



Social Media Search

Identify actions and behaviors that may present a potential risk

Hire Better, Manage Smarter

Social Media Search from First Advantage helps you identify the actions and behaviors of a candidate or employee who may present a potential risk to your company or create an unsafe and unwelcoming workplace. Likewise, it can also find positive attributes of candidates who may be a good fit in the culture of your company.

A Forward-Thinking Tool

Powered by our partner, Fama, this search uses artificial intelligence and customizable search criteria to make your social media searches efficient and compliant.

Forward-thinking companies use this tool to make smarter hiring and management decisions, as it can help you understand whether a candidate or employee will contribute to or detract from your organization's values.

In today's world, reviewing a candidate's online presence before hiring is a necessary step in limiting the risk to your brand.

Fama combs all publicly available information on the web, including news, online forums and social media



57% of employers have decided not to hire a candidate based on their social media profiles



43% of employers have decided to hire or promote an individual based on their social media profiles



— Careerbuilder.com, August 2018

Social media searches can provide a good deal of job-related information to assist employers in making hiring decisions. While many standard background checks examine the negative, social media searches provide a more complete view that can provide a better, more well-rounded view of candidates.

Key Features And Functionality

Fully Compliant

Built to fulfill FCRA, EEOC and GDPR requirements to the highest standard.

Powered By Artificial Intelligence

Updated every two weeks to become smarter and quicker, with dedicated subject matter experts offering support.

Data Sources

All publicly available social media channels, including Facebook, Twitter, Instagram, YouTube, etc., along with a comprehensive news and web search.

Customizable Search Criteria

The solution can be fully customized to only screen for behaviors that match your unique hiring standards.

Multilingual

Can understand any language except Asian character-based languages.

Package Ordering

Add Social Media Search to your existing background packages.

Social Media Search Is Used For:

Pre-Employment Screening

Analyze an applicant's public online and social media presence for indicators of risk, culture fit and high performance.

Post-Hire Employment Screening

We can help you avoid surprise headlines and reduce the incidence of potential corporate policy violations.

What Appears on a Social Media Search Report?

- Links to all social media profiles confirmed for the candidate.
- Content of all posts matching your search criteria.
- Reasons for why the post was flagged.
- Links to all news and web items confirmed for the candidate.
- Snippets of the contents of the article.
- Indicators for any flags appearing in the article.