

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

vetting process, in order to help employers avoid the risks that may accompany its use.

Aug. 20, 2015



Originally published on the [ADP blog](#).

More and more employers are using social media to gather information about job applicants. Often, employers who are curious about an applicant's social media activity engage in a publicly accessible search of an applicant's social media presence.

These employers should keep in mind that even a public search has its pitfalls;

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

vetting process, in order to help employers avoid the risks that may accompany its use:

1. **Designate a “search person” who is not the decision-maker.** Employers who wish to perform social media searches during pre-hire recruitment should consider designating a person who is not the decision-maker (or even involved in the decision-making process) to conduct social media searches for a candidate's social media activity.
2. **Search consistently.** Employers who use social media as part of their vetting process should ensure that their search person(s) is/are consistent in their searches. For example, employers should have their search person(s) conduct searches of candidates at the same point in the hiring process every time, and use the same search sites every time for every candidate. (ie. Don't search Catholiclawstudents.com for one candidate, and Hispaniclawstudents.com for another).
3. **Do not convey protected activities/characteristics to decision-makers.** It is a good idea for employers to have a process where the designated search person(s) will not convey protected activities or characteristics that they discover by virtue of their search, to the decision-makers. This is important because, if an applicant feels that they did not receive an offer of employment because of something that the employer may have seen on a social media site, the employer wants to be able to say that the decision-makers were not aware of any protected characteristics or activities, and did not base their hiring decision on any protected characteristics or activities.
4. **Identify a legitimate, nondiscriminatory reason for any employment decision.** Examples of an applicant's poor judgment might be discovered during a social media search. For instance, an employer might learn that the applicant has posted a nude photo of him/herself as their profile picture on Facebook. While the employer may no longer wish to consider this candidate for employment with

their company, it would not be a best practice to tell the candidate that this is the

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Social media is a recruiting tool during their recruitment process may wish to implement a *Social Media Screening* policy reflecting the company's position with respect to its use of social media, and particularly its prohibition against using it as a tool to discriminate against applicants. Such a policy could be distributed only to those employees charged with recruitment and social media search duties, and would reflect that while the employer may access social media websites in searching for potential candidates, it will not use any information obtained on those sites to discriminate against any potential candidates based on protected characteristics or protected activities. It may further forbid the company's recruiters from conveying any such information to the decision-makers.

How do you use social media in your recruitment practices? Share in the comments, and remember these tips as you research your job candidates.

From recruitment to retirement, [ADP offers integrated HR](#), human capital management, payroll, talent, time, tax and benefits administration solutions and insights to unlock a business' potential.

Accounting • Payroll • Staffing • Technology

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us