

FOR IMMEDIATE RELEASE

MEDIA CONTACT

Naomi Ben-Shahar

Social Assurity LLC

Info@socialassurity.com

SOCIAL ASSURITY LLC ANNOUNCES COMPANY LAUNCH

Personalized Social Media Brand Management for College Applicants and Job Seekers Seeking to Optimize Their Digital Presence

New York, NY – Monday, September 16, 2013 – Social Assurity LLC announced today the launch of the first business venture dedicated to providing social media content management for high school and college students seeking to optimize their personal brand before college admissions and corporate recruiters. Social Assurity provides students with brand strategy by refining and enhancing their online presence on social media platforms such as Facebook, Twitter, Google+, LinkedIn, Tumblr and Instagram to effectively stand out among their peers.

In today's competitive world, where many qualified people are competing for one spot, a blemished or missing digital footprint may be all it takes to miss out on an opportunity of a lifetime. Likewise, the digital footprint that reflects and enhances the intellectual and cultural interests of that individual will most assuredly set that person apart.

Unlike automated software programs or bots, Social Assurity's experienced investigative researchers use proprietary research methods to personally scour the social media landscape to uncover, identify and assess the digital footprint left behind by online postings and other activities intended to impress friends without regard for future academic and professional assessments.

Alan Katzman, founder and managing member of Social Assurity LLC stated – "We are excited to serve the needs of high school and college students nationwide who are facing unprecedented competition to gain entry into the nation's leading universities and businesses. In order to generate a greater degree of distinction among so many well qualified applicants, schools and businesses are increasingly turning to social media outlets to view and assess the digital profiles of candidates. We want to provide these students with the personalized resources they need to successfully navigate this new reality."

Social Assurity's counselors collaborate with clients to specifically tailor and enhance their digital footprint to incorporate the activities, character traits and interests they intend to highlight on their applications and resumes. The end result is a cohesive and polished virtual resume reflecting the students' self-defined personal brand neatly packaged for inspection and assessment by the professional and academic world.

About Social Assurity LLC

Social Assurity, a New York LLC, was founded by a team of experienced legal and investigative research professionals who know firsthand how misrepresentations and questionable behavior documented on social media have come to subjectively harm otherwise perfectly qualified candidates. They decided to deliver this knowledge and information to students and their parents to proactively address the issues created at the confluence of adolescent online activities with college admissions and career placements. Social Assurity: because your future shouldn't be left to chance. <http://socialassurity.com>