



a MyHRScreens® social media screening service

Make The Socially Acceptable Hire.

If it's a threat to your business we will find it.

In a time where communication is encouraged, what keeps negative talk or behavior from affecting your brand reputation?

This question is important because your employees are an extension of your brand. You work hard to train and establish a healthy work environment, so hiring employees that have a positive working style can help to mitigate unnecessary risk, avoid costly turnover, and help you save valuable time and resources.

Behind the wall.

Taking a closer look at the social media profiles of your candidate can help you discover if the information they post on their wall works for your brand.

1. Protects your brand. No company wants to hire someone that doesn't reflect their core values and by their individual actions tarnish the company's brand.

2. Protects your employees. Workplace safety is no longer just in the domain of your corporate security folks. Human Resources should take responsibility to ensure the employees they are hiring do not represent a threat to other employees.

3. Reduces turnover costs. Studies have shown that the average cost of hiring a toxic employee and then having to replace that employee is over \$12,800. When factoring in lost productivity by the team, this cost can soar.

Did you know

that between **70 and 90%** of employers in the United States incorporate some form of social media screening before they hire a candidate?

While resumes, interviews and often reference checks are the staple of a recruiter's life, social media has become an almost equally important hiring tool.

User-friendly and accurate platform:

- Cloud-based platform including self-service and turnkey report options.
- Thorough analysis including likes, replies, comments, reposts, and images
- Broadest set of risk classifications/flagging
- Sentiment and following/follower analysis/trends
- Fast turnaround -- reports in 30 minutes or less for most subjects
- Twitter, Facebook, Instagram, LinkedIn, and Web and News searches included
- Insightful, FCRA and EEOC compliant reports

Is this legal?

Our reports are insightful and concise and conform to federal and state laws including FCRA and social media privacy laws. At MyHRScreens® your social media analysts are in control.

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A glimpse into the real behavior of your next hire, to ensure that we are all on the same social page.

So what are we looking for? Social media risks may include:

Hate Speech

Derogatory, abusive and/or threatening statements toward a specific group of people typically on the basis of race, religion or sexual orientation.

Insults and Bullying

Name calling or derogatory statements toward an individual about their physical characteristics such as weight, height, looks, intelligence, etc.

Narcotics

Statements related to drugs and/or drug use including slang words, street names and phrases.

Obscene Language

Profanity, cursing, swearing or in general crude or vulgar words and phrases.

Political Speech

Statements considered relating to politics or governmental affairs. This could include politicians, policies, or the political process. These often focus on specific issues such as abortion, environmental, immigration, government, etc.

Self-Harm

Indications of wanting to hurt oneself or take one's own life intentionally.

Threat of Violence

An intent to inflict harm or loss of another person's life.

Toxic Language

A way of communicating that is considered to be rude, disrespectful, blaming, labeling or using guilt.

Drug-related Images

Images of pills, syringes, paraphernalia and alcohol.

Explicit/Racy Images

Mostly explicit nudity and some partial nudity.

Violent Images

Images of disfigurements, open wounds, burns, crime scenes and guns/weapons.

Keywords

Flags posts based on matches to custom keywords provided. Keywords can be designated negative, positive or neutral.

Risk Classification	Definition	Example
Hate Speech	Derogatory, abusive and/or threatening statements toward a specific group of people typically on the basis of race, religion or sexual orientation.	"My boss is a Jew and I hate Jews."
Insults and Bullying	Name calling or derogatory statements toward an individual about their physical characteristics such as weight, height, looks, intelligence, etc.	"Have you fallen on your head as a child? You are pathetic."
Narcotics	Statements related to drugs and/or drug use including slang words, street names and phrases.	"Can't wait until I get off work today, gonna get high."
Obscene Language	Profanity, cursing, swearing or in general crude or vulgar words and phrases	"A holes never even called me back. Company sucked anyway."
Political Speech	Statements focused on government policies, actions or specific politicians or ideologies. These often focus on specific issues such as abortion, environmental, immigration, government regulations, etc.	"Climate change is real and we need to kill all the cows and eat all of the babies to keep our earth from dying."
Self-Harm	Indications of wanting to hurt oneself or take one's own life intentionally	"Is there any point in living anymore?"
Threat of Violence	An intent to inflict harm or loss of another person's life.	"You do remember that I do have a weapon and will not hesitate to stab you."
Toxic Language	A way of communicating that is considered to be rude, disrespectful, blaming, labelling or using guilt.	"You'll have to mansplain that to the idiot in the White house."

What you need to know –

You should be aware of these things to proceed with social media screening:

- **You must get permission from your candidate.** This is required based on FCRA guidelines and is no different than any other background check.
- **We will only pull public posts.** This one is important. We can only view posts which the candidate made publicly.
- **You may not ask for passwords to their social media accounts or accept friend requests.** This can violate many state's social media privacy laws.

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