Social Media Essentials

Social media is replacing the resume and personal statement as the primary source of relevant information on candidates applying for college or employment. More and more, colleges and employers are using social media to search for, vet and recruit talented individuals just like our members. Will your digital presence help you stand out from the crowd?

In an effort to provide our members with the essential skills, tools and understanding to help prepare for today's competitive academic and professional placements, Business Professionals of America has partnered with Social Assurity to co-create and promote a series of online courses about the opportunities social media can provide.

Through each unique eCourse, Social Assurity will address the importance of building a positive and productive social media presence, as well as how the permanence and discoverability of an individual's digital footprint can help, rather than obstruct, future academic and professional pursuits.

A compelling digital presence is one that authentically showcases activities, accomplishments, interests, community service and special skills.

To better understand the role of social media in the college admissions and employment processes, and the importance of creating and owning a compelling digital presence, BPA members have exclusive access to a complimentary introductory eCourse highlighting social media essentials for college admissions and career opportunities from a leading industry expert.

To get started with the Social Media Essentials for Business Professionals of America ecourse: BPA members will first need to complete a few simple steps. Go to bpa.org and hover over the "Membership" tab and then select "Social Media Essentials"

Requirements beginning in 2017-2018

The following Alaska BPA members are required to complete the Social Media Essentials course prior to the state conference:

Current State Officers	Current CTHS Local Officers
State Officer Candidates	CTHS Local Officer Candidates

When you have completed the ecourse, send verification to Mrs. Riddle, Alaska Association of BPA State Advisor, at her email address: amy.riddle@matsuk12.us