

Ware Designs Fine Jewelry since 1977

Expanding our Services with Three Goldsmiths & a Graduate Gemologist

- Custom Designs
- Appraisals
- Expert Repairs

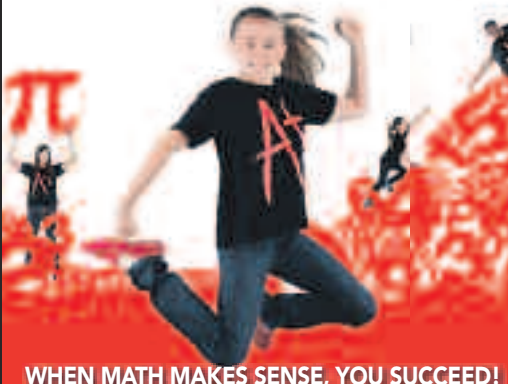
All your jewelry is insured with Jeweler's Block Insurance.

3645 Mt. Diablo Blvd., Lafayette between Trader Joes & the Post Office
283-2988 www.waredesigns.com Tuesday-Saturday 10-6



50% off Watch Battery
Now \$5, Reg \$10
1 watch battery per person. Exp. 9/30/14. Usually installed while you wait. W/coupon. Restrictions apply.

GET AHEAD IN MATH THIS FALL



WHEN MATH MAKES SENSE, YOU SUCCEED!

MATHNASIUM
The Math Learning Center

GRADES K-12
Pre-Algebra • Algebra 1 & 2 • Geometry
Pre-Calculus & Calculus
SAT/ACT Preparatory
Individualized Instruction

HOMEWORK HELP FOR ALL LEVELS
Flat Monthly Fee
Drop-in any time, no scheduling needed!

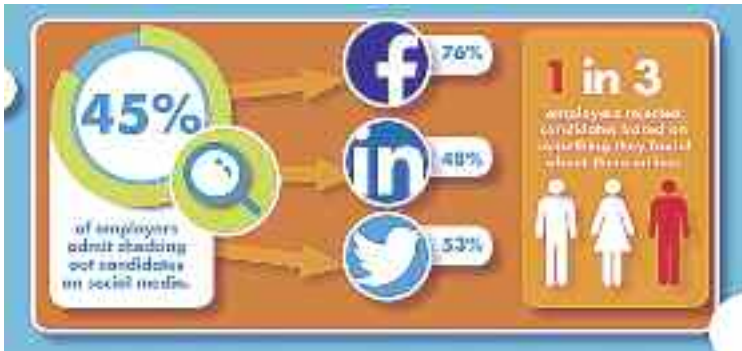
1 WEEK FREE TUTORING & HOMEWORK HELP
Must present coupon. New students only.

3435 Mt. Diablo Boulevard, Lafayette
(Golden Gate Way at Mt. Diablo Blvd.)
(925) 283-4200 www.mathnasium.com

Big Brother is Watching

Growing trend to monitor social media in application process

By Lauren Kim



Social media pitfalls for jobseekers #infographic from Career Savvy

While some kids believe their biggest problem regarding social media is blocking their parents to prevent the occasional embarrassing “mom comment,” they will one day or another realize there are concerns of much greater magnitude when it comes to outside parties monitoring their Facebook or Twitter accounts.

Universities and employers have recognized the prevalence of social media in the lives of prospective students or staff members. Recently, they have begun to utilize social media as a tool for performing background checks on their applicants.

According to a 2013 study done by Kaplan Test Prep, high school students applying to universities are under greater online scrutiny than they may know; 31 percent of the 381 college admissions officers who responded to Kaplan’s questionnaire answered that they had visited an appli-

cant’s social media page to acquire insight into his or her background. In 2012, that number was capped at 26 percent. Some admissions officers have rejected an applicant or even rescinded an admission due to inappropriate content they found on that applicant’s social media account.

Whether or not they realize it, students have an easily navigable online footprint that grows each time they post on the Internet.

Many students, especially rising seniors who are mired in the college application process, understand the repercussions that may follow their social media trail.

“I share mostly personal information on social media, but never something I would regret my parents or a college admissions officer seeing,” said rising Acalanes High School senior Zach Kramer. “I think it’s reasonable that colleges screen social media because they have a right

to see it just like everyone else does.”

Just because students understand they are under close online scrutiny, however, doesn’t mean they agree with the reality.

“I don’t believe anyone should be judged based off their posts [on social media],” said rising Acalanes senior Sarah Moore. “Somebody could post a weird picture or say something strange on social media, but that doesn’t necessarily mean they’re less qualified or less likely to be academically successful.”

Michael K. McKeon, dean of admissions at Saint Mary’s College offers an insightful rejoinder: “You deserve the consequences if you do something mean or stupid on social media. So if you post pictures of yourself doing drugs or drinking alcohol, or if you are writing something hateful about another human being, if you have adverse consequences, you deserve them. You earned them, and you are going to have to live with them.”

Contrary to popular belief, social media consciousness doesn’t end after graduating from school. A person’s social media footprint can have adverse consequences through retirement.

In December 2013, public relations executive Justine Sacco from the prominent Internet media company InterActive Corp

was fired less than 24 hours after posting a racist tweet about AIDS in Africa.

According to Juzer Essabhoy, an executive recruiter at CVPartners, a premier staffing and recruiting agency based in San Francisco and Seattle, social media screening of candidates for employees is common practice in headhunting firms everywhere.

“I use social media for information gathering,” said Essabhoy. “It’s not so much about getting to know people or chatting or those types of things. Much of it is just information that’s displayed. And it all depends on each of the users on each of these sites as to how much information about themselves that they share or not.”

Although Essabhoy generally only uses LinkedIn for a social media database when recruiting prospective employees, many of his headhunter colleagues use sites like Facebook and Twitter just as routinely in their recruitment process.

“I know a lot of my colleagues regularly go in and look at potential candidates’ Facebook pages and Twitter accounts,” said Essabhoy. “We work with a lot of companies who just make it a normal point where, when they get to a later stage of interview, they will enter the person’s name into Facebook to do a background check.”

Essabhoy estimates that currently, about 5 percent of potential employee candidates are disqualified due to inappropriate content posted on their social media. Although that percentage is a relatively small ratio, Essabhoy believes that quota will increase dramatically with the maturation and further popularization of social media in contemporary society.

“As social media continues to get even more mainstream, it’s going to [be] even more important for people to be very judicious in what they are putting out there or what they may have out on more public sites and things that can be viewable by employers,” said Essabhoy.

The best practice in regard to social media is to keep posts clean and appropriate from the start. It’s impossible to track who may share or archive a post, thereby making it immortal, and sanitizing a social media account mired in sin and slander is a tedious and faulty process.

“I never post anything that I know I would regret,” said rising Acalanes senior Katie McCarty. “I make sure everything I do post isn’t too risqué because I know that college admissions officers look at social media accounts and I wouldn’t want to jeopardize my future over a silly picture just for more likes on Facebook.”

Battle of the Bands Returns to Lafayette

Submitted by Patrick Brogan



Last year’s grand prize winner Wild Guess, from left: Morgan Swanson, bass; Alexa Heine, lead singer; Mikey Deng, drums; and Niels Sorensen, bass. Photo provided

Battle of the Bands at the Lafayette Library is back and this time it is bigger and better. The teen event, which over 100 people attended last year and is now in its second year, is set to take place on Saturday, Oct. 11 from 3 p.m. to 5 p.m. in the library’s Community Hall. Anyone aged 13-19 in the San Francisco Bay Area can audition but only four bands will have the chance to

grace the stage in front of their peers and strangers alike. Interested bands have until 11:59 p.m. Sunday, Sept. 14 to submit their video audition. Over \$200 in cash prizes will be awarded as well as prizes from such sponsors as the Guitar Center in Emeryville and local stores including Lamorinda Music, Campana Music and Mighty Fine Guitars. Radio station Live 105 will make an ap-

pearance and take on hosting duties at the final performance. Last year’s judges will make a return appearance including young adult author and co-owner of Amoeba Records in Berkeley Yvonne Prinz, Saint Mary’s College music professor Alex Green and local musician Matthias. For more information, including further prize details and how to audition, visit TinyURL.com/LafayetteBotB.

Campolindo Alum Places First in Scrabble Championship

Submitted by Conrad Bassett



Conrad Bassett-Bouchard holds winning oversized check and trophy next to NASPA co-president Chris Cree. Photo provided

Moraga native Conrad Bassett-Bouchard won the North American Scrabble Players Association (NASPA) 2014 Top-Division Scrabble Championship in Buffalo, N.Y. that concluded Aug. 13. He finished with a record of 22-9 and won the first place trophy – and the \$10,000

first prize. To learn more about Bassett-Bouchard, and how he prepares for Scrabble competitions, read the story in the *Lamorinda Weekly* archive at <http://www.lamorindaweekly.com/archive/issue0613/Moraga-Native-Places-Ninth-at-Scrabble-Championship.html>.

Submit stories and story ideas to storydesk@lamorindaweekly.com

Thank you for recycling this paper. It is printed on at least 50% recycled material and vegetable based ink and should be recycled again.

