

What is a Social Media Check Report?

A Social Media Check™ report is an explicitly consented review of a person's social media content, checking for the presence of high risk behaviour. Throughout our time online, we make choices that can leave footprints behind us, from registering a social media account to adding personal details, images and information about ourselves. Whether we choose to create very open accounts and share this information publicly or withhold such information by locking accounts to make them private, this is inherently social information we have shared about ourselves. There is no right and wrong position to take with respect to our social media content as our personal circumstances will all be very different. Social Media Check™ have researched key evidence-based risks for employers within a workplace context and assess an individual's social media for the presence or absence of such content.

How is the report produced?

Social Media Check™ is tasked to create the report by a business during a recruitment or other commercial process. During this, Social Media Check™ act as the Data Controller and Data Processor, so will contact each person who has been nominated for a report to request their permission to conduct the check. Consent is requested via an email and when accepted, or rejected, prompts the individual to follow a few simple steps to provide access to their social media accounts. Social Media Check™ are approved development partners with all of the available social platforms and have been through screening and approval for this process, which is the commercial standard for sharing information. Social Media Check™ do not get access to any of your passwords and use OAuth access which is the highest level of secure access.

What does the Social Media Check™ report look for?

Working with leading Consultant Clinical Psychologists, Social Media Check™ has established seven areas of risk that are important to most workplace environments. Many businesses have different priorities in terms of the issues that matter most to them, so this report should be reviewed in the context of what matters most in your workplace. The report assesses seven areas of behaviour across a person's social media content:

- Hate Speech
- Adult Images
- Violent Images
- Swearing & Profanity
- Highly Negative Sentiment
- Toxic Language
- Dialogue with/concerning Banned & Proscribed UK Groups

Why is the Social Media Check™ profile being carried out?

Every employee has the right to a private life under the Human Rights Act, 1988. However, the way an employee conducts themselves publicly, can in some situations significantly affect and implicate an employer and their clients, especially in roles where there is an expectation of responsibility, for example when working with vulnerable adults or children. By assessing these risks within the applicant's social media content, any behaviours that potentially fall foul of these standards can be addressed from the outset, supporting better decision making over eligibility and suitability.

The Social Media Check™ report is accredited by leading Consultant Clinical Psychologists with an evidence based research methodology inbuilt into the assessments and formulations being made. In the same way as Myers-Briggs is indicative of personality traits and typologies, the Social Media Check™ report can provide insights into behaviours and personality traits that may well be evident in a professional setting. There are, of course, limits to this information and the Social Media Check™ report should be just one part of a wider ranging suitability checking process.

What does the Social Media Check™ report involve?

Candidates provide basic information about themselves (forename, middle name, surname, date of birth, area of residence, personal mobile phone number, personal email address(s)). With this information Social Media Check™ requests explicit consent to check social media accounts, then collates and analyses the data using proprietary software, creating a risk assessment in a consistent and verifiable manner, hyperlinking any content so that it can be reviewed in context. This is free from subjective assessments by individuals and does not highlight any personal information where a risk factor is not present.

Who will see the contents of the report?

The staff involved in the recruitment process will have access to the report during the recruitment process. This information will not be shared or circulated outside of this group.

Where is the data from the report stored? And for how long?

Internally NYAS stores the data on your personnel file and is held securely in compliance with General Data Protection Regulation. Social Media Check™ complies with all UK legal requirements under associated Acts and Statutes, including GDPR and the Data Protection Act. Social Media Check™ is registered with the Information Commissioners Office. In terms of data handling, storage and retention, please see the Social Media Check™ product Terms and Conditions for a full explanation of the operating practices.

Do I get a copy of the report?

You will be provided with a copy of the report at the conclusion of the recruitment process.

How long does the profile report take?

Typically a report is finalised within ten to fifteen minutes of receiving a candidate's permission to conduct the check, although this can occasionally be longer. We would not expect any report to take longer than 24 hours to return, once permission has been received.

Will my score affect my job prospects?

The Social Media Check™ report is one of many features within the recruitment process and although an important part of recruitment considerations, it is only one of many discreet assessments that are made to determine eligibility.