Impact of Digital footprints

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General information

General information

- Employers finding out information about employees

- Information employers are trying to find

- Effects of the information gained

- Importance

Example case

Mr. X is an IT-student who applied for a job in an IT-company. He receives good grades at school and meets the requirements the company was looking for but before the company takes applicants on they do a background check on social media. They rejected him because they found some pictures of him on the internet in which he was drinking alcohol and taking part in some dangerous hobbies. Because of the alcohol and the dangerous hobbies, the employer did not hire him. He might get hurt due to his hobbies and be out of commission for a long time. Additionally, if he drinks alcohol the day before work, he might not go to work the following day due to having a hangover.

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Possible impact of a good or poor digital footprint

Positive footprints

- Information on participation in relevant workshops

- Well-phrased posts

- Neutral profile pictures

- Correctly spelt names

- Neutral posts

Negative footprints

- Posts about:
  - Drinking habits
  - Drug use and abuse
  - Criminal activities
  - Your employer, company and products (in a negative way)
- Post during:
  - Your working hours
  - Sick leave

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Impact

- Positive impact:
  - Good first impression
- Better chance of:
  - Getting the job
  - Being promoted quickly

Effects of a negative footprint

- Negative impact
  - Not getting hired for the dream job
  - Lower chances of getting the job
  - Bad first impression
  - Lower trust level

The importance of researching using google for the employers

Research importance for employers

- To avoid:
  - lazy people
  - alcoholics
  - a bad reputation of the company
  - people with higher risk of absence
- To find people fitting into the company

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Targets of the employers' research

- Social environment

- Details not included in CV

- Comments on previous employers

- Work attitude

- Freetime management

- Behaviors

Legal restriction

Legal limitations

- "Fishing expeditions" are forbidden

- Only specific information can be searched

- Friend requests are not allowed

- Checking an employee's social media is allowed if:
    - Posts include confidential company information
    - Posts have negative comments on the employer

Legal limitations by the EU

- Article 29 Working Party

- Accessing data from a public domain is a violation of privacy

- Section 2A (1) of Data protection Act 2003

- Employers have the right to view worker's social media when recruiting

- Omission of information not related to "legal ground"

Conclusion

Conclusion

- Contributes to positive digital footprint

- Can be a warning to people who normally wouldn't care

- Informs about measures to take to secure your privacy

Thank you for the attention you have shared!