

# Looking at candidates' Facebook profiles as a recruiter: Think Twice!

In a research paper recently published in the prestigious *Journal of Applied Psychology*, **SMU Professor Filip Lievens** and a team of researchers from the top universities in the United States and Australia revealed that it is not a good idea for recruiters to conduct social media checks on candidates.

[Read more here](#)



## • • • The Research

The team conducted three studies which examined the Facebook data of job seekers in the United States and graduating university students.

### Result 1

Demographic information and other information that might lead recruiters to pre-judge or dismiss candidates was posted on Facebook profiles.

### Result 2

Recruiters' hireability bias was present even when they were informed of job seekers' suitability for the job.

### Result 3

Recruiter bias negatively impacts the recruitment process.

## #Advice to Recruiters

Social media checks do not predict job-related performance or retention levels. Think twice before looking at candidates' Facebook profiles!

Gaining access to personal data could also expose your company to a potential breach of privacy laws or affirmative action and discrimination acts that exist in many countries.

## #Advice to Job Seekers

Maintain a professional brand presence, and set your settings to private.

If you wish to make your profiles public, conduct periodic spring-cleaning to remove content that would give recruiters reasons to pre-judge or dismiss your candidacy.