

# DO'S & DON'TS

## of Social Media for Job Hunters



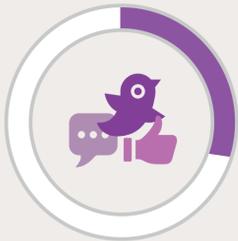
Total Global Population

**7.476 Billion**



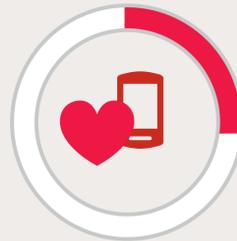
Active Internet Users

**3.773 Billion**



Active Social Media Users

**2.789 Billion**



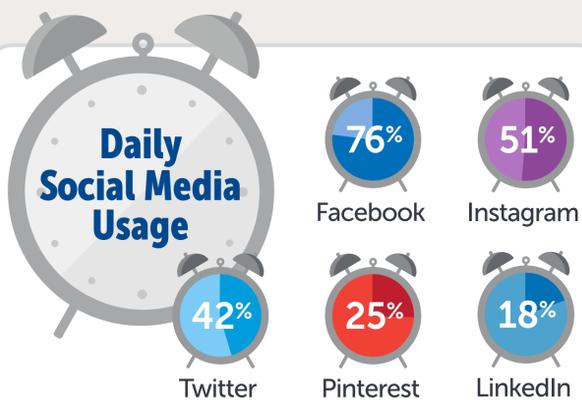
Mobile Social Media Users

**2.549 Billion**

### Top Social Media Sites Based on Overall Online Adult Usage



### Daily Social Media Usage



## Social Media and Hiring

### Find Candidates

**90%**

Over 90% of recruiters use social media to vet candidates pre-interview.

**56%**

56% of HR and recruiters say some of their best candidates are sourced via social media.

### Screen Candidates

**49%**

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

## What should or shouldn't you be doing on social media?

Helpful hints for job hunters, millennials and recent college graduates.

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 employers may come back to haunt you.



### DON'T

Do NOT 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.

Do not have "an egg" as a profile picture.



### DO

Do use social media to expand your professional network and share your knowledge in your chosen industry.

When job hunting, do set up a LinkedIn account with industry-specific skills and keywords.

Do participate in LinkedIn industry groups and discussions.

Do follow and engage with companies on social media platforms that are in your industry.

Do make your Facebook and Instagram private when applying and interviewing for jobs.

Do maintain a professional and current online profile picture on social media pages.

When posting, do write professionally and check for correct spelling and grammar.

Do research a company's social media pages when searching for a job.

## Why Companies Conduct Social Media Screening and What are Your Rights?

### Benefits to Employers

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



Social media screening can protect a company from a costly bad hire situation which could affect their brand and reputation.



Employers can develop a clear policy towards the use of social media for recruitment purposes, in consultation with employees or their representatives where this is required under local laws.



### Candidates' Rights

Companies must make sure when doing social media searches they are not basing their hiring decisions on protected characteristics.\*

\*Including religious affiliation, sexual orientation, marital status or health conditions protected under state or federal anti-discrimination and privacy laws.

Employers who are using social media searches must understand the legal risks that can occur with these types of searches and know how to avoid them.

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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Sources:  
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2016 Nielsen Social Media Report: <http://www.nielsen.com/us/en/insights/reports/2017/2016-nielsen-social-media-report.html>

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