Guidance on	Recruitment Through the Use of Social Networks
Related Policy:	Personnel Policies for Staff Members 20 (Recruitment and Promotion)
Effective Date:	4/21/2020

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Recruitment Through the Use of Social Networks

I.   GUIDELINE SUMMARY

These systemwide guidelines apply to the use of University social network accounts (such as LinkedIn Recruiter) to identify and recruit candidates for University employment in staff positions. Local campus procedures for the recruitment of internal and external candidates through social networks such as LinkedIn, Facebook, Twitter and others may be implemented in accordance with these guidelines.

The Vice President–Systemwide Human Resources is accountable for reviewing the administration of these guidelines. The Director–¬Systemwide HR Compliance may periodically monitor compliance to ensure all applicable laws and regulations are observed.

II.   DEFINITIONS

Recruiter: A University employee whose job duties include the identification and recruitment of candidates for University employment.

Social Network: An online service, platform, or site that focuses on facilitating the building of social relations and networks among people who, for example, share interests, activities, backgrounds, or real-life connections.

III.   GUIDELINE TEXT

A. Leveraging All Appropriate Sourcing Opportunities

To encourage a diverse pool of qualified applicants, hiring managers should determine the appropriate sourcing network(s) to use for each individual recruitment

situation. Online social networks (including professional networking sites) are one source, but may not be fully representative of all qualified and diverse candidates. Examples of other sourcing opportunities include:

- Employee and Other Referrals

- Internal/External Job Boards

- Job Fairs

- Print Advertising

- Professional Societies (websites, bulletin boards, publications)

- Talent Engagement Sources

- Third Party Recruiters

- UC Job Websites

B. Social Network Members' Data

Because social network members are typically required to accept the social network's privacy policy, University employees who are part of the recruitment and hiring process may not transfer data from an external source onto a University database or website.

C. Oversight of University Social Network Accounts Used for Talent Acquisition

Because of the potential risks associated with using social networks for recruitment purposes (e.g. security of information, privacy, reputation risk, regulatory requirements, sensitive data loss, etc.), each location should designate specific Human Resources staff members to have access to the account to manage job postings and inquiries related to those postings.

These designees should receive appropriate instruction and training on the use of social networks for recruitment and should be informed of the legal, regulatory, privacy, and information security risks.

The local Human Resources office should be responsible for overseeing the proper use of social networks for recruitment purposes and should ensure that relationships are established with candidates that promote their continuing interest in employment opportunities at the University.

D. Use of University Social Network Accounts Used for Talent Acquisition

University policy requires that recruiters who are given access to the University's social network accounts must:

- Comply with University policy and protect the University's information through privacy settings.

- Use the accounts only for recruitment purposes. Incidental use for non-business purposes is not permitted.

- Comply with Office of Federal Contract Compliance Programs (OFCCP) regulations, Equal Employment Opportunity Commission (EEOC)

requirements, the Family Educational Rights and Privacy Act (FERPA), and other employment regulations and recordkeeping requirements; this obligation does not shift to the social network when a network is used to source job applicants.

- Comply with the vendor's agreement with the University.

- Use the employment application to verify personal information relevant to the University position, not information from the applicant's social network account.

- Conduct reference and background checks in accordance with University policy and procedures.

- Be truthful and respectful to social network members at all times.

- Promptly refer any negative comments from network members about their experience to the Executive Director–Systemwide Talent Management.

- Have interested applicants apply for a job opportunity through standard University recruitment processes..

- Use only a University email address to conduct University business through social networks.

- Appropriately safeguard University information to avoid theft or illegal or unnecessary disclosure.

The University owns the social network accounts and all information related to them.The accounts should not be used for other purposes such as:

- Arranging business meetings;

- Communicating with members on non-recruitment related matters; or

- Searching for information about current or prospective employees that is unrelated to recruitment.

IV. COMPLIANCE/RESPONSIBILITIES

Not applicable.

V. PROCEDURES

Not applicable.

VI. RELATED INFORMATION

- [Discrimination, Harrassment, and Affirmative Action in the Workplace](#)

- [Personnel Policies for Staff Members 20 (Recruitment and Promotion)](#)

- [Personnel Policies for Staff Members 21 (Selection and Appointment)](#)

- [Policy to Permit Use of the University's Name](#)

- [Policy to Permit Use of the Unofficial Seal](#)

- [University of California Business and Finance Bulletin IS-3: Electronic Information Security](#)

- [University of California Business and Finance Bulletin RMP-8: Legal Requirements on Privacy and Access to Information](#)

- [University of California Electronic Communications Policy](#)

- [University of California Policy on Copyright Ownership](#)

VII. FREQUENTLY ASKED QUESTIONS

Not applicable.

VIII. REVISION HISTORY

Guideline changes effective as of **April 21, 2020**:

- Updated web links and made typographical amendments.

- Remediated to meet Web Content Accessibility Guidelines (WCAG) 2.0.

- Reformatted into the standard University of California guidelines template.

As a result of the issuance of these guidelines, the following document is rescinded as of the effective date of these guidelines and are no longer applicable:

- *Guidelines for Recruitment Through the Use of Social Networks, dated September 25, 2012*