

Online Profiles, Blogs Useful In Selecting Jurors And Screening Job Applicants

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The popularity of social media sites, like Facebook and Twitter, continues to soar, with thousands of people establishing and maintaining online profiles. Many individuals also create and post blogs (or online web logs) as a means of direct, real time expression. While these profiles and blogs may be intended for personal, non-business purposes, they are proving useful for other, perhaps unintended, purposes.

According to a recent survey by CareerBuilder.com, over twenty percent of hiring managers routinely check online profiles when screening job applicants. More than one third of those managers indicated that they have dropped a candidate from consideration based on what they found in an online profile. Lawyers and jury consultants also find social media content to be a useful resource for gathering insightful information about potential jurors, including experiences that could impact the juror's perspective toward a particular case.

While individuals control their own content on social media and blogging sites, they may not be considering the full implications of their posting. As long as the information is available, hiring professionals, jury consultants and others will undoubtedly continue to take advantage of these ready resources.

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