

# SOCIAL MEDIA SCREENING

The world has become a more social place.



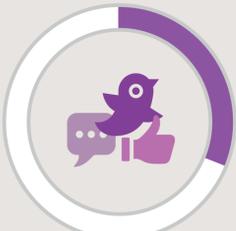
Total Global Population

**7.395 Billion**



Active Internet Users

**3.419 Billion**



Active Social Media Users

**2.307 Billion**



Mobile Social Media Users

**1.968 Billion**

By 2017 over **30%** of the world's population will be using social networks.



**84%** of UK Millennials participate in social media activity every day.



## Social Media and Hiring

Find Candidates

**90%**

Over 90% of recruiters use social media to vet candidates pre-interview

**56%**

56% of HR and recruiters say some of their best candidates are sourced via social media

Screen Candidates

**36%**

36% of UK employers have rejected a candidate based on Facebook, Twitter, Instagram and LinkedIn profiles

## Social Media Searches Need To:



Be compliant with discrimination and privacy laws



Identify potentially negative behaviours that can impact brand value and employee safety



Have a global reach

## Eight Tips for Social Media Screening:

The DIY approach to social media screening increases a company's liability and could cause a compliance headache. By reviewing protected characteristics and sensitive personal data that is found on social media, hiring managers are putting organisations at risk of discrimination. By following the eight tips below, you can prevent this from happening at your business:

**1**

LinkedIn is a professional social networking site and is generally considered an acceptable screening tool. However, Facebook or Twitter platforms are more likely to contain a wide variety of personal content – providing greater insight for the recruiter, but also exposing them to hiring compliance risks should they use that information inappropriately.



**2**

Sensitive personal information should generally not be used as part of the recruitment process. Hiring managers should never use information related to a candidate's age, disability, gender reassignment, marital status, race, religious beliefs, sex or sexual orientations when making a hiring decision.



**3**

Employers must be compliant with the UK Data Protection Act (and eventually the General Data Protection Regulation), as well as the Employment Practices Code. Social media searches should exclude non-user generated content, sensitive personal data and protected characteristics.

**4**

Candidates must be informed if a social media or other online source is used to research information that could affect their application. They should be given a chance to respond to and explain the material discovered should it influence the hiring manager's decision.



**5**

Hiring decisions should be targeted on finding information relevant to the decision to offer employment and not used for general trawling or "fishing" exercises.



**6**

Just like other background checks, social media searches should be carried out as late in the recruitment process as reasonably practical.



**8**

Personal data collected during the recruitment process should not be kept for longer than necessary where the individual was not hired. In the UK, the Information Commissioner's Office recommends advises that this should be six months.



**7**

Employers should develop a clear policy towards the use of social media for recruitment purposes, in consultation with employees or their representatives where this is required under local law.



Sterling Talent Solutions provides hiring peace of mind by delivering a simpler, smarter background screening experience for employers worldwide. Our comprehensive suite of background screening solutions deliver accurate, reliable results and tools to maintain compliance throughout the hiring cycle.

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