



- **Helps identify potentially adverse behaviors by analyzing publicly available online information**
- **Limits exposure to protected class information that could otherwise be exposed**
- **User-friendly reports that simplify decision making**

Why Conduct Social Media Searches?

Toxic workplace behaviors are a real and growing concern for businesses – intolerance, sexual harassment, violence, and other inappropriate behaviors can be crippling both internally and externally to organizations. The costs of failing to identify risks early on are substantial, and reputational losses can now happen in minutes.

Data shows that signs of risk can be identified early on through an individual's digital footprint. Whether the issue involves a controversial tweet or the posting of inappropriate content, anyone in an organization can now become a source of risk with potentially disastrous consequences.

Manual vs. Automated Searches

Manually conducting social-media searches is time-consuming, complicated, and fraught with potential concerns. From its tendency to intrude on privacy to its steep operating costs, manual screening can leave companies vulnerable to class-action lawsuits and errors. Due to the high volume of online content that must be reviewed, employers can easily miss critical warning signs and may inadvertently view – or worse yet, unconsciously make decisions based on – protected class information.

Benefits of HireRight's Automated Solution

- Reviews multiple sources at one time
- Alerts employer of potentially adverse information based on defined criteria
- Sources only publicly available content within seven years
- Built to confirm that the social media record is about the applicant, using automation and human analysis
- Utilizes image recognition and reads text in numerous languages
- Provides standardization across all candidates by minimizing exposure to protected class information



Social Media Search

How does Social Media Screening Work?

HireRight’s Social Media Search identifies problematic behaviors for potential hires and current employees by analyzing publicly available online information.

The search reads text and images like a human can, identifying thousands of job-relevant, potentially high-risk behaviors, including racism, sexism, and violence. To help ensure maximum accuracy, all social media profiles are extensively reviewed to confirm that they belong to the subject in question.

Content Flag Options

HireRight offers two account configurations for flagging specific content. Standard and advanced options are available depending on the risks to which your company is sensitive. The standard configuration would flag content related to the following categories: intolerance, crime, harassment, sexism, and violence. The majority of employers consider these to be job-relevant behaviors that may introduce a toxic work environment or present a brand risk. The advanced configuration may be more suitable for companies that are sensitive to substance abuse or dealing (e.g., healthcare and transportation) and includes the above categories plus drug and alcohol.

When an employer orders a social media search, publicly available social-media profiles such as Twitter, Facebook, or Instagram are identified and added to the report. The content of any profile is reviewed and flagged according to the defined criteria. The report provides the URL for all relevant social media profiles, flagged text, images (when applicable), and indications of why the post was flagged.

Entity Recognition

The Social Media Search leverages a proprietary combination of both automation and human analysis. Technology is used to ensure a robust and exhaustive search is conducted with a quick turnaround time. A team of analysts review any results found to ensure a high degree of accuracy. Listed below is an example of the possible matching identifiers and top sources reviewed.

Identifying Information	Top Social Media Sources
Name	LinkedIn
Alias(es)	Twitter
Email(s)	Facebook
DOB	Instagram
Phone Number(s)	CrunchBase
Location history	YouTube
Education history	Bloomberg
Employment history	Pinterest



Social Media Search

Companies will be more successful when their employees embody their organization's mission and values, when online and offline behaviors are held to the same standard, and when no employee is negatively impacted because of a coworker's toxic behavior. By identifying potential high-risk behaviors early on, companies can proactively address concerns before they escalate into a public media frenzy and help ensure a safe and productive work environment.

Getting Started

For more information about HireRight's Social Media Search, visit us at www.hireright.com.

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