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

www.sterlingtalentsolutions.com | 800.899.2272

Sources:
We are Social Global Report: https://wearesocial.com/blog/2017/01/digital-in-2017-global-overview

Top Social Media Sites Based on Overall Adult Usage

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Daily Social Media Usage</th>
<th>79%</th>
<th>52%</th>
<th>29%</th>
<th>24%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>25%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>42%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LinkedIn</td>
<td>18%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>24%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pinterest</td>
<td>29%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Snapchat</td>
<td>32%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reddit</td>
<td>9%</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Over 90% of recruiters use social media to vet candidates pre-interview.
55% of HR and recruiters say some of their best candidates are sourced via social media.
43% of hiring managers who screen candidates find information that has caused them not to hire a candidate.

Don’t forget that everything you say online stays there, and anyone can see it including prospective employers, former bosses or current workmates. Any questionable photos, potentially offensive comments, and criticisms against current or former employees may come back to haunt you.

49% of hiring managers who screen candidates via social networks said they’ve found information that causes them not to hire a candidate.

For an organization, a social media search can reveal a job candidate’s anti-social, violent or illegal behavior.

Benefits to Employers

- Social media screening can protect a company from hiring a candidate who could affect their brand and reputation.
- Employees can develop a clear policy toward the use of social media, which can protect the company from potential legal issues.
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Candidates’ Rights

- Companies must make sure when doing social media searches they are not basing their hiring decisions on protected characteristics.*
- Companies have to focus their hiring decision on finding social media information relevant to the decision to make an offer of employment and not used for general “fishing” exercises.
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* Including religious affiliation, national origin, sexual orientation, marital status or health conditions protected under state or federal anti-discrimination and privacy laws.

DO

- Do social media to expand your professional network and share your knowledge in your chosen industry.
- Do participate in LinkedIn industry groups and discussions.
- Do follow and engage with companies on social media platforms that are in your industry.
- Do maintain a professional and current online profile picture on social media pages.
- Do research a company’s social media pages when searching for a job.
- Do make your Facebook and Instagram private when applying and interviewing for jobs.
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- Do follow and engage with companies on social media platforms that are in your industry.
- Do maintain a professional and current online profile picture on social media pages.

Don’t

- Don’t post inappropriate information or photos on your social media platforms. Keep these posts private or do not post at all.
- Don’t just “broadcast” posts out to the world. Be strategic with what you are posting, and how you are interacting with people in your network.
- Don’t use physical attribute-flaunting photos on your social media sites.
- Don’t use social media to expand your professional network and share your knowledge in your chosen industry.
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