

**School District Advisory**  
**Losing College Scholarships – Due to Social Media Postings**  
Effective Date: August 14, 2017



Geo Listening will notify client and non-client school district leaders when it has discovered safety or disruptive actions trending on Social Networks or from recognized studies, authorities or news agencies. These advisories will be sent to leadership via email.

There has been no shortage of rescinded athletic scholarships and academic scholarships. The former tends to get the media attention unless it is done in mass like the June "Harvard 10". We have even seen the loss of participation just this past week at the junior league softball world series where a team of middle school girls from VA was kicked out of the tournament after posting an unsportsmanlike picture and caption to Snapchat. Snapchat markets itself as a private communication app and claims to be safe to share on because the photos disappear. The short of it is that no matter who the student is and whether they are posting publicly or privately every post has the potential to be viewed by someone and judged.

We hope that sharing these articles with you both demonstrate the challenges, cause some thought on behalf of your students and inform yourselves, coaches, students and parents on how to help young people keep all of the doors to their opportunities open. We also added a link from Cornerstone related to how the majority of employers are now also reviewing online activity prior to making a job offer. We have no vested interest with Cornerstone.

Here is some of the coverage:

Stories of Lost Scholarships

<http://www.npr.org/sections/ed/2017/06/06/531591202/harvard-rescinds-admission-of-10-students-over-obscene-facebook-messages>  
<https://blogs.usafootball.com/blog/3962/social-media-cost-this-star-athlete-his-division-i-scholarship-now-he-s-trying-to-educate-others>  
<https://myrecruitingsolutions.com/2016/09/22/student-athlete-loses-scholarship-due-social-media-posts/>  
<http://www.athleticbusiness.com/web-social/college-recruit-s-offer-revoked-after-twitter-post.html>  
<http://usatodayhss.com/2017/atlee-softball-snapchat-leads-disqualification>

What Parents and Student can do to educate and protect themselves:

<https://www.cornerstonereputation.com/blog/cornerstone-reputation-professional-survey-reveals-vast-majority-of-hiring-professionals-review-candidate-online-activity>  
<https://www.cornerstonereputation.com/blog/cornerstone-reputation-professional-survey-reveals-vast-majority-of-hiring-professionals-review-candidate-online-activity>  
<https://www.cornerstonereputation.com/schools.html>  
<http://www.nbcnews.com/feature/college-game-plan/colleges-can-rescind-admission-more-just-over-enrollment-n792346>

What Colleges are doing with Social Media and their potential incoming students:

<http://sports.usatoday.com/2017/03/06/dont-tweet-that-university-of-tennessee-may-pull-your-scholarship-offer/>  
<https://recruitlook.com/sports-recruiting/social-media-in-college-recruiting/twitter-costs-athletic-scholarships/>  
<http://www.strongarticle.com/world-news/social-media-causes-havoc-millennial-athletes-lives/>  
<https://isys6621.com/2016/10/12/social-medias-impact-on-college-recruiting/>