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## **Privacy: FTC Approves Social Media Reports**

The Federal Trade Commission has approved the Social Intelligence Corporation, a company which monitors the Internet for social media posts, profiles, and pictures. The company reports the findings to employers.

In its decision the FTC says that if it's online, it's not private. The social intelligence monitoring agency considers behaviors such as violent or aggressive acts to illegal activities, racist statements, and sexually explicit actions. However, it cannot provide information on race, religion, age, or sexual orientation. Some human resource consultants say their best employers stay away from social media checks. The reason is some consider the information to be a risk, especially because much of it is untrue or misleading.

Smart social media watchers are using common sense to avoid the privacy dilemma.

We will report more on this as it unfolds as rapidly as the technology. It is a developing issue, especially on issues of privacy.

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