

LinkedIn, Facebook and Twitter Are Useful Tools For Finding New Employees, But Be Cautious

News

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Denver partner Danielle Urban was quoted in the article "LinkedIn, Facebook and Twitter Are Useful Tools For Finding New Employees, But Be Cautious" in the June 2012 issue of *Credit Union Management Magazine*. Social media has become a useful tool for employers searching out the best employee candidates. It can expand the ability to reach out to both a broader audience, in terms of geographic reach, and a more targeted audience, in terms of specific segments. There are some legal risks associated with using social media in recruitment. Danielle pointed out the risks of both discrimination and privacy issues. Employers that use publicly available information, such as Facebook profiles, risk undermining their otherwise carefully managed screening processes because these profiles are generally filled with personal information that may give insights into applicants' race, marital status, sexual orientation, religion, etc. She added: "It's a good idea for a business to do a little basic training. You need to understand how the laws work."

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