

Job Candidates, Beware

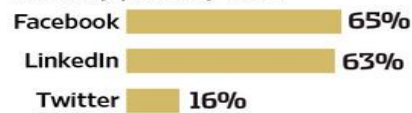
CareerBuilder.com has sponsored several surveys on employers' use of social media to scope out job candidates. Among the surveys' findings:

39% of companies surveyed said they used social networking sites to research job candidates in 2013

43% of hiring managers in 2013 who used social media to screen candidates said they have found information that caused them not to hire a candidate

Which Sites They Use

To research candidates, employers said they primarily used:



What They Are Looking For

When asked why they use social networks to conduct background research in 2012, surveyed hiring managers stated the following:

To see if the candidate presents himself/herself professionally **65%**

To see if the candidate is a good fit for the company culture **51%**

To learn more about the candidate's qualifications **45%**

To see if the candidate is well-rounded **35%**

To look for reasons not to hire the candidate **12%**

What Helps Candidates

In a 2013 survey of hiring managers, 19% said they found out something about a job candidate through social media that caused them to hire the candidate. Most frequently mentioned:

Candidate conveyed professional image **57%**

Got a good feel for candidate's personality **50%**

Candidate showed a wide range of interests **50%**

Background supported professional qualifications **49%**

Evidence of creativity **46%**

Great communication skills **43%**

Great references **38%**

What Hurts Candidates

Employers who rejected a candidate after researching them on social media in 2013 reported a variety of activities that concerned them. Top activities mentioned:

Candidate posted provocative/inappropriate photos/info **50%**

There was info about candidate drinking or using drugs **48%**

Bad-mouthing of previous employer **33%**

Poor communication skills **30%**

Discriminatory comments related to race, gender, religion, etc. **28%**

Candidate lied about qualifications **24%**