DOES WHAT YOU DO ON FACEBOOK REALLY MATTER?

Job Screening with Social Networks

How Are Employers Screening Job Applicants?

Do you use social networking sites to screen prospective employees?

- Yes: 91%
- No: 9%

During the hiring process, which social networks do you use to screen candidates?

- Facebook: 76%
- LinkedIn: 48%
- Twitter: 53%

During which phase of the hiring process do you look at social networking sites to screen prospective employees?

- After initial conversation with the prospective employee: 47%
- After receiving an application: 27%
- After detailed conversations with the prospective employee: 15%
- Right before making an offer: 7%

Have you ever rejected a candidate because of what you saw about them on a social networking site?

- Yes: 89%
- No: 11%

Why have you rejected those candidates?

- Inappropriate photo: 11%
- Inappropriate comments: 11%
- Posted content about drug using: 9%
- Posted negative comments about a previous employer: 10%
- Leaked confidential information from a previous employer: 11%
- Made discriminatory comments: 11%
- Lied about their qualifications: 10%
- Shared confidential information on a social networking site: 13%
- Never rejected a candidate because of information on a social networking site: 7%

Have you ever hired a candidate because of what you saw about them on a social networking site?

- Yes: 68%
- No: 32%

Why have you hired those candidates?

- Saw a positive photo of their personality and organization: 30%
- Profile looked professional: 36%
- Profile showed candidate was accepted: 36%
- Shown solid communication skills: 33%
- Profile showed candidate was well-rounded: 33%
- Candidate had good references provided by others: 34%
- Candidate had strong technical and social skills: 24%
- Never hired a candidate because of information on a social networking site: 18%

Thanks to Vlad Gorelik of Reppler for granting us permission to use this document.