

Social Media Searches

An online search can reveal more about who a person really is.

Helping You to Establish and Maintain a Safe and Trusted Workforce

In just over a decade, social media has become fundamental to the way billions engage with one another — now more than ever for easing pandemic isolation and building community.

As an essential part of everyday life, it's not surprising that social media has influenced the world of recruitment with HR professionals using online networking activity to support both hiring and ongoing screening needs. Social media searches provide vital information that helps employers minimise the risk of a bad hire and establish a trusted workforce.

Our Social Media Partnership

Sterling has partnered with Fama to help companies protect their brands by screening the publicly available online information of both potential and existing employees. Our partnership can help reduce exposure to risk with a solution that enhances ethical decision-making and compliance by proactively identifying undesirable behaviours such as bigotry, sexism, and violence, and recognising positive indicators that align with a company's culture and values.

Enhance Your Screening with Social Media Checks

Safeguard your reputation and avoid costly bad hires by partnering with an industry leader in background screening. Get started now: sterlingcheck.co.uk | +44 (0) 1792 478838



The Social Media Imperative

With more than half of the world's population on [social media](#), it's become a norm in HR to rely on search engines for hiring and screening needs. According to a recent [Harris Poll on behalf of CareerBuilder survey](#):

66% of employers use search engines to conduct research on job candidates

NEARLY HALF of employers check up on current employees on social media

57% of employers have found social or online content that caused them not to hire candidates

7 IN 10 employers use social networks to research job candidates

34% of employers have reprimanded or fired an employee based on content found online

Meeting Your Screening Needs



Technology-Enabled Impartiality

Sterling leverages artificial intelligence, language processing, and image recognition to screen publicly available content for negative behaviours, providing a consistent screening approach to reduce bias.



Robust and Flexible

We screen behaviours on social media, as well as perform a thorough search on the publicly available web, that can easily be configured to reflect your hiring standards.



Global Reach

Our social media search solution can be deployed in nearly every country and works across hundreds of languages.



Helping You To Secure a Safe and Trusted Workforce

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ABOUT STERLING

Sterling — a leading provider of background and identity services — helps over 40,000 clients create people-first cultures built on a foundation of trust and safety. Sterling's tech-enabled services help organisations across all industries establish great environments for their workers, partners, and customers. With operations around the world, Sterling conducts more than 75 million background checks annually. Visit us at sterlingcheck.co.uk.



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