

SOCIAL MEDIA CHECK

Candidate Guidance



Contents

- Why is online behaviour important?
- What is a SocialMediaCheck report?
- About Social Media Check
- What do I need to do?



Digital Behaviour

Why is online behaviour important?

- The consumption *and* creation of personal data continues to grow
- Daily use of the internet and online content continues to increase
- Personal and professional behaviour continues to change
- Our personal, online behaviour is becoming increasingly important





EVERY MINUTE OF EVERY DAY...

SNAPCHAT USERS SHARE 527,760 PHOTOS -

MORE THAN 120 PROFESSIONALS JOIN LINKEDIN -

USERS WATCH 4,146,600 YOUTUBE VIDEOS -

456,000 TWEETS ARE SENT ON TWITTER -

INSTAGRAM USERS POST 46,740 PHOTOS -

- FORBES

What is a SocialMediaCheck Report?



SocialMediaCheck Candidate Process



CLIENT INPUT

Basic personal information is input via a secure, client portal. We work with UK businesses who wish to improve the safety of their workplace.



CONSENT

All individuals are contacted personally, by email, to explain the process and request consent for the report to be created.



AUTHORISATION

When consent is granted, each candidate is taken to a personal webpage where they can provide secure, approved access to social media.



ANALYSIS

Our fully automated software only checks this data for the presence or absence of the key risks we check for. We do not look at any other content



REPORTING

The findings are provided to our clients in an interactive report where they can see what risks have been identified in any of the seven areas.



The Report

SOCIAL MEDIA DATA


We ask candidates to provide secure, approved and authenticated (OAuth) access to social media accounts. We are approved developers and use industry standard access to securely access only the data we have permission for.

KEY BEHAVIOURAL RISKS

We use fully automated machine learning analysis to check this data for the presence of high risk material. We do not check this information for anything else and there is no manual / human element of analysis, which may lead to unconscious bias.



Social Media Risk Certificate



Personal Details

Forename	1234	Area of Residence	Manchester
Middle Name(s)	1234	Mobile No.	07854610467
Surname	1234	Any DDA Protected	No
Other Names(s)	1234	Certificate No.	XRSMHG1VB0
Date of Birth	16/09/1994	Time of Issue	4:09:59 pm
Personal Email	1234	Date of Issue	November 24th, 2020
Other Email	1234	Client Performing Check	NYAS

Overall Risk Assessment

Online Behavioural Risks	Not Found
--------------------------	-----------

Online Communication

This section reports any findings within Swearing & Profanity and Consistently Negative Sentiment to set out any findings which may be offensive, abusive or otherwise highlight negative communication.

There are no findings in this area.

Cyber Conduct

Any findings linked to Hate Speech and Banned & Proscribed Groups linked to a persons online activity are reported here, which may indicate creation or engagement with highly problematic online material.

There are no findings in this area.

Personality Risks

Any findings linked to online trolling are reported here, which will include any instances of targeted and directed online verbal abuse.

There are no findings in this area.

Digital Behaviour

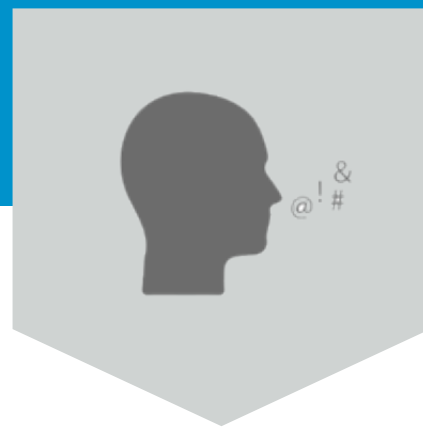
Images found that contain Pornographic & Lewd content or Violent imagery are reported within this section, which have been posted, created or engaged with online by the individual.

There are no findings in this area.

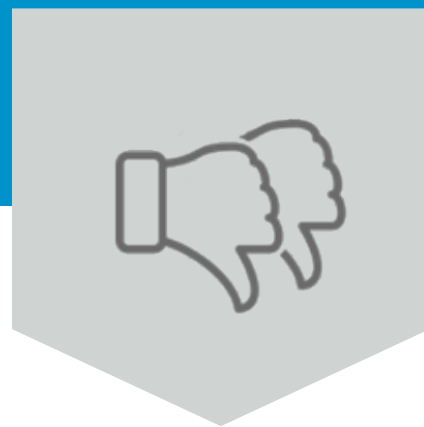
Data Analysis



EXTREMIST
GROUPS



SWEARING &
PROFANITY



NEGATIVE
SENTIMENT



HATE
SPEECH



VIOLENT
IMAGES



ADULT
IMAGES



TOXIC
LANGUAGE

Our leading software uses an ethical, open and transparent process to quickly and easily provide individual risk assessments concerning an individual's online activity, in relation to these issues. Our team of highly skilled professionals, including Clinical Psychologists have reviewed a broad spectrum of behaviours to determine that these can have a significant impact and pose a potential risk, to the workplace. We support individuals and ethical businesses to review their online activity to make the workplace safer for themselves, their colleagues and their clients.

Facebook

Timeline Posts

Facebook remains the most popular social media platform.

If you have a Facebook account we only request access to the posts you have created. These are created on your timeline and may contain images and narrative. We examine both the narrative and the images within our areas of analysis.

We do not examine any of the other information that may be embedded within a post, such as geo-location data, other tagged individuals or likes.



Instagram

User posts

A company now operated by Facebook, Instagram is the platform on choice for younger generations and is extensively used within the United Kingdom and abroad. Primarily an image sharing platform, Instagram also contains a number of other features such as peer-to-peer messaging, stories and shopping.

If you have an Instagram account and provide access to it, we review this for the posts that you have created on your timeline; their images and text within the posts.



Twitter

Timeline Tweets

Twitter is the original and still leading micro-blogging site with a broad user-range and liberal attitude towards content.

If access is granted to your Twitter account, we examine the most recent 3200 posts on your timeline, including Tweets, Re-Tweets, and replies. We review this data for images and narrative content.

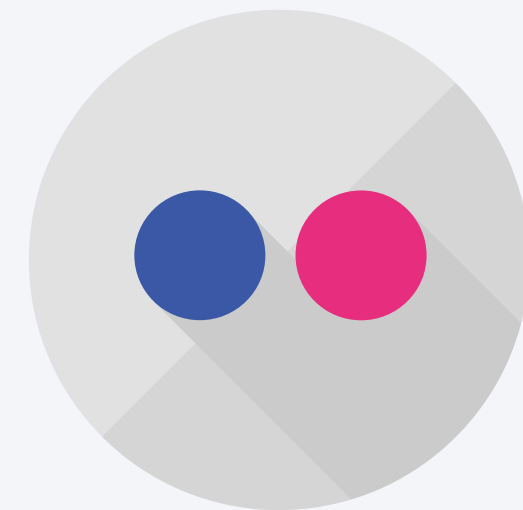


Flickr

User Photos

Flickr is a longstanding and niche photography site that is free to use and remains highly popular. Whereas Instagram has social elements and conversational threads, Flickr remains a repository for amateur and professional photographers alike who wish to curate a collection of their images.

We review the images posted on Flickr and also the titles, comments and narrative within posts.



Tumblr

User Blogs

Tumblr has recently altered its terms of service, leading to a number of niche users finding other online spaces for their discussions and exchanges. It remains a hugely popular blogging site and has been described as a blend of Twitter, Facebook and Wordpress.

We review the posts created by a user in Tumblr including the narrative and any images within them.



Medium

User Posts

Medium is an online blogging site that hosts both professional and amateur writers, poets and journalists alike. With over 60 million unique readers being attracted to the site each month, it attracts a broad range of interests and content creators.

We review the content of any posts made by the user on Medium, including any text or images.



About Social Media Check



Data Security



SECURE HOSTING

Our services are fully secured using internationally accredited and approved development standards, with market leading hosting providers.

DATA ENCRYPTION

All data that is submitted, processed, controlled and reported is encrypted as standard.

INDUSTRY STANDARD ISO27001

Our hosting services and software is compliant with the highest standards of data security.

DATA INTEGRITY

We do not use your data for anything except the report. We do not provide it to or reveal it to any other party.



Approved Developers

We are approved Developers with the social platforms that we provide access to.

Using industry leading OAuth security measures, we are given consented, secure and approved access to specific personal data that has been expressly consented.

We do not see users passwords or account details - only the information that relates to the check.



What do I need to do?



Consent

You will receive a consent request from SocialMediaCheck via email.

Self-Identification

When you have accepted this request, you will be taken to a personal webpage

Mobile Optimised

Using a device with accounts already active provides simple access

Complete

It typically takes no longer than a minute to complete this process

CONTACT

WWW.SOCIALMEDIACHECK.COM

We have more information available specifically about the candidate process at:

www.socialmediacheck.com/faqs/

