

# WHAT EMPLOYERS SAY

## ABOUT SOCIAL MEDIA



**91%**

used social media to screen candidates

**51%**

passed on a candidate due to social media profile content\*

**39%**

hired candidates based on social media profiles

### SOCIAL MEDIA PROFILES MATTER...A LOT!

\*Hartley, D. "You Did WHAT?! More Employers Eliminate Candidates Based on Social Media Activity." June 30, 2014. CareerBuilder. <http://cb.com/TPvs50>