

Between
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social media to screen
candidates.

79%
of HR professionals have
denied a candidate due
to inappropriate social
media content.

Social Media Intelligence

Using Social Media to Screen Candidates

Surveys conducted in 2020 show that between 90% and 98% of employers surveyed use social media to screen candidates. If you are currently doing your social media search in-house, consider letting CIC do it for you. Not only will it save you time, it will limit the risk of a negligent hire and prevent you from unintentionally applying bias to your employment decision.

Social media screening is one of the most efficient ways to leverage web and social data to maintain policy at each stage of the employee lifecycle. Random social media background checks can reveal employee behavior that is not in line with an organization's values or beliefs and, although they will likely put their best foot forward in an interview, an applicant's social media background check can shed light on other aspects of their true character.

Social media content most concerning to HR professionals:

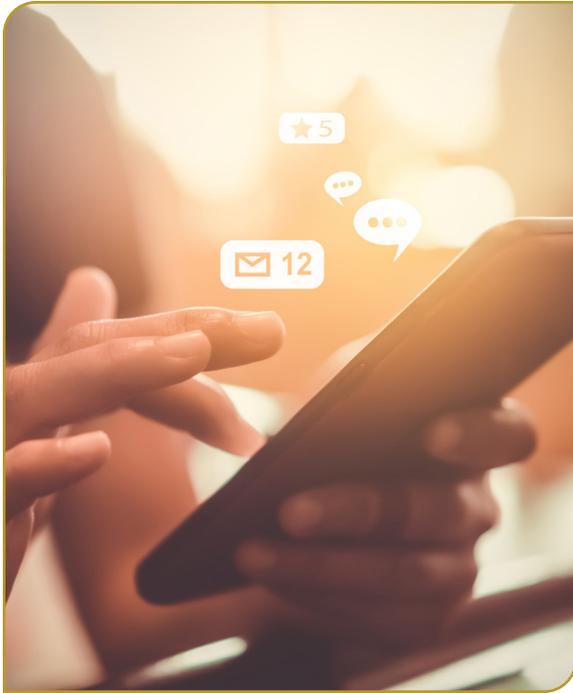
- Intolerance
- Sexually explicit content
- Illegal activity
- Threats / potential violence

Social Media Screening

CIC is pleased to offer **Social Media Screening** that focuses on problematic online behavior and is delivered in comprehensive, easy to read reports. Take this opportunity to strengthen the possibilities of a successful hire and include social media screening in your next background check order.

CIC's **Social Media Search** provides employers with an insight into a candidate's online behavior and appropriateness as a fit for a company's basic code of conduct, values, and social media policy. There are no irrelevant results to wade through. We do the work for you and report FCRA compliant data, quickly and without the noise of unusable data.

Don't risk your company's hard-earned reputation!



Social Media Search Packages

CIC's Social Media Search is offered in two package options:

Basic

Basic is a 3-year search of the top 5 social media platforms; Facebook, Instagram, LinkedIn, Pinterest, and Twitter.



Pro

Pro is a 7-year search of the top 5 social media platforms plus a myriad of publicly available platforms, media sources, unique websites, and databases.

CIC's Social Media Search

How is the Search Conducted?

In this FCRA compliant search, a combination of AI (Artificial Intelligence) and FCRA trained researchers will be used to review a subject's public, online profile on websites where adverse content is likely to be found, including Facebook, Instagram, LinkedIn, Pinterest, and Twitter.

Username and Passwords will not be requested. We report only publicly available content which has been reviewed for business-related behaviors. Your report is then created with a summary of screenshot examples of possible actionable material.

Protected Class Safety

Since most social media posts and profiles include items that could be considered discriminatory, the final step in our process is the application of the unique **Protected Class Safety** feature, which redacts protected class information from the report, thus eliminating the unintentional application of bias to employment decisions.

Protected class information includes:

- Age
- Disability
- Gender
- National Origin
- Race
- Religion

Conduct compliant due diligence in the hiring process.

CIC can help HR professionals access the vital background information needed to hire the most qualified candidates. Our experienced staff will work with you to tailor packages based on your needs and keep you compliant with the FCRA.

Call to get started: 419.874.2201 / 800.573.2201