Recent recruitment surveys

- A digital footprint records Social media posts.
- 70% of employers use social media to screen candidates before employment
- An increase of 10% last year
- An increase of 50% in the past 10 years
- Three out of ten employers employ people whose work is to research the background information of job candidates.
- Topics researched are:
  - ✦ Information that supports a candidate's qualifications.
  - ✦ The candidate's professional online presence such as:
    - ■ posts
    - ■ interests
    - ■ other people's posts on the candidate.

Research techniques

Employers also use online search engines to research their candidates.

- Negative topics that make the prospective employer think twice before employing a candidate:
  - ✦ Inappropriate photos
  - ✦ Controversial statements
  - ✦ Discriminating statements
  - ✦ Vulgar communication
  - ✦ Portrayals of inappropriate behavior
  - ✦ Sharing of confidential information
  - ✦ Less than flattering posts on previous employment / bosses.

- Positive topics that employers look for before employing a candidate:
  - ✦ Social media profile that supports a candidate's:
    - ■ Qualifications
    - ■ Professional image
    - ■ Communication skills
    - ■ Creativity.