



Digital Footprint Verification

**Risk Categories & Definitions – Social Media and
Adverse Internet Checks**



 DIGIFLOW  CROSSCHECK  TrueProfile.io



Factors considered for risk categories

The key factors in determining the Red, Amber, Green status of each category in an employment context are:

- If **customers** knew about this would it cause a **loss of confidence in customers**?
- If **staff** knew this would it cause a **loss of confidence** in colleagues or the workplace?
- **Workplace safety** issue.
- Is there potential to cause **financial, social or reputation harm**?









Categories and Definitions

Category	Definition
Inappropriate/undesirable content	Content which may be reputationally damaging to the subject or their employer by association or content which displays unprofessionalism.
Sexually explicit content	Adult content which depicts, describes, or references sexual acts and/or nudity.
Potential addiction or substance abuse	Content which either indicates use of drugs or an addiction/dependence on a substance (e.g. recreational or prescription drugs, alcohol) or an activity of concern (e.g. gambling, excessive gaming).
Illegal Activities	Content which shows the subject to be involved, have been involved in or endorsing illegal activities.
Hate and discriminatory behaviour	Content which uses hateful or threatening language, slurs or abuse targeted at specific groups of people with protected characteristics e.g. age, sex, gender, religion, race, nationality, sexual orientation.
Extreme views/opinions	Content which is indicative of the subject supporting terrorism/extremism.
Violent Content	Content displaying violent activities or the aftermath of violence, or recounts, incites or threatens violence.
Other	Any material that needs to be flagged that does not sit naturally in one of the seven core risk indicators.
Open Source Adverse Media (add-on)	Negative media connected to the subject including news articles, blogs, reviews, and social media.

Inappropriate / undesirable content

Definition

Content which may be reputationally damaging to the subject or their employer by association or content which displays unprofessionalism

Examples	RAG Status
Use of swear words directed towards other individuals in an aggressive manner.	
Offensive insults directed towards or about other individuals.	
Content which clearly displays or references the subject's unprofessional office behaviour.	
Complaints about the subject's employer or clients, including the use of profanities	
Evidence of the subject participating in an office based prank.	
Content where the subject can be seen using lewd gestures.	
Talking about work in a neutral way e.g. "Countdown to holiday minus 3 hours #goodbyework"	
Use of profanities in a positive way e.g. "I'm so fucking excited!"	









Nudity / Sexually explicit content

Definition

Adult content which depicts, describes, or references sexual acts and/or nudity

Examples










RAG Status

The subject has shared or discussed material from an adult content website across their social media profiles.	
The subject repeatedly uses sexually explicit language to describe a sexual act, a sexual organ or a sexual state.	
The subject shares content displaying full nudity.	
The subject shares content displaying mild or partial nudity.	
The subject shares jokes of a sexual nature.	
Content in which the subject or others imitate a sexual act.	
The subject shares or discusses nudity, sexual organs or content of a sexual nature in a scientific or educational context e.g. contraceptive education, childbirth, breastfeeding, breast cancer.	
The subject shares images of museum art displaying nudity.	

Potential addiction or substance abuse

Definition








Content which either indicates use of drugs or an addiction/dependence on a substance (e.g. recreational or prescription drugs, alcohol) or an activity of concern (e.g. gambling, excessive gaming).

Examples	RAG Status
The subject discusses or can be seen using or purchasing illegal drugs.	
Posts shared by the subject show them to be consuming illegal drugs or alcohol at work.	
Posts across the subject's social media show their heavy consumption of alcohol negatively impacts their work life.	
Frequent posts shared by the subject show them participating in heavy gambling.	
The subject references or discusses illegal drugs, but it is unclear if they are abusing the substance.	
The subject shares content promoting illegal drug abuse, but it is unclear if they are abusing the substance.	
The subject discusses excessively drinking alcohol to the point it negatively impacts their personal life.	
The subject can be seen or discusses having an active social life consuming alcohol.	
The subject discusses or references illegal drugs within a scientific or factual context.	

Illegal activities

Definition









Content which shows the subject to be involved, have been involved in or endorsing illegal activities.

Examples	RAG Status
Evidence of the subject having been previously imprisoned or convicted from their social media profiles.	
Evidence on the subject's social media suggesting they were involved in criminal activity but not necessarily imprisoned or convicted.	
Evidence of the subject being directly involved in hacking activities.	
The subject has posted content suggesting they are illegally pirating software or entertainment.	
Posts by the subject indicate interest in participating in an illegal activity.	
The subject can be seen inciting others to take part in illegal activities.	
Evidence of the subject attending court for divorce, adoption, or jury duty.	

Hate and discriminatory behaviour

Definition

Content which uses hateful or threatening language, slurs or abuse targeted at specific groups of people with protected characteristics e.g. age, sex, gender, religion, race, nationality, sexual orientation and ability.

Examples	RAG Status
The subject consistently uses racist, sexist, homophobic, or xenophobic slurs across their social media profiles.	
The subject has posted or shared content threatening/abusing a group or individual based upon a protected characteristic.	
Evidence of the subject discriminating against individuals within the workplace due to a protected characteristic identified on their social profiles.	
The subject can be seen in a costume/fancy dress with negative discriminatory connotations.	
The subject reports on another's hateful view, without agreeing with it.	
The subject uses political insults which does not contain other insults or swear words e.g. "What a commie"	
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Extreme views / opinions

Definition

Content which is indicative of the subject supporting terrorism/extremism.

Examples

RAG Status

Evidence of the subject being a member of an extremist or terrorist organisation.	
The subject can be seen recruiting or inciting others to participate in an extremist or terrorist organisation.	
The subject has shared or posted content supporting an extremist or terrorist organisation and/or its prominent leaders.	
The subject has posted or shared content of symbols, items, or clothing synonymous with or representative of terrorist or extremist groups but it is unclear if this is in support of the terrorist or extremist group.	
The subject has liked a page or follows an account of a far-right or far-left political party.	
The subject makes negative comments on the government of a country e.g. "I think x's country's government is corrupt".	








Violent Content

Definition

Content displaying violent activities or the aftermath of violence, or which recounts, incites or threatens violence.

Examples

RAG Status

Evidence of the subject being involved in violent activities through photos, videos, or discussion.	
The subject can be seen consistently threatening other individuals with violence.	
Graphic violent material has been posted or shared by the subject across their social media profiles in order to incite violence.	
Posts from the subject suggesting they are intending to purchase a weapon.	
The subject has shared graphic images/videos from war conflicts from news sources/reports.	
The subject engages in violence in a consented capacity e.g. through martial arts, boxing	
The subject can be seen shooting in a controlled environment such as in a shooting range or engaging in an activity such as clay pigeon shooting.	


Other

Definition

Any material that needs to be flagged that does not sit naturally in one of the seven core risk indicators.

Examples






RAG Status

Content which shows the subject's suspension from a social media platform due to breaking unknown terms of service.	
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Open Source Adverse Media

Definition



Negative media connected to the subject including news articles, blogs, reviews, and social media.

Examples	RAG Status
The subject is named in adverse media connecting them confirmed instances of e.g. fraud or money laundering	
The subject is named in media alleging criminal activity or negative actions	
Media showing the subject to be under inquiry, resigning or being fired for negative reasons, or being called to resign	
Media describing discrimination, illegal activity or health & safety issues committed by the subject's employer, in which they are named or quoted.	
Media describing the subject resigning for non-negative reasons, or being hired to fix problems within a company	

Positive Indicators


Definition - Charitable work

The subject has been involved in charitable work.

Examples	RAG Status
The subject is participating in an event and has set up a fundraising page for a charity, identified through social media.	
Other evidence of the subject's involvement in charitable work identified on their social profiles.	

Definition - Volunteering role

The subject has held a volunteering role.

Examples	RAG Status
The subject has listed a volunteering role on their LinkedIn profile.	
Evidence of the subject involved in a one-off, irregular or regular volunteering event or role identified through social media.	