

## Social Media Searches

**An online search may reveal more about a person's true character.**

### Social Media Made Simple

In a little more than a decade, social media has become fundamental to the way billions engage with one another — now more than ever for easing pandemic isolation and building community.

As an essential part of everyday life, it's not surprising social media has influenced the world of recruitment with HR professionals using social network background checks for hiring and screening needs. Social media background checks provide vital information that help employers minimize risk of a bad hire.

Sterling has partnered with Fama to help organizations protect themselves by screening potential and current employees using publicly available online information. Our social media partnership reduces risk with a solution that enhances ethical decision-making and compliance by proactively identifying behaviors such as bigotry, sexism, and violence, and recognize practices that align with an organization's culture and values.

### Transforming Social Media

#### Reduce Bias

Sterling leverages artificial intelligence, language processing, and image recognition to screen publicly available content for risky behaviors that reduce bias in hiring decisions

#### Robust Search

We screen behaviors on social media, as well as perform a thorough search on the publicly available web, that can easily be configured to reflect your hiring standards

#### Scale Globally

Fama's technology can be deployed in nearly every country and works across hundreds of languages



### The Social Media Imperative

With more than half of the world's population on social media<sup>1</sup>, it has become a norm in HR to rely on search engines for hiring and screening needs. According to a recent Harris Poll on behalf of CareerBuilder survey:

**66%** of employers use search engines to conduct research on job candidates

**NEARLY HALF** of employers check up on current employees on social media

**7 IN 10** of employers use social networks to research job candidates

**57%** of employers have found social or online content that caused them not to hire candidates

**34%** of employers have reprimanded or fired an employee based on content found online



## Social Media Screening

Reduce risk in your organization with a solution that enhances ethical decision-making and compliance by proactively identifying behaviors using publicly available online information.

### Reducing Bias

We use artificial intelligence, language processing, and image recognition to screen publicly available content for risky behavior that reduces bias in hiring decisions.

### Comprehensive Search

Not only do we screen behaviors on social media, we also perform an exhaustive news and web results search on the publicly available web.

### Tailor to Fit Your Needs

Our social media screening solution can easily be configured to reflect your hiring criteria standards, code of conduct, and employment policies.

### Global Scale

Our technology and compliance can be deployed in nearly every country and works across hundreds of languages.

### Our Social Media Partnership



Sterling has partnered with Fama to help companies protect their brands by screening potential and current employees using publicly available online information. Our social media partnership reduces risk with a solution that enhances ethical decision-making and compliance by proactively identifying behaviors such as bigotry, sexism, and violence, and recognize practices that align with a company's culture and values.

## Enhance Your Screening with Social Media Checks

Safeguard your reputation and avoid costly bad hires by partnering with an industry leader in background screening. Get started now: [sterlingcheck.com](https://sterlingcheck.com) | 800.899.2272

### ABOUT STERLING

Sterling—a leading provider of background and identity services—offers background, identity verification, and Covid-19 health testing services to help over 40,000 clients create people-first cultures built on foundations of trust and safety. Sterling's tech-enabled services help organizations across all industries establish great environments for their workers, partners, and customers. With operations around the world, Sterling conducts more than 75 million background checks annually. Visit us at [sterlingcheck.com](https://sterlingcheck.com).

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