

Social & Digital Media Risk vs HR Activities & Recruitment

A study was conducted relating to the impact of social and digital screening in the workplace and recruitment of an organization. The findings have proven to be eye opening, with significant impact seen in numerous key performance areas.

A potential ROI can be seen within 3 months.

62%

the percentage of customer complaints **'HIGH RISK'** individuals were responsible for

51%

increase in tenure exhibited by individuals with a **'LOW RISK'**

29%

increase of performance, exhibited by individuals with a **'Low Risk'**

Negative (High Risk) content:

- Discrimination (racism, sexism, homophobia etc)
- Defamation
- Illegal Activities
- Unprofessional Language or Content

Positive (Low Risk) content:

- Interest in Industry Specific Content
- Charity Work
- Motivational Content
- Family Orientated Content
- Interest in Hobbies