

## 3 Ways Employee Social Media Affects Your Employer Brand

### [Version 1]

In this day and age of technology, social screening should be something not to be taken lightly. The rapid advancement in modern technology allows uncomplicated means of expressing oneself that can immediately draw too much attention from audiences all over the world. It is now beyond and continues to go beyond simply scanning for police and court records for criminal history. This technology can assist companies to conduct their hiring process more efficiently, ensuring that the values of potential employees' align with the company's brand.

Read our latest blog to have a better understanding on how employees' social media activity might negatively affect your brand.

### [Version 2]

"Many businesses continue to have a hard time understanding and mitigating threats related to their employees' use of social media. Employee misconduct has always been a concern for companies, but the prevalence of social media platforms has introduced a new layer of complexity to addressing issues like toxic behavior in the workplace..." This latest blog discusses ways in which your employees can affect your brand and how social screening is essential in protecting it.

### [Version 3]

The prevalence of social media has very noticeable effects on both personal and professional lives, leaving digital footprints along the way for everyone to see. Is your company's social screening efforts effective? There are ways to see how your employee's digital footprint can affect your employer brand on social media. Social screening is the key to avoiding negative feedback on your brand from your employees' social media activity before it even becomes a threat.

