



**Buyer Beware: Employers Are Snooping
Candidates' Social Media Profiles**



Did you know that a large majority of Employers and Recruiters are using your favorite social media websites and apps to look at you before they hire?

Yes, it's true. While Facebook, Instagram, Twitter, LinkedIn, YouTube, and others have quickly become your favorite scrapbook to share with friends and family, it's also a playground for Employers who may be shopping around to see if you're qualified to become "new company material."

Whether you're looking for a new full time position or currently working as a temp-to-hire employee at a Uniforce Staffing Solutions client, the rules are the same. Play it safe online and keep in mind that your current employer, prospective new employer, or another third-party recruiter may be poking around to see who you are and what you stand for "outside the office."

According to a 2017 CareerBuilder survey, 70 percent of employers use social media to screen candidates before hiring, which is up significantly from 60 percent in 2016. So think before you post – if you think it could be questionable or inappropriate, you should go with your gut.

The Careerbuilder survey goes on to report that Social recruiting is now a "thing" when it comes to hiring candidates – 3 in 10 employers have someone dedicated to solely getting the scoop on your online persona. Employers are searching for a few key items when researching candidates via social networking sites as good signs to hire:

- Information that supports their qualifications for the job (61 percent)
- If the candidate has a professional online persona at all (50 percent)
- What other people are posting about the candidates (37 percent)
- For any reason at all not to hire a candidate (24 percent)

And they aren't stopping there either – 69 percent are using online search engines such as Google, Yahoo and Bing to research candidates as well, compared to 59 percent last year.

The No-Nos When Using Social Networks

Careerbuilder listed these key reasons that employers were turned off by a candidate's online presence:

- Candidate posted provocative or inappropriate photographs, videos or information: 39 percent
- Candidate posted information about them drinking or using drugs: 38 percent
- Candidate had discriminatory comments related to race, gender or religion: 32 percent
- Candidate bad-mouthed their previous company or fellow employee: 30 percent
- Candidate lied about qualifications: 27 percent
- Candidate had poor communication skills: 27 percent
- Candidate was linked to criminal behavior: 26 percent
- Candidate shared confidential information from previous employers: 23 percent
- Candidate's screen name was unprofessional: 22 percent
- Candidate lied about an absence: 17 percent
- Candidate posted too frequently: 17 percent

It's an international phenomenon. The Society for Human Resource Management Professionals (SHRM), the world's largest HR professional society, representing 285,000 members in more than 165 countries, surveyed in 2017, HR professionals with the job function of employment or recruitment to learn more about organizations' use of social media for talent acquisition. Specifically, this report focused on recruitment and screening of job candidates.

Key Findings Included:

- Over one-third of organizations have taken steps to leverage mobile recruiting—to target smartphone users.
- Recruiting via social media is growing with 84% of organizations using it currently and 9% planning to use it.
- Recruiting passive job candidates (82%) continues to be the top reason that organizations use social media for recruitment.

WHO DO RECRUITERS LOOK FOR ON SOCIAL MEDIA?

SHRM SOCIAL MEDIA RECRUITMENT & SCREENING SURVEY



Use Social Media To Help You

A lesson to be learned is that you can use social media as an opportunity to stand out in a positive way and showcase your personality. The Careerbuilder survey found that more than 44 percent of employers have found content on a social networking site that caused them to hire the candidate.

Think before you post, because there's always someone watching.

Helpful Resources for You

Facebook:

How can I control what potential employers can find about me on Facebook?

https://www.facebook.com/help/282207828490074?helpref=uf_permalink

Twitter:

Unless your profile is private, anyone can view your updates. A private account on Twitter will limit your accessibility, which isn't helpful for your job search. A good rule of thumb is to keep the most personal type of information sharing in a place where you have more control.

Several high profile professionals have caught heat for inappropriate tweets. Be yourself, but tweet professionally and respectfully.

Keep an eye on what other people post to your wall and your tags. It's easy to control those settings, so people can still tag and post to your wall, but only you can see it.