

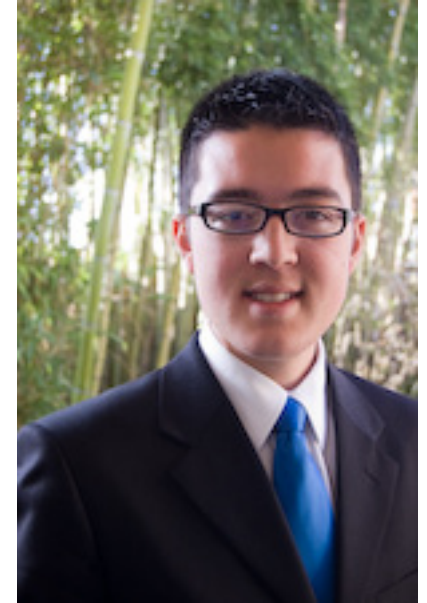
OVERDOSING ON SOCIAL MEDIA - THE RISK TO COLLEGE STUDENTS

THE PROBLEM:

As students become more accustomed to using social networking sites such as Myspace, Facebook, Twitter, and Blogs, there is a large amount of 'negative information' or 'grey noise' generated by the aggregation of a college lifestyle that goes against the persona that corporate America looks for in potential employees.

Students can leave college without a positive internet presence. Employers can google the student's name and view pictures of illegal drug usage, binge drinking, or unfavorable comments on facebook, twitter, myspace, or personal blogs.

More often than not, students do not have the technical know-how to clean up their internet presence.



THE SOLUTION:

We can provide the technological know-how to remove 'grey material'. By creating a professional service that can connect and communicate with graduating college students, their families, and potential employees, we can provide a service to graduating college students that will provide them with credibility and value in the job market. The explosion of social media in the 13-28 year old demographic gives this business idea sustainability as new students cycle into the job market and need assistance cleaning up their digital presence.

We can work with students to present a unified, clean, managed digital presence to begin a dialog with potential employees in a manner that highlights their skill sets and generates social-worth.

THE CLIENT:

College students or graduates with prior usage of social media such as Myspace, Facebook, Twitter, Live Journal, Forums, or Personal Blogging.

Male or female, the client is entering a field with a strong digital presence and awareness of the benefits and costs of allowing their employees to engage in an online identity.

Economically, our client will be earning \$30,000 to \$50,000 starting salary.