

# Social Media Screening for HR Managers.

## A Cheat Sheet.

### The Case for Social Media Screening.

With remote working here to stay, online screening is a crucial part of the hiring process. As HR professionals, knowing who you are bringing into your company's culture is imperative, as the cost of a bad hire can be lethal.

As the UK's largest independent provider, we want to bring to light some of the specific online platforms where we can follow a candidate's individual digital footprint to shed some light on their personality. This cheat sheet details what you should be looking at, what you should be looking for, and where you can start.

In the first half of this year alone we've seen industry-rocking revelations within the Cricket world and at a certain Swedish furniture company. Reduce your business' risk of scandal with a more holistic view of who is working for you.

### What Platforms Should I be Checking?

When providing social media screening services, it's a given that the experts will review popular social media sites such as Facebook, Instagram, LinkedIn and Twitter for candidate profiles. However, it isn't enough to simply evaluate the most popular platforms. We work with tech analysts through our online reputational screening provider, who employ unique methods to identify and confirm profiles on different sites.

If you're researching prospective employees online, take heed from the experts. Through global online profile screening, our analysts often come across candidate profiles on these 30 platforms.

### 30 Platforms to Review.

1. Facebook
2. Instagram
3. LinkedIn
4. Twitter
5. Pinterest
6. Ask.fm
7. Blogger
8. FourSquare
9. Gravatar
10. GitHub
11. BitBucket
12. Tumblr
13. Spotify
14. SoundCloud
15. MixCloud
16. Dubsplash
17. My Fitness Pal
18. Map MyRun
19. YouTube
20. Trip Advisor
21. Reddit
22. Badoo
23. DailyMotion
24. Couch Surfing
25. Watsapp
26. Good Reads
27. Angellist
28. Vimeo
29. Quora
30. Medium

### What should HR be looking for?

According to research, a quick Google search only shows you 4-6% of all data available on the internet. As candidates and society are living more and more of our lives online, HR Managers are seeking more well-rounded information about who they are hiring. This can help paint a fuller picture of a potential employee, and whether they will suit their company culture.

Our Social Media Screening Services are run against 10 clearly defined categories – eight risk categories and two positive indicator categories. Each risk category will be 'red flagged' if any relevant content is identified. And all red-flagged content will be fully evidenced, actionable and documented in a comprehensive report.

### Where Can I Start?

We're here to help HR Managers. Reviewing profiles at a top-line level can be helpful to your hiring process. Vero offers free consultations to assess your social media screening needs. Get in touch using the contact details below to get started.

Here's a list of behaviours to look for when reviewing candidate's online activity:

- Extreme views / opinions
- Hate and discriminatory behaviour
- Illegal activities
- Inappropriate / undesirable content
- Potential addiction or substance abuse
- Sexually explicit content
- Violent content

The Vero logo consists of the word "vero." in a lowercase, sans-serif font, enclosed within a white circle.