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What We're Bringing Into 2026

Trends, insights, and risks in social media screening—written for background screening professionals navigating today's digital reputation landscape.

Should You Screen Everyone — or Only Certain Roles?

By Jaime Frankos, Vice President, Global Partnerships & Alliances

This is one of the most common questions I hear, and it's a fair one. If social media screening adds value, shouldn't it apply to everyone? The answer, in practice, is more nuanced than a simple yes or no.

Risk Isn't Evenly Distributed

Not all roles carry the same level of exposure. Public-facing positions, leadership roles, safety-sensitive jobs, and positions with access to vulnerable populations naturally carry more reputational and operational risk.

That doesn't mean other roles don't matter—but it does mean screening should be proportional.

Effective programs are designed around role-based relevance, not blanket application.

Why One-Size-Fits-All Falls Short

Screening everyone at the same depth can:

- Slow hiring unnecessarily
- Increase review noise
- Create internal resistance

More importantly, it can dilute focus away from roles where screening truly matters most.

Teams that do this well define:

- Which roles warrant deeper review
- Which behaviors are relevant to each role
- How findings are evaluated consistently

Continuous Screening Changes the Equation

For certain roles, risk doesn't stop at hire.

Continuous screening can be valuable in environments where:

- Public conduct impacts trust
- Roles involve ongoing exposure
- Organizations need early awareness of emerging issues

But continuous screening isn't appropriate everywhere. It works best when applied intentionally, with clear policies and review standards.

Fairness Comes from Clarity

Candidates and employees are more likely to trust screening programs when expectations are transparent.

Clarity around:

- Who is screened
- When screening occurs
- How information is evaluated

…goes a long way in maintaining confidence on all sides.

> *"Effective screening isn't about doing more—it's about doing what's relevant, consistently, and with intent."*

Closing Thought

The strongest screening programs don't ask, "Can we screen everyone?" They ask, "Where does screening actually protect people, culture, and trust?" That's the difference.

About the Author

Jaime Frankos is Vice President of Global Partnerships & Alliances. She works at the intersection of people, platforms, and digital trust; supporting clients and partners as they navigate evolving hiring trends, compliance expectations, and human behavior in a digital-first world.

For more insights feel free to email me at: jaime@ferretly.com or if you love podcasts, check out The Background Screening Collective on LinkedIn where we talk about all things background screening. Looking ahead you catch Jaime at PBSA Spring Washington DC, March 29, 2026.