

Social media impacting hiring practices

By John Weber, Wall Street Journal

Social networks offer a window into how people live their lives.

But should employers be looking into that window?

It's becoming an increasingly important question. The number of people fired over social-media posts is rising, and many employers look closely at a job candidate's online presence before making a decision.

For an idea of how prevalent those practices have become, consider a 2013 survey from CareerBuilder, which helps corporations target and attract workers. According to the survey, 39 percent of employers dig into candidates on social sites, while 43% said they had found something that made them deep-six a candidate—such as posting inappropriate photos or information, or bad-mouthing a former boss.

On the flip side, 19 percent said they found information that sold them on a candidate, such as communication skills or a professional image.

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