



Light, Bright and Polite for Parents/Teens: How to Shine Online to Impress Colleges

By Josh Ochs

Download now

Read Online ➔

Light, Bright and Polite for Parents/Teens: How to Shine Online to Impress Colleges By Josh Ochs

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.¹ 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

 [Download Light, Bright and Polite for Parents/Teens: How to ...pdf](#)

 [Read Online Light, Bright and Polite for Parents/Teens: How ...pdf](#)

Light, Bright and Polite for Parents/Teens: How to Shine Online to Impress Colleges

By Josh Ochs

Light, Bright and Polite for Parents/Teens: How to Shine Online to Impress Colleges By Josh Ochs

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.¹ 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

Light, Bright and Polite for Parents/Teens: How to Shine Online to Impress Colleges By Josh Ochs

Bibliography

- Sales Rank: #231943 in Books
- Published on: 2015-01-01
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .37" w x 6.00" l, .50 pounds
- Binding: Paperback
- 162 pages

 [Download Light, Bright and Polite for Parents/Teens: How to ...pdf](#)

 [Read Online Light, Bright and Polite for Parents/Teens: How ...pdf](#)

Download and Read Free Online Light, Bright and Polite for Parents/Teens: How to Shine Online to Impress Colleges By Josh Ochs

Editorial Review

About the Author

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.

Users Review

From reader reviews:

Greg Wilson:

Nowadays reading books become more and more than want or need but also be a life style. This reading routine give you lot of advantages. Associate programs you got of course the knowledge the actual information inside the book that will improve your knowledge and information. The knowledge you get based on what kind of guide you read, if you want get more knowledge just go with education and learning books but if you want really feel happy read one with theme for entertaining such as comic or novel. Often the *Light, Bright and Polite for Parents/Teens: How to Shine Online to Impress Colleges* is kind of reserve which is giving the reader erratic experience.

Marlon Taylor:

This *Light, Bright and Polite for Parents/Teens: How to Shine Online to Impress Colleges* tend to be reliable for you who want to become a successful person, why. The reason why of this *Light, Bright and Polite for Parents/Teens: How to Shine Online to Impress Colleges* can be on the list of great books you must have is usually giving you more than just simple reading food but feed you with information that possibly will shock your preceding knowledge. This book will be handy, you can bring it everywhere and whenever your conditions in e-book and printed ones. Beside that this *Light, Bright and Polite for Parents/Teens: How to Shine Online to Impress Colleges* forcing you to have an enormous of experience including rich vocabulary, giving you trial run of critical thinking that could it useful in your day action. So , let's have it and enjoy

reading.

Mindy Hicks:

The reason? Because this Light, Bright and Polite for Parents/Teens: How to Shine Online to Impress Colleges is an unordinary book that the inside of the e-book waiting for you to snap it but latter it will shock you with the secret it inside. Reading this book beside it was fantastic author who all write the book in such incredible way makes the content on the inside easier to understand, entertaining means but still convey the meaning totally. So , it is good for you for not hesitating having this any longer or you going to regret it. This book will give you a lot of advantages than the other book have got such as help improving your proficiency and your critical thinking way. So , still want to hold off having that book? If I were being you I will go to the reserve store hurriedly.

Edward Donnelly:

You may get this Light, Bright and Polite for Parents/Teens: How to Shine Online to Impress Colleges by look at the bookstore or Mall. Only viewing or reviewing it can to be your solve trouble if you get difficulties on your knowledge. Kinds of this e-book are various. Not only through written or printed but additionally can you enjoy this book by means of e-book. In the modern era just like now, you just looking because of your mobile phone and searching what your problem. Right now, choose your own ways to get more information about your publication. It is most important to arrange you to ultimately make your knowledge are still revise. Let's try to choose correct ways for you.

**Download and Read Online Light, Bright and Polite for
Parents/Teens: How to Shine Online to Impress Colleges By Josh
Ochs #HKNT4Y9E1PM**

Read Light, Bright and Polite for Parents/Teens: How to Shine Online to Impress Colleges By Josh Ochs for online ebook

Light, Bright and Polite for Parents/Teens: How to Shine Online to Impress Colleges By Josh Ochs Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Light, Bright and Polite for Parents/Teens: How to Shine Online to Impress Colleges By Josh Ochs books to read online.

Online Light, Bright and Polite for Parents/Teens: How to Shine Online to Impress Colleges By Josh Ochs ebook PDF download

Light, Bright and Polite for Parents/Teens: How to Shine Online to Impress Colleges By Josh Ochs Doc

Light, Bright and Polite for Parents/Teens: How to Shine Online to Impress Colleges By Josh Ochs Mobipocket

Light, Bright and Polite for Parents/Teens: How to Shine Online to Impress Colleges By Josh Ochs EPub

HKNT4Y9E1PM: Light, Bright and Polite for Parents/Teens: How to Shine Online to Impress Colleges By Josh Ochs