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Should employers consider perspective members of staff social networking pages as part of their recruitment process? What are the legal and/or ethical issues associated with such practice?
How can the individuals protect themselves?

HOW DO INDIVIDUALS PROTECT THEMSELVES FROM SOCIAL MEDIA SCREENING?

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1. ABSTRACT

The current era in which we are living in is very well developed with the optimum usage of *Technology*. People all over the world use Social Media for their entertainment and excitement in the various platforms. Many of them use it as an advertisement platform of their selves.

Social Media screening is an adverse effect which every candidate who apply for a job may face. There are possibilities where candidates may fill fake information and get their resumes bright upon the file. The hiring manager has to identify each and every problem and check if it is true or fake and then give a wise solution. The Social Media contents are up-to a vast extend which can make people decide how your actual character is? It is not wise to whole-heartedly depend on the Social Media content because not every individual would update their profile in it. People who don't have the facility will not update frequently but their professional development will have a splendid performance.

Therefore, hiring managers can have a brief idea about the candidate after they interview them upon their Social Media about their social life.

2. INTRODUCTION

Social Media is an online source where many known as well as unknown people interact and collaborate with each other. People create, share and exchange memories, ideas and also various other important information through social networks. People start conversations, connect amongst the society and build-up goals using Social Media. It can create a bond of friendship, brotherhood and relationships too. Even if it is a positive or a negative feedback given about you, Social Media enables you to respond to it

There are many popular Social Media tools and platforms available in this current world.

- Whatsapp
- Facebook
- Instagram
- Twitter
- Snapchat
- YouTube
- LinkedIn

Social Media can have both decent aspect and a nasty aspect too. It depends on people's intention on what they refer to. People who view another person's Social Media page cannot rely completely from it. This process is adversely effects on recruitment process for job interviews.

The hiring manager views candidates profile before they attend the interview in-order to check whether they are suitable for the job. Candidates use Social Media screening to show up or hide something from what they are in-order to get a well reputation by the companies from which are going to hired.

3. LITERATURE REVIEW

3.1. Real time examples

According to a recent analysis report by the *Society for Human Resource Management (SHRM)*, 76% of corporations aforementioned that they use or are responding aforementioned, that social networking sites are appreciable in recruitment process of candidates.

(HEATHFIELD, 17.12.2018)

According to a recent analysis report which was held at a *Carrier Builder Survey in 2018*, 70% of the employers use Social Media to screen candidates during the hiring process. Here they check of how the individual is? His characters, social performances, discipline and also the knowledge he or she has in the field which he has applied to.

There's a smart probability that by viewing someone's profile, you will get a glimpse into their identity on the far side of the resume.

(By Saige Driver, 2018)

According *August 2018, Career Builder Research*, it shows what employers are looking forward when screening Social Medias of the candidate.

- | | | |
|--|---|-----|
| • Information that supports their job qualifications | - | 58% |
| • If the candidate has an active online personality | - | 50% |
| • Reputation amongst the society | - | 34% |
| • Reasons to reject the candidate | - | 22% |

(Živković, 2018)

According to this criteria, a review has been outputted ➔

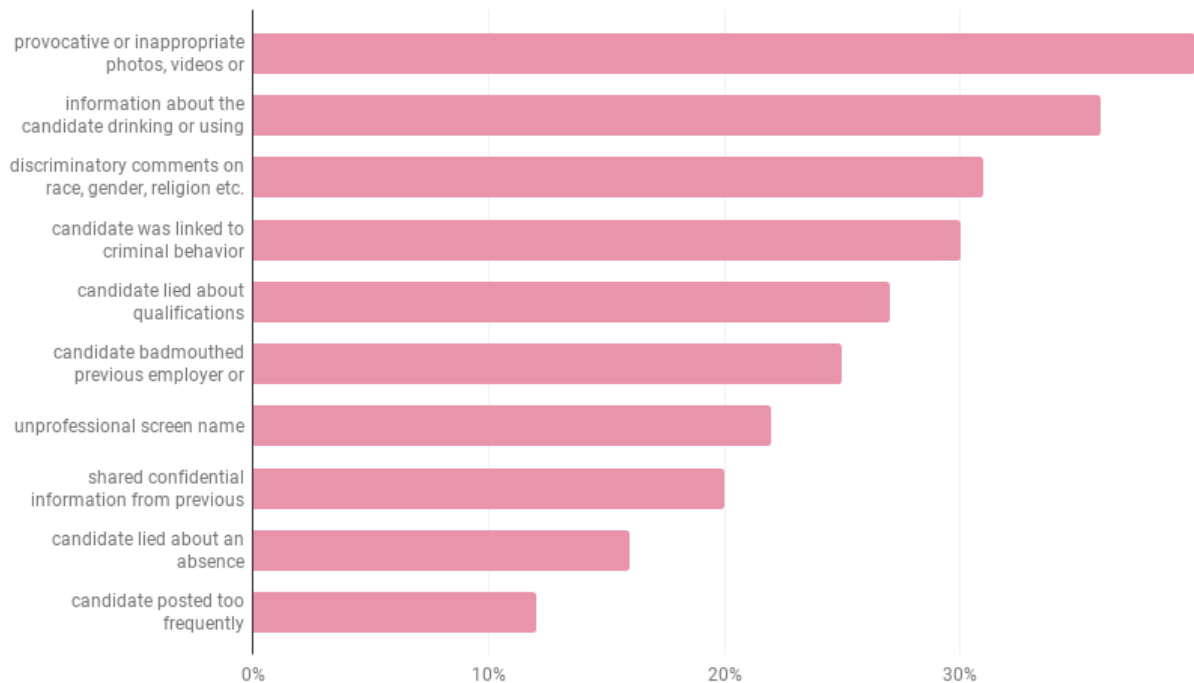


Figure 1: Review of a company's Social Media screening performance

(Živković, 2018)

3.2. Problems faced by individuals due to Social Media screening

Lack of job opportunities

Interviewers get a discouraged impression about the personals by having the only thought about the individuals which they have enclosed in their Social Media page. They have a rough mind set about the character of the individual before they even meet them. This makes the recruits get self-demotivated and find it difficult to use the Social Media freely.

Skilled personals get rejected.

People don't get to do things freely. It's like they have a barrier ahead. People share photos as memories in Social Medias. When they are viewed by interviewers, they are ruined.

Some interviewers check on Social Medias for not only their background. They also look in for grammar and spellings in their comments and posts too. This is to make sure whether they fit to the particular job.

It makes people think they are under surveillance all the time.

Lack self-control

People become what the technology allows them to become. That is like, the Social Media acts as a cover branding cover of their selves. More than the people meeting each other and knowing them, it's been the time where people believe in Social Medias of which includes their details. This makes the people in the recruitment period feel uncomfortable.

Blackmailing is a threat that is intolerable by people. Misusing it can lead to a great threat to them.

Activity status

When the interviewer or the hiring manager goes through your profile and when he cannot find the particular individual online, it gives a bad reputation about him. It gives an idea to the interviewer as he has nothing to show up about himself or he is trying to hide himself from something. Either reason will bring his resume down the pile.

(Alexander, 2019), (Kelsey Beninger, 2014)

3.3. Social Media screening also affects the interviewers too.

Fake information

People can use fake accounts in-order to get their resumes to the top the pile. This is considered to be a forgery. This misguides the interviewer to a different path from which he was into. This will mislead him where a true work can be denied and left over just because those fake information made him more attractive. This will affect both the interviewer as well as the recruit too where the recruit will lose his opportunity of being selected and the interviewer will lose a good employer.

Maintaining more than one Social Media page

When people have multiple accounts in one Social Media platform, it is very difficult to know and configure who the actual person is? This can misguide the interview panel and create hopes in their minds which again make a loss for them as well as true recruits.

Not every individual uses Social Media

People cannot predict that every applicant or recruit is more inclined to Social Media. There are some brave people who don't use social at all and there are some who uses Social Media but not so very crazy towards it. They use it only to get information. This cannot say that everyone who has Social Media addiction are at the top standard. More-over there are people who enter their data with mistakes. Here, no one can be blamed except for the recruit who gives his information.

4. METHODOLOGY

A large majority of organizations and people seeking employment maintain at least one or many Social Media pages. Out of those many pages, the interviewer will be able to get one page by chance. Consequently, Social Media is being employed additional number of times within the job search and worker recruiting processes.

(Alexander, 2019)

When an individual shares something on public, it is his responsibility to maintain his privacy. He should decide whether it should be hidden from anyone or whether it can be displayed publicly. Privacy measures can be taken in-order to overcome if individuals need them to be secured

When Social Media screening is done during job hiring process, the posts that candidate shared can be viewed by them. If the post which are shared are inappropriate, then it would give a negative feedback about him.

The reason why hiring department target Social Media is because it is the platform where people from any part of the world communicate with each other sharing photos, videos and various other things. Social Media accounts are use in linking to their personal accounts including their financial related accounts.

4.1. Ways to maximize benefits and minimize risk in Social Media screening

- Never ask for passwords. This will give a bad reputation to the company which hires them.
- Let the HR manager check for candidates Social Media profiles. It's better if a procedure is followed or else it can misused.
- Look at the Social Media profiles after the interview is done. So the candidate can have an opportunity to prove himself of his knowledge.
- Treat everyone equally. Showing favouration should be avoided. Don't look at only one applicant's Social Media profile.
- Take decisions wisely as the decision taken is a hope of another individual. If the hiring manager has any reason to reject a candidate he should produce evidence as to why he is taking such a decision.
- Check the validity of the information. The information received by the hiring manager can be fake at times. So he has to have a strong clearance that he is following the right track.

(Segal, n.d.)

5. RESULTS AND DISCUSSION

Social Media which has various applications to share users' profiles are very much indeed helpful now a days. In the present generation it is difficult to see people who don't use Social Medias as advertisement tool of their selves.

5.1. Social Media platforms

LinkedIn, Facebook, Twitter

LinkedIn is an adverse tool that can be used to identify professional updates of people. This tool has all kind of necessary information required by any hiring manager to recruit a personal to his or her job.

It is the duty of the individual to maintain their account by updating their standards to which it can fulfil anyone. This can be useful for recommendations too. When you cannot find a job on your own that you are searching for but a third person who wants to help you can share your profile to the people he knows and get you a perfect job.

Facebook is an application where people share their memories which they create. They want people to see their posts. If the candidate is willing to post something on public, then it is on his own risk where anyone can view it. This can be viewed even by the hiring managers too. A potential employer has every legal right to factor it when considering it for your job. This can even give a total description of, *who you are?*

Twitter is the Social Media platform which connects people who have the same interest on a particular topic.

Some organizations have job channels or individual recruiters who operate dedicated Twitter accounts for act with interested job candidates.

5.2. Solutions (Recruits point of view)

Pre-organizing yourself

If u get information early handed, get an idea about how the interviewer is? Get to know about his or her character, personality and their method of action. This will make you act accordingly to which will make them feel you are qualified to what they want.

Be aware of what you share

Have a conscious mind of what you are sharing. This will end of displaying your personality and your background. Sharing content which will degrade yourself will end up showing that you have a bad conscious mind.

Monitor your profile regularly

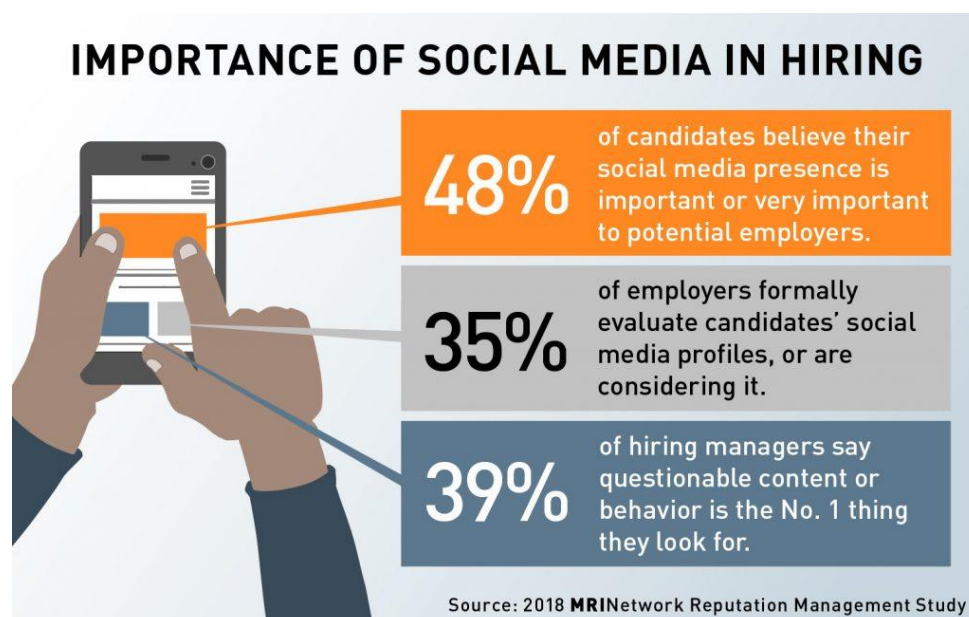
Hackers can hack the Social Media accounts. It is the individual's responsibility to maintain their privacy safely. By monitoring their accounts, they can delete or remove inappropriate posts which has been uploaded without their knowledge. They can also get to know about others when they log-in and monitor their accounts frequently which will give them more information of what is happening around them. Making the password stronger can give a high assurance to your account. People can even change their passwords frequently in-order to protect their Social Media page.

Maintain a better version of your account

Keeping the Social Media accounts up-to standard gives a good impact of the individual to the outer world. Uploading useless post which destroys your image is a result of disorganized personal. Seek advices from well reputed person who has experienced in this process and maintaining the accounts accurately is sign of a responsible individual.

According to a ***Career Builder Study***, having their Social Media pages investigated has paid off for several job seekers. Specifically, 37% of hiring managers aforementioned that they found information supporting the candidate's skilled qualifications, and 33% were affected with their skilled image. In addition, 34% thought a candidate displayed wonderful ability.
(By Saige Driver, 2018)

Facebook and Twitter which is similar to LinkedIn enables employers to create presence which reflects their employment brand, find potential candidates and post job vacancies. Group chats, calls and collaborations are possible in these Social Media platforms of the particular company which they refer to.
(HEATHFIELD, 2018)



*Figure 2 :
Importance of
Social Media in job
hiring*

(Živković, 2018)

6. CONCLUSION

Being aware of your personal Social Media account should be a responsibility of every individual. He or she should maintain it where the individual can show their profile to anybody without any hesitation.

Social Media screening are often an especially powerful addition to a hiring method. As long as you keep inside legal boundaries and follow the rules listed on top of, it'll assist you create higher selections and improve your hiring processes.
(Živković, 2018)

The hiring companies cannot depend 100% upon their Social Media page. This method should be done more wisely. As in, check for accuracy of the information which you view. Even if the hiring manager makes a minor error, the company could be affected.

Therefore checking candidate's Social Media is not much efficient to decide whether he is suitable for the job or not. It is enough to check his capability on his as to his qualification and whether he can withstand with the job which will be given to him.

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