



Throck Morton



realThrockMorton
I'm a fictitious character meant to demonstrate how social media screening can mitigate employment risk.



No Profile



realThrockMorton
Sample subject to show the power of social media screening



No Profile



No Profile



No Profile

ALIAS Throckmorton **ADDRESS** 100 Main Street, Thr... **EMAIL** throcky1@gmail.com

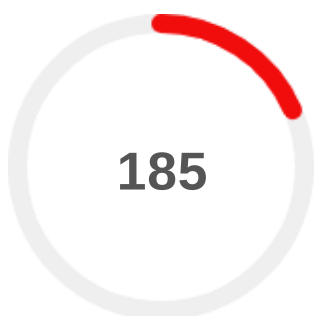
Social Media Background Report

Note that this report includes statistical data that should not influence your employment or other permissible business purpose decision. Specifically, the sentiment score, total posts, channel volume, and number of followers/following are provided for informational purposes only and should not be used as a motivating factor to make an adverse employment or other permissible business purpose decision.



Throck Morton

POST INSIGHTS



RISK MAKEUP ▶

The graph to the right shows how many times each of the 14 Risk Categories were triggered by flagged content.

POSTS AND FOLLOWERS ▾

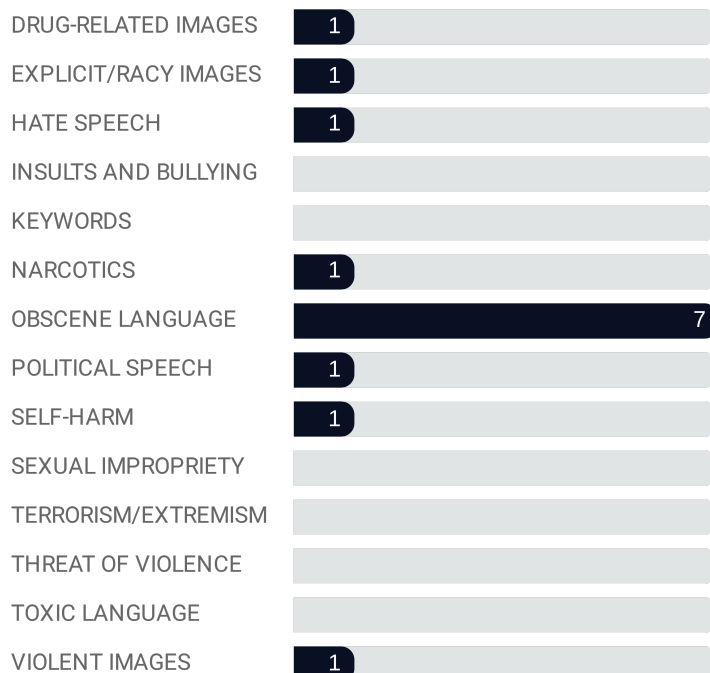
Below is information pertaining to how many people follow this subject. How many people this subject follows and the total count of posts from all social media platforms.

◀ SOCIAL MEDIA SCORE

The social media score is calculated based on several factors including flagged posts and sentiment. This is for informational purposes only and should not be used to establish risk or to determine if adverse action is warranted.



14 RISK FACTORS OUT OF 14 TOTAL FLAGGED POSTS FOUND



0

Total followers

68

Total following

37

Total posts

These values are derived from the aggregate of each of your subject's social profiles which report this information. Note that total posts is not reported by all platforms including Facebook, LinkedIn and likes/replies for Twitter, therefore count of posts analyzed may differ from what is reported above.



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POST INSIGHTS

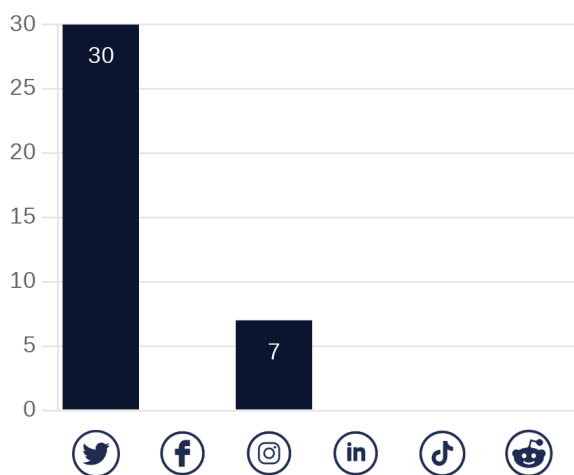
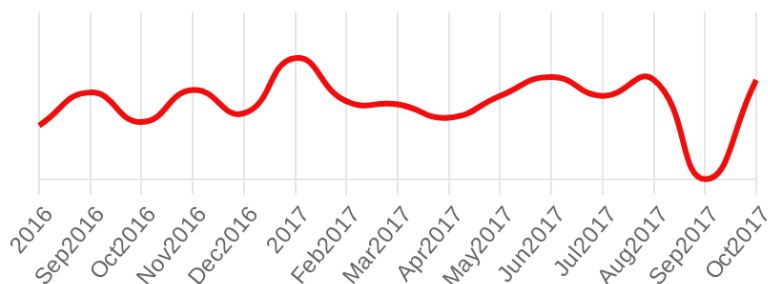


◀ WORD CLOUD

This is your subject's word cloud. It provides insight into the topics your subject refers to most often in their posts. The larger the word, the higher the frequency. The color of the word indicates whether they are speaking positively (green) or negatively (red) about the topic.

SENTIMENT OVER TIME ▶

This is the subject's sentiment over time based on the date of the posts. Sentiment is an indicator of attitude toward an event or situation



◀ CHANNEL VOLUME

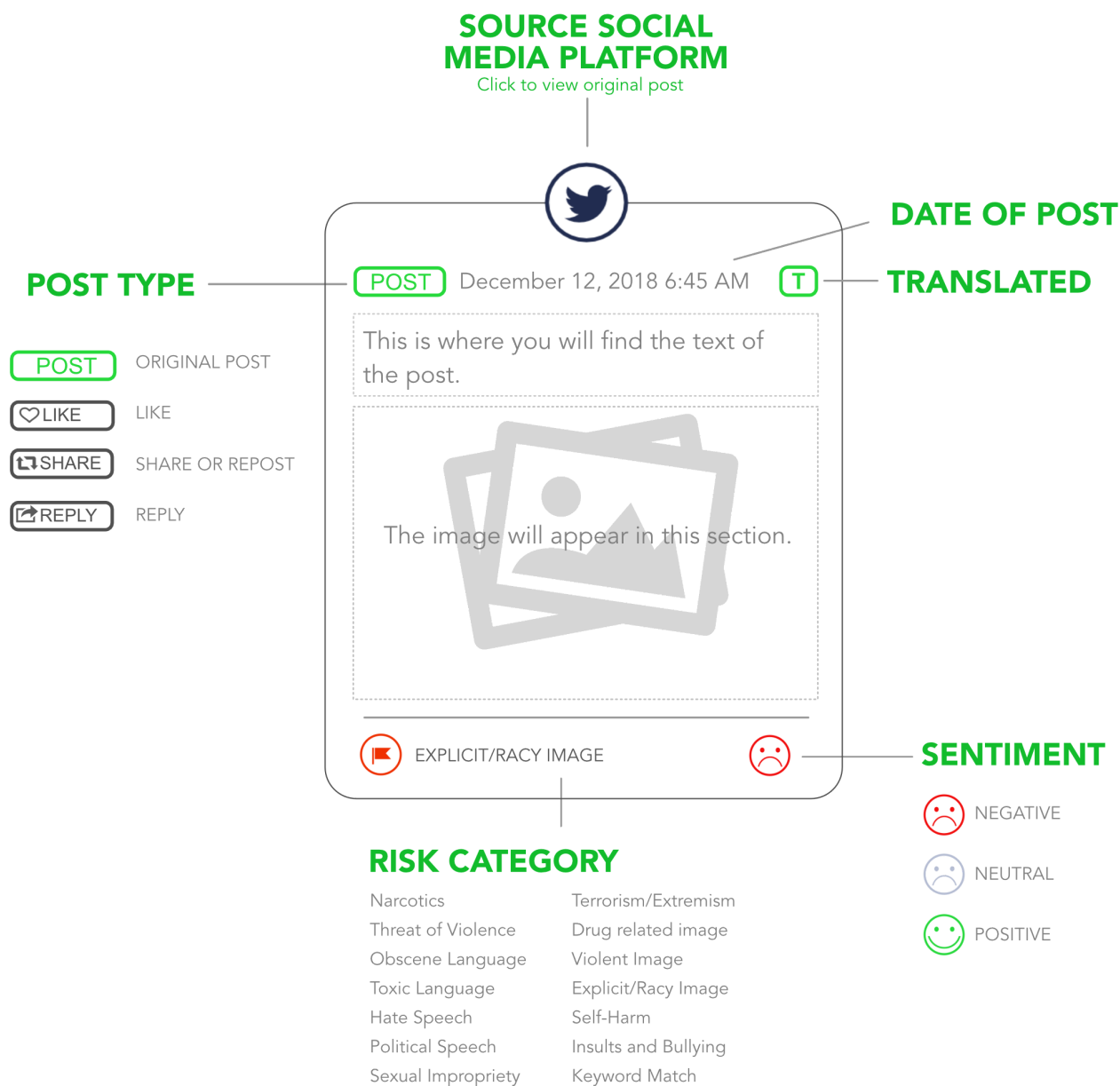
The graph on the left shows the subject's total number of likes, shares and posts that were analyzed on each social media channel.



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POST PAGES GUIDE

The following pages may contain a list of posts based on flagging and/or sentiment from this subject. Each page will have up to 4 posts and is ordered from most recent to oldest post. Use the below graphic as a reference when reviewing the post pages.





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FLAGGED POSTS



POST September 1, 2017 12:00 AM
Is there really any point in living anymore?

SELF-HARM



POST August 3, 2017 12:00 AM
People get high so weird, I prefer smoking alone tbh.

NARCOTICS



POST April 15, 2017 12:00 AM
Assholes never even called me back. Company sucked anyway.

OBSCENE LANGUAGE



POST March 13, 2017 12:00 AM
Just got fired today. Crappy ass company.

OBSCENE LANGUAGE





POST

December 14, 2016 12:00 AM

My boss is a jew and I hate jews.



HATE SPEECH



POST

November 20, 2016 12:00 AM

My girlfriend is very accident prone.



VIOLENT IMAGES



POST

November 8, 2016 12:00 AM

Climate change is real, guns need legislation, children should not be separated from their parents & left to die, voting should not be suppressed, women deserve choice, everyone deserves health care, LGBTQ are equal, black lives matter, liars should not be leaders. #WomensMarch

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POLITICAL SPEECH



POST

November 3, 2016 12:00 AM

Time to get my party on!!



DRUG-RELATED IMAGES





POST

November 2, 2016 12:00 AM

Look at what just washed up on the beach!



EXPLICIT/RACY IMAGES



POST

October 8, 2016 12:00 AM

Leslie is a total bitch!



OBSCENE LANGUAGE



POST

October 3, 2016 12:00 AM

In Arkansas for work. This place is full of dumb-ass rednecks.



OBSCENE LANGUAGE



POST

September 18, 2016 12:00 AM

My work sucks. The people I work with are stupid idiots.



OBSCENE LANGUAGE





POST

August 21, 2016 12:00 AM

@nancythesmith You are a total bitch. I really hate your guts.



OBSCENE LANGUAGE



POST

August 13, 2016 12:00 AM

Why does my bitch boss keep running her mouth about crap she knows nothing about?



OBSCENE LANGUAGE

