



POLARIS

CORPORATE RISK
MANAGEMENT

The Polaris Approach to Vetting High-Profile Individuals, & Reputational Management

Social Media/Reputational Screening

A potential or current employee's social media activity can persist long past its posting-date. As popular social media sites encourage open discourse, users may publish posts that run contrary to a Client's internal policies or culture without considering optics or ramifications. Polaris' social media assessments can identify such questionable content and offer the Client greater control of its image, enabling a Client to develop an informed, risk-aware response.

Moreover, to fully assess an individual's reputation online, it is essential to screen for social chatter both by and about a subject, focusing on perceptions within the subject's industry and more generally. Controversies are often further enflamed by vocal online commentators, who organize and disseminate backlash. Polaris can conduct screenings for oppositional chatter that might reveal attitudes toward your potential hire and their posted content – an especially essential service if your hire is active online. In the *Teen Vogue* matter, such a screening would have captured negative sentiment about Ms. McCammond dating back to [2019](#) – as well as the original offending posts made in 2010.

Words Live Longer than you Might Think on Social Media, as evidenced by a recent controversy at *Teen Vogue*. While the backlash received nationwide attention in March 2021, the story itself was over ten years in the making, as criticisms centered on recently-reemerged tweets that were originally posted in 2010 by the magazine's incoming Editor-in-Chief, Alexi McCammond. Commentators labeled the posts made by the then-17-year-old McCammond as anti-Asian and homophobic, and – though McCammond posted an [apology](#) – her [resignation](#) followed shortly thereafter, before her role with *Teen Vogue* even began.

This controversy was only the most recent – but not likely the last – in a string of publicized incidents: director [James Gunn](#) was fired by Disney for prior tweets, while comedian [Shane Gillis](#) let go by SNL for podcast comments deemed offensive, and actress [Gina Carano](#) was sidelined after controversial posts. These incidents dominated news cycles and caused significant negative exposure for all involved. However, the potential minefield of high-profile hiring and personnel management can be navigated; be it considering a new hire, or troubleshooting responses to an already-public controversy, Polaris can support your brand with strategies scaled to your budget, culture, and timeline.

Recurring Checks & Monitors

Though a foundation of trust is essential to a successful partnership, Clients must work to ensure that their trust is at no point violated. To that end, Polaris can conduct recurrent checks or actively monitor particularly high-profile, public-facing individuals to screen for any notable activity across social media channels. Polaris may additionally assess less overt activity – like content on the deep or dark web, or posts published to alias or secondary accounts – to capture more subtle, obscured exposure risks.

Scalable, Adaptable Investigations

Should Polaris – in the course of its comprehensive social media reviews and reputational screenings – identify any questionable content that merits a deeper look, our investigative team can help untangle the red flags. While our service lines and investigative goals are entirely customizable – and are carefully scaled and tailored to a Client's specific situation – enhanced screenings may also include searches for the individual and their associates in other adverse/derogatory media, as well as on the deep or dark web.

Crisis Management & PR Consulting

In addition to targeted pre-hiring screenings and post-hiring monitoring services, Polaris' established relationships with PR consultants can help our Clients strategically navigate through controversy. The *Teen Vogue* matter underscores the importance of a strong, yet tempered response, as Ms. McCammond's most recent statement on her prior posts failed to dissuade those calling for her removal. While a Client may be aware of potential issues and flashpoints, Polaris' public relations partners and consultants can help deploy that information; armed with Polaris' findings, these experts can help mold the discussion of the facts in public forums, including the press and social media.

Please note that this is only a brief overview of our capabilities; if you seek services not listed above, email info@polarisrsk.com and our team would be happy to discuss your request.

Reputational
Assessments



Thorough Social
Media Reviews



Crisis Management
& Public Relations

