website, such as assessments of new apps as they appear. Josh runs a tremendously efficient operation! You can hear Josh discuss *Light, Bright and Polite: Use Social Media to Impress Colleges & Employers* with me on *The Social Network Show*:  
<http://thesocialnetworkshow.com/?p=9737>

I'm not a parent, but I know that the lives of my young nieces will be greatly impacted by how they use social media - for better or for worse. I bought this book with them in mind, but as I read it I also found many of the chapters to be valuable for students and job seekers of any age or experience. Thinking about the social media "branding" of some of my long-time contacts, it's easy to see the end result of using social media without a strategy to ensure your personal brand is presented in a consistently positive light. We all have those friends who are social media cautionary tales; this book provides teens and parents with a comprehensive, no-nonsense road map to avoiding a similar social-media fate. For me, the key takeaway from reading this book is the concept that social media users (kids and adults alike) are branding themselves at all times, whether they realize it or not. Understanding this critical message can help you and your child take a more holistic approach to establishing and managing social media reputation. Whatever your age or position in life, make sure that the branding you choose reflects who you are and are striving to be, and will still be true for you in the years to come. That's one piece of sound advice from a book that is overflowing with thoughtful and effective tactics that can be implemented immediately. Keep it Light, Bright and Polite!

I am a mother to two young boys. I am an avid user of social media both personally and as an

owner my own business. Josh's book is so helpful to me as a reminder that the social media path/journey starts early. Even though my boys are too young to be posting right now, I post about them constantly and it's important to know the footprint that my actions create now and how to best deal with my sons when they start to use social media themselves. I really liked the analogy about my kids paving a yellow brick road that's easy to follow. 'Each one of your kids' posts is like one of the bricks. Together they form a windy road that colleges can follow to discover more about who your kid really is.' The analogy really resonated with me. Are you hoping that your child can get into the college of their choice? Then read this book if you have children that are on online and learn the affect social media can have on a child's future. Thank you Josh!

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