

# COLLABORATE 2024

 First Advantage

*ignite!*



We make hiring  
great people easy.



# Airline Industry

Online Screening in 2024

Key Features

Industry Hit Rates

Fama Labs

Appendix (Data Sources)



Today there are over

**1 BILLION**

pieces of online content  
created per day.



# Why It Matters



And, everyday there are candidates who publicly create content that can be considered workplace misconduct.

**HATE SPEECH**

**FRAUD**

**THREATS**





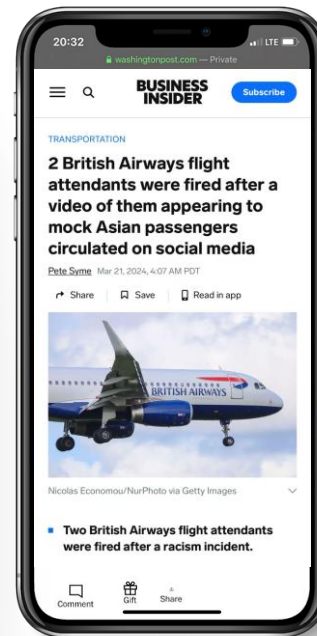
57%

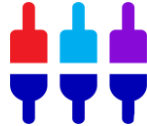
Of Employers Have  
Found Online Content  
That Caused Them  
**NOT** to Hire a  
Candidate.

According to a recent Harris Poll of employers who  
use online screening [sponsored by CareerBuilder](#)



# Without Fama...





## 1. Define Filters

Configure your account to escalate job-relevant candidate misconduct aligned with your code of conduct.  
Not a score.



## 2. Integrated Experience

Integrated with FA with the same candidate consent workflow.  
Results appear in directly within the FA candidate view.



## 3. Review Misconduct

Only workplace misconduct issues within 7 years appear. Fama's combination of AI and people means you only review reports that contain relevant information.



# Text, Image and Video Analysis

Every Post.

Every Tweet.

Every TikTok.

Every Google Result.

# Misconduct Behaviors



## Harassment

**What we flag**  
Direct intimidation, ostracizing, shaming or name-calling; patronizing insults aimed at an individual

**What we don't**  
Degrading language towards a broader audience or non-human object ("this table is ugly")



## Intolerance

**What we flag**  
Prejudice on the basis of characteristics such as race, gender, sex, sexual orientation, and national origin; use of bioted symbols & images

**What we don't**  
Mainstream political beliefs, civil political discourse



## SEX

**What we flag**  
Sexual innuendos, nude photos, explicit or suggestive imagery, adult sex stores, pornographic content

**What we don't**  
Swimwear, underwear, nude statues, sex education, "food porn"



## Violence

**What we flag**  
Violent words and images, endorsements of gun violence, excessive gore or intention to commit a violent act

**What we don't**  
Articles about violence not involving the candidate, movie scenes, gun control advocacy

# Misconduct Behaviors



## Threats

What we flag  
Desire to physically hurt oneself or others, intent to destroy property, control and intimidation

What we don't  
Violent or aggressive acts of other people, mixed martial arts



## Crime

What we flag  
Involvement in crimes such as theft or terrorism; arrest records, gang affiliations, support of criminal activity

What we don't  
Crimes not involving the candidate, cannabis consumption



## Cannabis

What we flag  
Use, growth or sale of cannabis (including CBD products), images of cannabis in any form

What we don't  
Cigarettes, cigars, e-cigarettes including Juul



## Other Drugs

What we flag  
References to or consumption of illicit drugs, use of drugs outside of their intended purpose

What we don't  
Cannabis, cigarettes, cigars, advocating detox or rehabilitation

# 10,000 Online Sources

We search the top 10,000 online sources of publicly available content online and only provide items directly related to workplace misconduct.



**Bloomberg**  
TELEVISION



WIKIPEDIA  
The Free Encyclopedia

**Google**

**The New York Times**

**Entertainment**  
WEEKLY

**CNN**

**CISION**

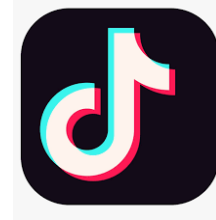


**yahoo!**  
finance

**bw** businesswire  
A BERKSHIRE HATHAWAY COMPANY

# Social Media

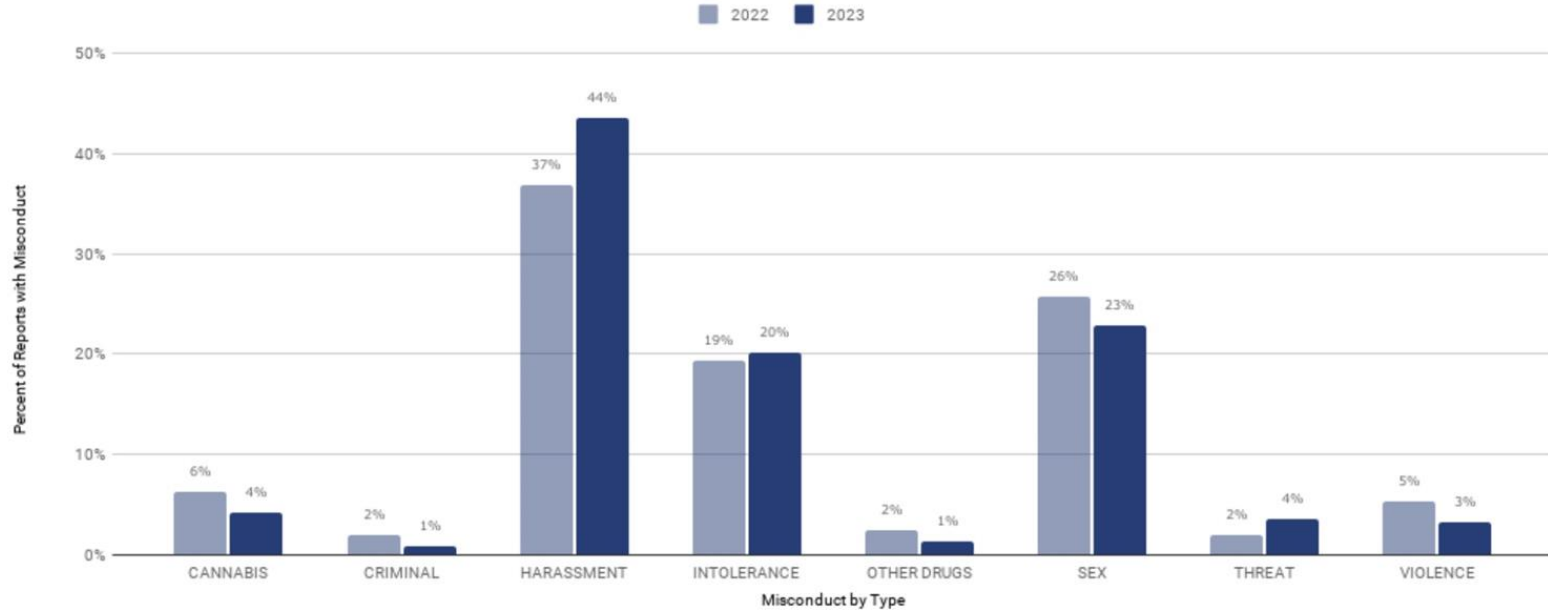
These are our top social media platforms we search. If there is a specific platform you would like to search please inquire with your sales person.



**And more...**

# Airlines Hit Rates

We analyzed hit rates by flag type across thousands of candidate reports across the industry. The below graph highlights changes from 2022 to 2023.



# FCRA, EEOC, GDPR and SOC Compliant





FAMA LABS



# New Release: Fama Instant Fit

Frictionless candidate screening is here. Based entirely on the language that executives create online, Fama can now offer complete professional trait and competency analysis to dramatically expand the candidate insights you can offer to your customers.

## Fama Instant Fit Report

Download Report

ALLISON SARIS

ID: 123456788817236

Company: Charlie Corporation

Social Profile: @Allidonsaris55

Completed: 10/9/2023

### Personality Traits

Collapse all Traits

#### Personality Traits

Achiever

Confidence

Partnership

#### Competencies

Establishing Credibility

Dependable

Innovative

Porem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus. Sed dignissim, metus nec fringilla accumsan, risus sem sollicitudin lacus, ut interdum tellus elit sed risus. Maecenas eget condimentum velit, sit amet feugiat lectus.



#### Achiever

You embody a commanding and influential presence, showcasing a natural aptitude for leadership, strategic thinking, and persuasive communication. Your confidence and assertiveness make assuming



Screenshot from Fama InstantFit

**We make hiring  
great people  
easy!**

