

Social Media Checks

Sterling's online content search can simplify hiring and help improve employee quality

Help Reduce Risk with Sterling's Social Media Screening

Social media has become fundamental to the way billions engage with one another globally. As an essential part of everyday life, it's not surprising hiring managers use online content to help them find the right candidates. Social media background checks can provide insights that employers won't discover in interviews.

However, online content searches performed in-house can expose hiring managers to protected information, such as age or religious affiliations, that can lead to biased hiring decisions. Using a tech-enabled social media screening solution helps reduce potential bias in the hiring process and allows you to establish a more objective approach using consistent criteria for candidate evaluation.

Social Media Screening Can Help You Hire Smarter

Avoid Blind Spots

Sterling leverages advanced technology to examine publicly available online content, including social media and other online sources, for potential misconduct while avoiding protected class details to reduce bias in hiring decisions.

Scale Globally

Our social media screening can be used across hundreds of languages and countries to help you more easily achieve your hiring goals and foster a foundation of trust and safety for your entire organisation.

Champion Compliance

Our in-house compliance experts monitor new laws and regulations locally and across the globe to help you keep your program up-to-date with the changing regulatory environment, enabling you to hire anywhere with confidence.



Improve Candidate Quality while Promoting Objective Hiring

With more than 4.49 billion people¹ worldwide on social media, it's become a norm for hiring managers to rely on search engines to take a closer look at their candidates. However, this practice can lead to potential hiring bias and inconsistent criteria. According to a [recent survey](#):

- **Nearly 75%** of employers use search engines to research job candidates.
- **85%** of employers have found social or online content that caused them not to hire candidates.
- **68%** of employers admit to using social media to find answers to illegal interview questions, increasing company risk.
- **55%** of employers check social media to see if a candidate is a good fit, introducing the possibility of bias.

Enhance Your Screening with Social Media Checks

Sterling's social media checks can help you more easily achieve your hiring goals and foster a foundation of trust and safety for your entire organisation.

GET STARTED NOW
sterlingcheck.com

¹ Top Social Media Statistics And Trends Of 2023

Social Media Checks Simplify Hiring

Our social media search layers innovative advanced automation with human analysis to help you streamline your hiring process, reduce risk, and hire better quality employees.



Search

Our tech-enabled automations review publicly available social media posts and online content to help reveal potentially risky conduct associated with your candidate or employee.



Match

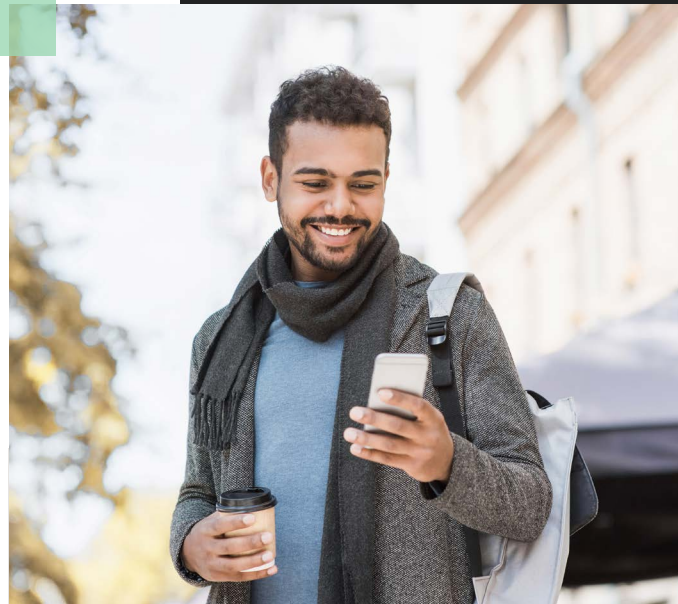
Discovered content is authenticated via advanced automation and human analysis to help confirm that the online source relates to your candidate or employee.



Deliver

Returned to the Client Hub in just 1 – 2 days¹, our streamlined social media reports contain flagged relevant content that may present a workplace concern for your review and consideration.

¹ Sterling Corporate Stats, 2023



Scalable Social Media Options

Sterling's social media screening helps your team to identify and hire quality employees that are most aligned with your company values. Our checks allow you to:

- ✓ Analyse a candidate or employee's posts, likes, comments, reposts, memes, and images on common social media sources, going back up to seven years.
- ✓ Search for content related to the candidate or employee in news and webpage online sources.
- ✓ Review reports flagging relevant content with high confidence levels from pre-defined behavioural categories.
- ✓ Configurable to best support your business needs.

ABOUT STERLING

Sterling (NASDAQ: STER) is a leading global provider of background and identity services, helping clients create people-first cultures built on a foundation of trust and safety. With operations around the world, Sterling's tech-enabled services help organisations across all industries establish great environments for their workers, partners, and customers.



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