

SOCIAL



MEDIA SCREENING

AI-POWERED SOCIAL MEDIA
SCREENING FOR EDUCATION

**DON'T USE SOCIAL MEDIA TO IMPRESS PEOPLE,
USE IT TO IMPACT PEOPLE.
LET US HELP YOU MAKE A POSITIVE IMPACT!**

Eliminate your digital blind spots by allowing GLS to run comprehensive social media screening reports in your hiring process.

A school systems reputation can be damaged in seconds through shifting social media perceptions. Whether its bullying, racism accusations, child abuse, teacher threats or self-harm, there has never been a more important time to properly vet and monitor what is being said online by applicants and potential employees.

Additionally, the cost of a bad hire can be detrimental to a district. By analyzing the social media behavior and activity of applicants, a school could gain insight into the candidate's traits that either fit or stray from the characteristics a they are looking for; avoiding not just the cost of the bad hire but potential downstream litigation and possible student safety issues.

Ensuring you have the best fit for your district is our top priority!

With your candidate's permission, GLS will provide an easy to read, in depth report showing potentially damaging social media activity, along with a thorough summary to help you understand their online activity and how they may best fit your school.

**\$40 PER COMPREHENSIVE
SOCIAL MEDIA
SCREENING REPORT**

RECRUITING CANDIDATES LOCALLY AND NATIONALLY

TRANSFORMING
EDUCATION

One Leader at a Time



BENEFITS OF SOCIAL MEDIA SCREENING

- 1** PROTECTS YOUR BRAND
No company wants to hire someone that doesn't reflect their core values and by their individual actions tarnish the company's brand.
- 2** PROTECTS YOUR EMPLOYEES
Workplace safety is no longer just in the domain of your corporate security folks.
- 3** REDUCES TURNOVER COSTS
Studies have shown that the average cost of hiring a toxic employee and then having to replace them is over \$12,800.

Did you know that between 70 and 90 percent of employers in the United States incorporate some form of social media screening before they hire a candidate? While resumes, interviews, and reference checks are a staple in the hiring process, social media has become an equally important hiring tool. Grundmeyer Leader Services now has the capabilities to run a Social Media Screener for you to screen candidates as you proceed in the hiring process. Let us help you review and get to know your potential employees on another level!

**NO SURPRISES!
TIMELY & INFORMED
DECISION MAKING!**

Social Media Screening White Paper. Ferretly International, LLC. Copyright 2021.



WHAT ARE WE LOOKING FOR?

In collaboration with Ferretly, GLS uses machine learning and natural language processing and has 11 risk classifications, in addition to keyword matching and sentiment analysis. We deliver the most comprehensive report in the industry for your candidates. Reviewing publicly posted information about your candidates is the best way to discover if your next hire is the best fit for your district. By outsourcing to an FCRA certified provider, you are ensuring you follow legal avenues to obtain this information.

11 RISK CLASSIFICATIONS

The next step is to decide what metrics matter to you. Below are some metrics you can start with:

1 HATE SPEECH

Derogatory, abusive and/or threatening statements towards specific groups of people based on race, religion, or orientation.

2 INSULTS & BULLYING

Name calling or derogatory statements toward an individual about their physical characteristics such as weight, height, looks, intelligence, etc.

3 NARCOTICS

Statements related to drugs and/or drug use including slang words, street names and phrases.

4 OBSCENE LANGUAGE

Profanity, cursing, and swearing or in general crude or vulgar words and phrases.

5 POLITICAL SPEECH

Statements considered relating to politics or governmental affairs. These often focus on specific issues, policies, or people.

6 SELF-HARM

Indications of wanting to hurt oneself or take one's own life intentionally

7 THREAT OF VIOLENCE

An intent to inflict harm or loss of another person's life

8 TOXIC LANGUAGE

A way of communicating that is considered to be rude, disrespectful, blaming, labelling, or using guilt

9 DRUG-RELATED IMAGES

Images of pills, syringes, paraphernalia and alcohol

10 VIOLENT IMAGES

Images of disfigurements, open wounds, burns, crime scenes, and guns/weapons

11 KEYWORDS

Flags posts based on matches to custom keywords provided. Keywords can be designated negative, positive, or neutral

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