



FOR IMMEDIATE RELEASE

The CollegeBound Network Launches #CollegeBound Twitter Chat

Leading College Directory Web Portal Leverages Social Media
to Connect Students, Schools, and Experts

Staten Island, NY – May 19, 2010 – The CollegeBound Network (CBN), a trusted resource for information about college and career school options, is bringing its signature student services outreach to the social network. Beginning on Monday, May 24th at 4:00 p.m. EST, CBN will introduce #CollegeBound, a weekly chat forum that uses the popular website, Twitter.com, to join potential students with college admissions reps, higher education officials, faculty, career experts, current students, and others.

“The college admissions process always brings about a whirlwind of emotions and questions,” says Gina LaGuardia, CBN’s vice president of content development and social media. “With the #CollegeBound hashtag, we’re aiming to bring people together in a real-time forum where questions can get answered, suggestions can be offered, and school experiences, frustrations, and triumphs can be shared openly.”

As active users of Twitter.com with site-specific accounts at @CollegeBoundNet and @CollegeSurfing, CollegeBound Network editors know how useful the platform is for finding others who can help with specific life stages, she says. “By leveraging Twitter, we’re able to combine our own robust student services with our network of experts to assist those considering college, career school, or training for a career change.”

The Monday 4:00 p.m. EST #CollegeBound events will offer higher education administrators, college media, education experts, and others a unique hour to connect with and engage potential and incoming students. The first #CollegeBound chat, “Preparing for College,” will provide potential students of all ages with an inside look at the college research process, including how to navigate the plethora of available information, make a school decision that’s right for them, and get their school questions answered. The CollegeBound Network’s blog, *College: U. Got It*, features more information on the event.

For those new to Twitter, a hashtag (#) is an easy way to find and follow people who are tweeting about a certain topic, from shopping to parenthood to sporting events and more. CBN’s purpose for #CollegeBound is simple: Students, parents, counselors, and anyone else involved in the college admissions process will be able to log on to Twitter each week at a scheduled time in order to weigh in on the discussion topics, pose questions or concerns through @CollegeBoundNet, and converse with others.

Since 1987, The CollegeBound Network (CBN) has worked with America’s leading colleges, universities, and career schools in connecting learners with educational opportunities. More than 3 million surfers utilize CBN’s sites, including CollegeBound.net, CollegeSurfing.com, SpaBeautySchools.com, and TopCareerSchools. CBN specializes in recruitment lead generation solutions for 1000 educational institutions and 3,500 campuses, using its content-rich portals. In addition to its content-rich websites, CBN reaches out to students through various social media, including Facebook, Twitter (@CollegeBoundnet and @CollegeSurfing), and its daily “U. Got It?” blog.