John’s a typical student. He goes to class and scores decent grades. He’s heavily involved in a number of campus organizations and sports – his team just made playoffs. John thinks of himself as a prankster and always manages to get a laugh out of his friends. And, like other college students, John had has made his share of poor choices in college. So, when he posted his Facebook profile, he mixed some of his humor with some of his indiscretions – believing that only his friends would see it. And, after all, they all know what type of guy he is. They’d obviously know that he’s joking. No harm could come. Right?

Wrong. While sites like Facebook, Twitter, Instagram, Vine, and Snapchat are a great way to stay in touch with close friends and build your online presence, students across the country are being confronted with photos and information they’ve posted online. For some, it’s costing them jobs. Others have been arrested. And some are being stalked and harassed.

Many students have had to face the consequences of a joke gone wrong or a momentary lapse in judgment. Before you have to face the consequences, take a moment to face the facts.