

# IS YOUR BOSS SPYING ON YOU?

Submitted by: 10 Yetis PR and Marketing

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1/3 of HR people and Business managers admit to searching for potential and current employees' Social Networking profiles for information about their background and behaviour; 24% admit that they have been put off by something they have found.

A study of 961 HR people and Business managers, commissioned by the World's biggest people search website, can reveal that 1/3 admit to searching online for people's social networking pages during the recruitment process and almost ¼ admit that the findings have put them off a potential recruit.

www.yasni.co.uk has found that 32% of Business managers and HR people in Britain have searched for applicants online, using sites like Facebook and MySpace; looking for any pictures, comments or status updates that may give a deeper insight into an individual than a C.V. or interview ever could.

Online people searches not only save a significant amount of time and money but yasni.co.uk reveals accurate results; checking a person simultaneously on more than 100 online sources within seconds and collating the most relevant social and business networks.

1 in 5 business managers that admit to searching for applicant's online claim that the content they found was enough to put them off a candidate; the biggest turn-off's were inappropriate drunk photos (47%) and rude comments (22%).

Steffen Ruehl, CEO and Co-founder of www.yasni.co.uk comments;

"These statistics once again reinforce the importance of monitoring your online profile. A comment that seems funny to a friend may be taken completely differently by a potential manager."

Of the 68% of business people who had not searched for applicants' online to-date, 44% admitted that they probably would do this in the future.

Ruehl continues;

"As the world's biggest people search site, we expect such organisations to be making the most of our service; from a recruiters perspective they are given a true insight into a person's behaviour – scraping away the standard C.V. and interview etiquette and revealing what that person really likes to do in their spare time. Perhaps even revealing how many times they have swapped their job or whether they keep pulling sickies."

Lisette Howlett, founder of HireScores.com, the UK's leading recruitment scoring website, has worked in HR for over 20 years and comments on the benefits of background screening for candidates;

"The idea of being able to search for potential recruits on sites like yasni, can be extremely beneficial when used appropriately and a free background check, using only publicly available information, seems like a natural progression for the recruitment process in such a digitally social world.

“What’s fundamental here is dealing with your findings intelligently. Recruiters should appreciate that a social networking site is just that, ‘social’, and therefore language and attitudes are inevitably more relaxed. On the other hand, job seekers should be aware of what recruiters have access to and whether this sends out the right impression of them.”

\*\*\*ENDS\*\*\*

logo available on request

Further information about yasni.co.uk:

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Note to Editors:

About yasni.co.uk:

yasni is the world’s most popular people search engine with almost 26 million page views each month and approximately 10 million visitors in five countries.

People search, which accounts for nearly one-third of all search queries on the Internet, is one of the largest online markets as more and more people turn to the Web to find information about old friends, Co-workers, business partners, job applicants, neighbours, prospective mates and much more.

In just a few seconds, yasni provides a comprehensive overview of people and their associated networks, including contacts, pictures and other publicly available information.

yasni is also the ultimate resource to control one’s online reputation and manage what information is available about them on the Web.