

Social Awareness. Simplified.

Because Social Media plays an increasingly integral role in our lives, many employers have found the use of Social Media background screening to be a crucial strategy in the pre-employment process. We have designed a way for companies to gather Social Media data and make informed and intelligent decisions regarding their applicants and current employees.

Pre-Employment Screening: An Increasing Necessity

The use of Social Media as a tool for interpersonal communication has skyrocketed within the past five years alone. Because of this unprecedented surge in widespread use, employers have discovered the many benefits of Social Media background screening. Disastrous hiring decisions have been averted after the discovery of offensive or objectionable behaviors, activities, or material present on a potential employee's public Social Media profile. With a thorough screening program set in place, only the most qualified candidates continue through the hiring process.

Post-Employment Monitoring: An Ongoing Responsibility

With the presence and importance of Social Media in the business world increasing rapidly, many organizations use this burgeoning technology as a platform for innovation, communication and marketing. But because of the exceptionally public nature of Social Media tools, the risk of abuse and misuse is more menacing than ever before. Because of this, many organizations include stipulations regarding employee conduct and activity on Social Media sites in their employee conduct policies. The ongoing monitoring of employee Social Media habits can mitigate everything from dishonest behavior in the workplace to leaked company secrets, and serve as one of the first lines of defense against a potentially disastrous employee-related event.

How It Works

We offer a fully automated, proprietary software program that simplifies, expedites and facilitates the entire Social Media search process, and it's completely accessible online. Starting from an intuitive interface, a user begins a Social Media search by entering some basic identifiers about the individual they are investigating, including but not limited to the name, approximate age, current location, college attended or any other information that is commonly included on a resume. The user can include any other additional keywords to be searched as well, such as mentions of a particular organization or dangerous activities.

This identifying information is searched for on various publicly-accessible Social Media sites including Facebook, Twitter, Myspace and others. When the software discovers an occurrence of the individual's information, it will compare that information with the list of keywords included in the search. When a match between the two is found, the occurrence is flagged, saved in the system and returned to the user interface along with the date of the occurrence, the time, the URL and the specific keywords that matched.

Equip Your Organization With Social Media Awareness

With the ability to customize individual searches, define search parameters and identify risks before they happen, this software program adds immeasurable value as a product offering for Consumer Reporting Agencies and employers alike.