

EMPLOYEE SOCIAL MEDIA PROFILE CHECK AND CORPORATE PERFORMANCE OF OIL COMPANIES IN RIVERS STATE

Dr. Florence O. Iroanwusi

florence.iroanwusi@iaue.edu.ng

**Department of Employment Relations and Human Resource Management,
Ignatius Ajuru University of Education, Port Harcourt, Rivers State, Nigeria**

ABSTRACT

This study examined the relationship between employee social media profile check and the corporate performance of oil companies in Rivers State. The investigation was anchored on the Human Capital Theory and the Resource-Based Theory, both of which provide a strong explanatory basis for understanding how individual behaviors and organizational resources influence performance outcomes. A correlational survey design was adopted, with a study population of 1,248 senior staff drawn from five multinational oil companies in the State. From this population, a stratified random sample of 310 respondents was selected to ensure representativeness across organizational units. Data collection was carried out using structured questionnaires, and the responses were analyzed through the Pearson Product Moment Correlation at a 0.05 level of significance. The results revealed that social media profile checks exhibit a significant positive relationship with responsiveness and cost effectiveness, both of which are key indicators of corporate performance. The findings demonstrate that social media verification, when systematically applied, is not merely a recruitment tool but also a strategic practice for sustaining organizational credibility, minimizing risks, and reinforcing efficiency. The study concludes that institutionalizing employee social media checks contributes meaningfully to building a responsive and cost-efficient workforce within the oil and gas industry. It therefore recommends that oil companies in Rivers State formally integrate social media profile checks into their recruitment and monitoring frameworks as a way of improving responsiveness and enhancing cost effectiveness.

Keywords: Social Media Profile Check; Corporate Performance; Responsiveness; Cost Effectiveness; Oil Companies

INTRODUCTION

The increasing digitization of social life has fundamentally transformed how organizations approach recruitment, monitoring, and performance assessment of employees. Social media platforms such as Facebook, LinkedIn, Instagram, and Twitter have emerged as vital tools for obtaining insights into potential employees' personal values, professional conduct, and overall character. Globally, organizations integrate social media checks into recruitment strategies to evaluate applicants' integrity, lifestyle choices, and compatibility with organizational culture (Okafor, Udo, & Eke, 2020). In Nigeria, particularly within the oil industry in Rivers State, the sensitivity of operations and the need for compliance with international standards have made employee credibility a paramount concern. Oil companies are increasingly exposed to public scrutiny, regulatory oversight, and community relations pressures, which heightens the stakes associated with recruitment decisions. Social media profile checks serve as preventive mechanisms, enabling firms to identify candidates whose behaviors or affiliations could jeopardize corporate reputation or violate compliance norms. By leveraging digital footprints, organizations can make informed recruitment decisions, mitigating risks related to misconduct, unethical behavior, or misalignment with corporate values. Ultimately, the integration of social media screening enhances recruitment integrity, safeguards organizational interests, and supports the broader goal of sustaining corporate performance in complex operational contexts.

Corporate performance within the oil sector extends beyond financial metrics to include operational efficiency, responsiveness, timeliness, and cost effectiveness. Oil companies in Rivers State frequently operate under volatile and unpredictable conditions, including militant disruptions, environmental hazards, and stringent regulatory oversight. Within this context, the ability to respond promptly to crises and manage resources efficiently becomes central to organizational survival and competitiveness (Eze, 2022). Social media profile checks contribute to these performance dimensions by ensuring that employees are not only technically competent but also socially responsible and aligned with the organization's values and ethics. Candidates whose online presence reflects professionalism, accountability, and ethical behavior are less likely to engage in activities that could compromise corporate standards or generate reputational risk. Consequently, firms can reduce costs associated with workplace misconduct, operational disruptions, and reputational damage by employing such candidates. Verification of social media profiles therefore acts as a strategic extension of traditional background checks, supporting operational stability and ethical conduct. In addition, employees who demonstrate social responsibility online are more likely to adhere to organizational policies and foster a culture of compliance, further enhancing overall corporate performance. This underscores the importance of integrating digital screening tools into human resource practices to strengthen both workforce quality and organizational legitimacy.

The relevance of social media checks is further highlighted by the increasing prevalence of fraudulent employment applications and workplace misconduct across sectors in Nigeria. Numerous cases have been documented in which employees' undisclosed online activities, such as extremist affiliations, cyber fraud, or reputationally harmful behavior, have negatively impacted corporate operations (Ajayi, 2021). For oil companies in Rivers State, which are under intense scrutiny from host communities, regulators, and international stakeholders, such risks cannot be overlooked. By conducting systematic screening of applicants' social media presence, firms significantly reduce the likelihood of hiring individuals who may introduce ethical, security, or reputational vulnerabilities. This proactive approach enhances the organization's capacity to maintain stakeholder trust, respond effectively to operational challenges, and manage costs associated with misbehavior or noncompliance. Social media verification thus complements conventional background checks by providing nuanced insights into employee behavior outside formal workplace interactions. It allows organizations to anticipate potential risks and foster a workforce aligned with corporate values and standards. In essence, social media checks contribute to a broader strategy of organizational risk management, ensuring operational continuity and resilience in a high-stakes industry.

Moreover, the significance of social media verification extends to fostering organizational culture and strengthening stakeholder relations. In Rivers State, oil companies operate within complex socio-political environments where public perception and community engagement directly influence operational success. Employees whose social media behavior reflects alignment with organizational values, ethics, and professional standards contribute to a positive corporate image, enhancing relationships with host communities, regulatory authorities, and industry partners (Okoro, 2024). Such alignment is particularly critical in the oil sector, where reputational crises can lead to financial penalties, social unrest, or project delays. By institutionalizing social media profile checks, oil firms reinforce a culture of transparency, accountability, and ethical conduct among their workforce. This practice not only mitigates operational and reputational risks but also promotes long-term organizational resilience and stakeholder confidence. Employees who consistently demonstrate appropriate online behavior serve as role models, influencing peers and reinforcing corporate norms. Consequently, social media verification becomes a strategic tool for human resource management, integrating ethical oversight with operational performance objectives. In summary, the practice strengthens corporate performance outcomes by combining workforce integrity, operational efficiency, and stakeholder engagement into a cohesive human resource strategy.

Statement of the Problem

The issue of corporate performance has emerged as a critical concern within the oil and gas sector, particularly given the complex operational, social, and regulatory environments in which firms operate. In spite of the growing recognition of social media verification as a valuable tool for assessing potential employees' integrity and professionalism, many oil companies in Rivers State either underutilize this mechanism or apply it inconsistently during recruitment and employee monitoring. This inconsistency has resulted in situations where employees' undisclosed online misconduct, such as unethical behavior, cyber fraud, or affiliations misaligned with corporate values, only became apparent after employment. Such lapses have often led to reputational damage, financial losses, operational disruptions, and strained relations with host communities and regulatory authorities. While prior research has explored recruitment practices broadly, there remains a paucity of empirical studies examining the specific impact of social media profile checks on corporate performance within the oil sector. The lack of standardized frameworks and procedural guidelines for integrating social media screening into human resource practices further exacerbates the problem, leaving firms vulnerable to operational and reputational risks. Consequently, organizations are limited in their capacity to manage workforce integrity proactively, reduce costs associated with misconduct, and maintain responsiveness in high-risk and volatile operational contexts. This gap in both theory and practice highlights the pressing need for systematic research on the strategic role of social media verification in enhancing corporate performance. Addressing this gap, the present study seeks to provide empirical evidence on how social media profile checks influence key performance dimensions, including responsiveness, timeliness, cost effectiveness, and stakeholder trust, thereby offering actionable insights for policy and practice in the oil and gas industry.

Objectives of the Study

The objectives of this study are to:

1. Examine the relationship between social media profile check and responsiveness of oil companies in Rivers State.
2. Ascertain the relationship between social media profile check and cost effectiveness of oil companies in Rivers State.

Research Questions

The following questions guide the study:

1. What is the relationship between social media profile check and responsiveness of oil companies in Rivers State?
2. How does social media profile check relate to cost effectiveness of oil companies in Rivers State?

Research Hypotheses

The following null hypotheses are formulated for testing:

H₀₁: Social media profile check does not significantly relate to responsiveness of oil companies in Rivers State.

H₀₂: There is no significant relationship between social media profile check and cost effectiveness of oil companies in Rivers State.

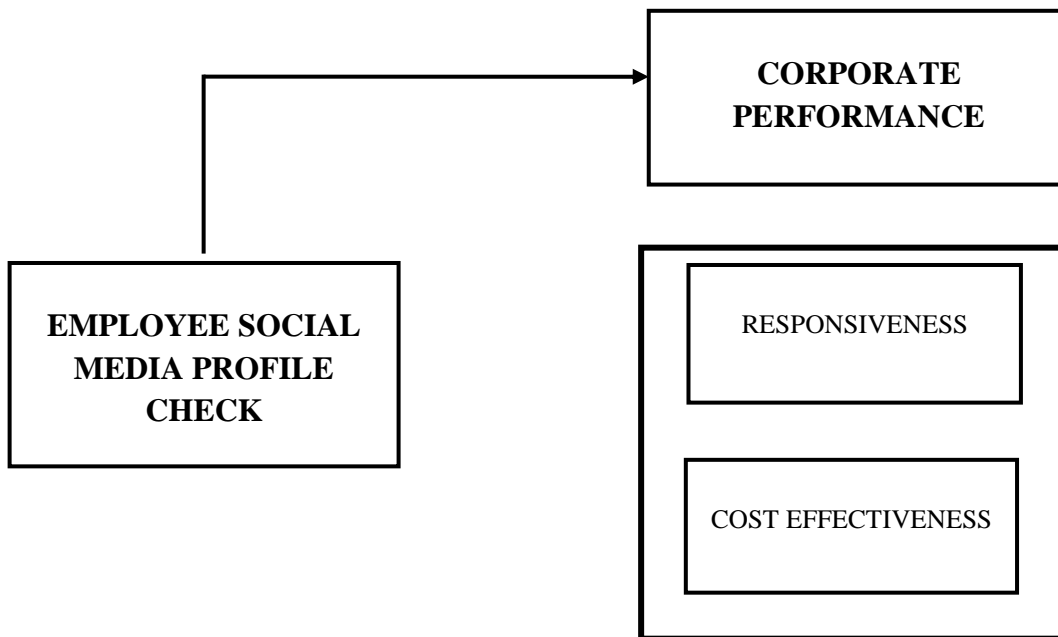


Figure 1: Conceptual framework Employee Social Media Profile Check and Corporate Performance of oil companies in Rivers State.

LITERATURE REVIEW

Theoretical Framework

Human Capital Theory

Human Capital Theory, initially developed by Becker (1964), emphasizes the strategic importance of investing in education, skills, and training to enhance individual productivity and, by extension, organizational performance. The theory posits that employees are critical assets whose knowledge, competencies, and behavioral attributes directly influence organizational outcomes. In the context of oil companies in Rivers State, social media profile checks align closely with this theoretical perspective by providing additional insights into employees' professional dispositions, ethical standards, and social behaviors beyond formal qualifications. Social media platforms, including LinkedIn, Facebook, Instagram, and Twitter, offer valuable windows into an individual's communication style, professional orientation, and adherence to societal and organizational norms (Okafor, et al., 2020). By screening candidates' online conduct, oil firms can assess the congruence between claimed human capital credentials and actual behavioral tendencies, thereby ensuring that investments in workforce development yield productive and ethical outcomes. This approach enables organizations to identify employees who demonstrate both competence and integrity, reducing the risk of operational inefficiency, reputational damage, or ethical lapses. Furthermore, human capital theory situates social media verification as a contemporary mechanism for safeguarding the value of human resources in environments characterized by high risk, public scrutiny, and technical complexity. Integrating social media checks into recruitment and monitoring practices ensures that organizational investment in human capital is maximized, fostering enhanced responsiveness, timeliness, and overall corporate performance.

Resource-Based Theory

Resource-Based Theory, articulated by Barney (1991), asserts that organizations attain sustainable competitive advantage when they possess resources that are valuable, rare, inimitable, and non-substitutable. Human resources, particularly employees with credible professional identities and ethical online behaviors, exemplify such strategic assets because they embody reputational and

intellectual value that competitors cannot easily replicate. In the oil sector of Rivers State, where maintaining community trust, regulatory compliance, and global partnerships is essential, employees whose social media profiles reflect integrity, professionalism, and alignment with organizational values provide firms with unique intangible assets that enhance corporate performance (Ajayi, 2021). Social media verification acts as a preventive and strategic tool, allowing companies to avoid hiring individuals whose behaviors could compromise organizational image or stakeholder confidence. By safeguarding the quality and ethical orientation of the workforce, oil companies protect and leverage their human capital as a rare and valuable resource. Resource-Based Theory thus positions social media profile checks not merely as administrative controls but as strategic mechanisms for sustaining performance, building corporate reputation, and reinforcing competitive advantage. The theory underscores that employees' intangible attributes such as ethical conduct, professional credibility, and reputational reliability constitute resources that are difficult to imitate and therefore critical to long-term organizational success. Consequently, systematic social media verification contributes to developing a workforce whose unique capabilities and behaviors drive operational effectiveness, responsiveness, and stakeholder trust in the highly sensitive oil industry environment.

Conceptual Review

Employee Social Media Profile Check

Employee social media profile check refers to the systematic review of applicants' and employees' online presence to evaluate their suitability for organizational roles. This practice goes beyond a superficial glance at social networking sites and involves a deliberate assessment of individuals' values, attitudes, and behavioral tendencies as reflected online. The process includes examining posts, comments, images, affiliations, and general engagement patterns to determine whether they demonstrate professionalism and ethical orientation. Scholars such as Okafor, et al. (2020) emphasized that this approach allows organizations to assess candidates' alignment with corporate values in ways that curriculum vitae or interview sessions may not reveal. In contemporary recruitment, especially in sensitive and high-risk sectors such as oil and gas, organizations increasingly employ social media verification to complement traditional recruitment strategies. For oil firms in Rivers State, where public expectations and regulatory oversight remain very intense, social media checks act as preventive mechanisms against reputational risks. Candidates who are found to display online behaviors inconsistent with corporate standards, such as evidence of cybercrime involvement, hate speech, discriminatory remarks, or consistent unprofessional conduct, can be filtered out before they join the workforce. This process helps oil companies mitigate risks that could lead to workplace crises, reputational damage, and strained stakeholder relations. It also contributes to the sustainability of operations in a sector where public trust is often fragile and easily compromised by misconduct. Therefore, employee social media verification is gradually becoming an indispensable aspect of recruitment and workforce monitoring in the oil and gas sector.

Social media verification also plays a strategic role in strengthening organizational culture by reinforcing accountability and transparency among employees. When workers are aware that their online activities may be reviewed periodically, they become more cautious and are inclined to maintain professional conduct even in virtual spaces. This form of subtle monitoring establishes an atmosphere of discipline where employees consciously align their personal branding with organizational expectations. As Eze (2022) observed, this proactive approach reduces the likelihood of reputational backlash and creates an environment where corporate image is consistently protected. For oil companies in Rivers State, which operate under conditions of heightened scrutiny from host communities, regulators, and international observers, such an approach is invaluable. By reducing risks associated with online misconduct, organizations are able to lower costs that would otherwise arise from legal disputes, damaged reputations, or strained community relations. The preventive nature of social media checks ensures that companies remain responsive to stakeholder

concerns while maintaining operational efficiency. Furthermore, it provides management with insights into employees' networks, affiliations, and personal expressions, thereby allowing firms to ensure that workers' public personas do not contradict strategic corporate goals. Ultimately, this form of verification becomes an integrated mechanism for maintaining harmony between organizational culture and employee behavior, thereby advancing corporate performance.

The application of social media checks in Nigeria, however, has remained inconsistent, often constrained by issues such as privacy concerns, absence of standardized frameworks, and varying interpretations of what constitutes acceptable online conduct. While some organizations acknowledge its strategic importance, the absence of comprehensive policy guidelines leads to irregular adoption across sectors. In Rivers State, for instance, certain oil firms have recognized the significance of this tool and incorporated it into their recruitment processes, but others either underutilize or completely neglect it. This inconsistent application exposes firms to reputational and financial risks, especially when online misconduct among employees becomes public after employment has already been secured. Moreover, the lack of standardization makes it difficult to measure the effectiveness of such checks and to establish benchmarks that organizations can collectively adopt. This limitation contributes to a gap in both practice and scholarship, as empirical studies on the influence of social media verification on corporate performance within the oil sector remain limited. Addressing this gap requires the institutionalization of systematic and ethically sound social media checks that balance privacy with organizational needs. If properly implemented, such frameworks would enhance workforce credibility, strengthen stakeholder confidence, and ultimately improve performance outcomes. Oil companies in Rivers State that embed social media verification within their recruitment and monitoring systems are more likely to achieve resilience, cost efficiency, and responsiveness in an increasingly competitive and volatile operating environment.

Corporate Performance

Corporate performance refers to the extent to which an organization successfully achieves its strategic objectives while maintaining efficiency and stakeholder satisfaction. For oil companies in Rivers State, corporate performance is not restricted to profitability but encompasses the ability to respond swiftly to crises, manage costs effectively, and sustain community trust (Ajayi, 2021). It is evaluated across multiple dimensions, including responsiveness, timeliness, and cost effectiveness. These measures are particularly critical in oil operations, where environmental hazards, community demands, and international compliance standards exert constant pressure on companies. A company's ability to meet production targets, adhere to safety requirements, and maintain cordial relationships with host communities is therefore considered a vital benchmark of performance. In addition, stakeholders, including investors and regulators, often use these performance dimensions to assess the resilience and sustainability of oil companies. The complex and volatile nature of the oil sector in Rivers State makes corporate performance a multifaceted concept that extends beyond financial returns. As such, the long-term survival of oil companies rests on their ability to consistently align their internal practices with the expectations of both local and international stakeholders.

Employee social media profile checks directly impact corporate performance by filtering out individuals whose behaviors may compromise organizational responsiveness and cost efficiency. Employees who maintain credible online profiles are less likely to engage in misconduct that could damage the company's image or cause resource wastage (Okafor et al., 2020). By ensuring recruitment integrity, social media checks contribute to building a workforce that is disciplined, ethical, and aligned with organizational objectives. This enhances not only operational outcomes but also the reputation and legitimacy of oil companies in the eyes of their stakeholders. In addition, social media profile verification discourages employees from engaging in controversial online practices that could expose the organization to public criticism or legal liabilities. Organizations that prioritize such checks are therefore able to manage risks more effectively and maintain operational focus without being distracted by reputational crises. Social media screening also serves as a

preventive measure by ensuring that employees uphold standards of professionalism and accountability in both physical and digital spaces. Consequently, the practice directly supports the development of a corporate culture that fosters efficiency, transparency, and responsiveness to emerging challenges.

Corporate performance also encompasses the maintenance of intangible assets such as trust, legitimacy, and social license to operate. In Rivers State, oil firms constantly face scrutiny from host communities and regulators, making these intangible factors as critical as financial indicators. Employees with questionable online behaviors can undermine community trust and trigger conflicts that derail operations, resulting in financial losses and reputational damage (Eze, 2022). By proactively verifying social media profiles, oil companies reduce these risks and reinforce performance outcomes that transcend immediate profit measures. Social media checks help companies identify potential red flags in employee behavior that may signal future disruptions in community relations. When organizations employ individuals whose values align with corporate and societal expectations, they are more likely to sustain long-term legitimacy in the operating environment. Furthermore, proactive monitoring demonstrates a commitment to ethical conduct, which can improve corporate reputation and enhance relationships with regulators. In this way, corporate performance in the oil sector is closely tied not only to measurable outputs such as cost effectiveness and responsiveness but also to the preservation of legitimacy, trust, and community goodwill.

Measures of Corporate Performance

Responsiveness

Responsiveness refers to an organization's ability to address operational, regulatory, and community demands in a timely and effective manner. In the oil sector, this measure is particularly significant because of the unpredictable nature of environmental incidents, host community tensions, and regulatory interventions that often emerge without warning. The success of a company is not only tied to its technical expertise but also to how quickly and effectively it responds to such disruptions. Employees whose online behavior reflects professionalism, responsibility, and integrity are more likely to demonstrate proactive attitudes when faced with operational challenges (Ajayi, 2021). Social media checks help oil companies to identify and recruit individuals who display traits consistent with accountability and ethical standards. Such employees strengthen crisis management capacity by ensuring that organizational responses are not delayed by negligence or poor judgment. Furthermore, responsiveness directly affects stakeholder perceptions, as communities and regulators tend to evaluate companies by their reaction speed during crises. When companies consistently demonstrate agility in handling issues, they build reputational capital that reinforces long-term sustainability. Therefore, responsiveness stands as both a performance metric and a survival tool in the oil industry of Rivers State.

Cost Effectiveness

Cost effectiveness denotes the efficiency with which an organization utilizes its financial, human, and material resources to achieve established goals. In the oil industry, where capital intensity is high, even minor inefficiencies can translate into significant financial losses that weaken overall performance. Costs associated with reputational crises, misconduct investigations, environmental litigations, or employee-related disciplinary measures can quickly escalate and erode corporate profitability. Social media profile checks contribute to mitigating these risks by ensuring that prospective employees' public behavior aligns with organizational ethics and values (Okoro, 2024). By filtering out candidates likely to generate negative publicity or internal conflict, companies avoid future expenditures on damage control. This practice also reduces the likelihood of recruiting employees whose actions may attract community protests or regulatory sanctions, both of which carry heavy financial implications. When recruitment integrity is consistently maintained,

organizations allocate resources more efficiently and avoid unnecessary drain on operational budgets. The outcome is not only reduced costs but also enhanced organizational sustainability, as resources are channeled toward productive investments rather than remediation efforts. Ultimately, cost effectiveness becomes both a financial imperative and a performance indicator that determines long-term competitiveness in the oil sector.

Empirical Review and Gap in Literature

Several studies have underscored the importance of social media checks in modern recruitment and employee monitoring. Okafor, et al. (2020) reported that organizations that integrated social media verification into their hiring processes in Nigeria recorded a significant reduction in cases of employee misconduct and a notable strengthening of corporate reputation. Ajayi (2021) established that online profile screening enhanced stakeholder trust, reduced instances of reputational crises, and minimized costs associated with legal or disciplinary actions in oil firms. Eze (2022) emphasized that social media checks foster accountability and ethical responsibility, which ultimately improved responsiveness within manufacturing organizations. These findings collectively suggest that social media checks can act as preventive mechanisms that safeguard organizations against reputational risks while reinforcing trust in the workplace. Nevertheless, the majority of these investigations were conducted outside the oil sector or addressed social media verification only in a peripheral manner without directly linking it to corporate performance outcomes. As a result, there is limited clarity on how such checks function in highly sensitive industries where operational risks and community pressures are significantly more pronounced.

Although extant literature establishes the general benefits of social media verification, empirical evidence that directly connects social media profile checks to corporate performance within the oil industry in Rivers State remains limited. The oil sector is characterized by operational uncertainties, reputational pressures, and high exposure to community grievances, which makes it a unique context requiring closer scholarly attention. Without industry-specific investigations, there is a gap in understanding the precise ways through which social media checks influence key performance outcomes such as responsiveness and cost effectiveness. Addressing this gap is crucial because recruitment decisions in oil companies often have long-term implications for crisis management, financial stability, and stakeholder relations. This study therefore advances knowledge by empirically examining the role of social media profile checks in shaping corporate performance, particularly through responsiveness and cost effectiveness, within multinational oil companies in Rivers State. The focus on this sector provides new insights that extend beyond general discussions and offer evidence-based recommendations for organizations operating in complex and high-stakes environments.

METHODOLOGY

This study adopted a correlational survey research design to investigate the relationship between employee social media profile checks and corporate performance in oil companies situated in Rivers State. The study population consisted of one thousand two hundred and forty-eight senior staff members drawn from five multinational oil companies that maintain active operations in the state. These companies were selected because of their extensive workforce size, their prominent role in the Nigerian oil and gas sector, and their continuous engagement with regulatory, community, and operational stakeholders. Within each organization, the relevant departments included Human Resources, Operations, Health and Safety, Finance, and Community Relations, which collectively represented the study elements since they directly contribute to both personnel management and corporate performance. A stratified random sampling technique was employed to ensure proportional representation across the departments, thereby enhancing the reliability and generalizability of findings. From the total population, a sample size of three hundred and ten respondents was determined and drawn, which was considered adequate for achieving statistical

representation and inferential validity. The primary instrument for data collection was a structured questionnaire carefully designed to align with the stated objectives of the study and anchored on constructs relating to social media verification and corporate performance measures. The questionnaire underwent face and content validation by academic experts in human resource management and organizational behavior, who reviewed the items for clarity, relevance, and appropriateness within the study context. To further establish consistency of measurement, the instrument was subjected to a pilot test, after which reliability was confirmed using Cronbach Alpha coefficients, all of which exceeded the 0.70 benchmark, indicating satisfactory internal consistency. Data obtained from the field were analyzed using descriptive statistics to summarize demographic characteristics of respondents, while Pearson Product Moment Correlation was applied to test the study hypotheses at a 0.05 level of significance, thereby ensuring robust inferential conclusions.

RESULTS AND PRESENTATION

Hypothesis One

H₀₁: Social media profile check does not significantly relate to responsiveness of oil companies in Rivers State.

Table 1: Correlation between Social Media Profile Check and Responsiveness

Variables	N	r-cal	r-crit (0.05)	Decision
Social Media Profile Check & Responsiveness	310	0.647	0.113	Reject H01

The result in Table 1 shows a strong and significant positive relationship between social media profile check and responsiveness of oil companies in Rivers State ($r = 0.647, p < 0.05$). Since the calculated r-value is greater than the critical r-value, the null hypothesis is rejected. This indicates that verifying employees' social media presence significantly enhances the ability of oil firms to respond effectively to operational, regulatory, and community demands.

Hypothesis Two

H₀₂: There is no significant relationship between social media profile check and cost effectiveness of oil companies in Rivers State.

Table 2: Correlation between Social Media Profile Check and Cost Effectiveness

Variables	N	r-cal	r-crit (0.05)	Decision
Social Media Profile Check & Cost Effectiveness	310	0.589	0.113	Reject H02

The analysis in Table 2 reveals a significant positive relationship between social media profile check and cost effectiveness of oil companies in Rivers State ($r = 0.589, p < 0.05$). The calculated r-value exceeds the critical r-value, which leads to the rejection of the null hypothesis. This finding implies that organizations that adopt social media profile checks in recruitment and monitoring reduce costs associated with misconduct, reputational crises, and inefficient resource utilization.

Discussion of Findings

The findings demonstrate that social media profile checks exert a significant influence on corporate performance in oil companies within Rivers State, particularly in the areas of responsiveness and cost effectiveness. Evidence from the analysis indicates that firms that actively engage in employee social media verification are better positioned to address issues of misconduct promptly, thereby enhancing their ability to respond to internal and external pressures. This aligns with the results of Okafor, et al. (2020), who established that organizations that utilize social media verification recorded notable reductions in employee misconduct and consequently improved responsiveness to stakeholder concerns. Similarly, Ajayi (2021) found that social media checks strengthen corporate reputation, thereby reducing expenditures that would have been incurred in managing reputational crises. Eze (2022) also reinforced this view by reporting that social media screening tools contribute to greater accountability, which in turn fosters operational efficiency across Nigerian firms. The

convergence of these findings shows that social media verification has become an integral element of organizational control mechanisms that directly influence corporate outcomes. More so, the present study establishes that responsiveness and cost minimization are tangible benefits of systematic profile checks, confirming their practical value in organizational management.

The present study advances existing evidence by situating the discourse within the oil industry of Rivers State, a sector that is particularly vulnerable to reputational risks, stakeholder pressures, and high operational costs. By contextualizing the findings in this environment, the study provides unique insights into how social media profile checks contribute to sustaining corporate performance in industries characterized by volatile stakeholder relations and public scrutiny. The outcomes show that organizations that adopt social media verification practices not only reduce operational disruptions but also create an environment of trust that enhances their responsiveness to host communities, regulators, and investors. In addition, the findings affirm the relevance of Human Capital Theory by demonstrating that employees with credible online behaviors constitute a pool of valuable human assets that contribute to corporate sustainability. From this standpoint, social media verification serves as a mechanism for ensuring that organizations recruit and retain individuals whose online reputations reflect accountability and ethical responsibility.

In line with the Resource-Based Theory, the results further indicate that verified online reputations can be classified as rare and valuable resources that enhance the competitive advantage of firms in Rivers State's oil sector. Given the scarcity of employees with consistently credible digital footprints, organizations that adopt social media checks are more likely to secure and retain human resources that are not easily imitable by competitors. This underscores the strategic significance of profile verification, which extends beyond routine recruitment practices into a central corporate strategy for sustaining competitiveness. Furthermore, by integrating social media checks into human resource management practices, oil firms gain an avenue for aligning employee behaviors with organizational values, thereby improving cost effectiveness and long-term stability. These findings reinforce the notion that social media verification is not a peripheral activity but a vital process for safeguarding organizational interests and advancing corporate performance. In essence, the study contributes to knowledge by establishing that responsiveness and cost minimization, as dimensions of corporate performance, are significantly enhanced through systematic social media profile checks in Rivers State's oil industry.

CONCLUSION

This study examined the relationship between employee social media profile check and corporate performance of oil companies in Rivers State. The findings revealed that social media verification significantly enhances both responsiveness and cost effectiveness, indicating that the practice holds strategic value for organizational performance. Companies that adopt social media checks recruit employees whose online behaviors reflect professionalism, accountability, and alignment with corporate values, thereby reducing risks of reputational crises and financial waste. The results also suggest that effective verification practices foster trust in employee conduct, which in turn strengthens the organization's image before stakeholders and the wider public. Furthermore, the study highlights that social media checks serve not only as a recruitment safeguard but also as a long-term measure for sustaining ethical work practices and operational discipline. The outcome affirms Human Capital Theory by emphasizing that employees with verifiable online credibility represent assets that add measurable value to organizational success. In addition, Resource-Based Theory is validated, as verified reputations constitute unique and rare resources that enhance the competitive edge of firms operating in complex environments such as the oil sector. These findings collectively position social media profile checks as a core component of strategic human resource management in multinational oil companies. The study therefore concludes that employee verification through social media is not a peripheral exercise but a necessary organizational process for strengthening corporate performance in Rivers State.

RECOMMENDATIONS

1. Oil companies in Rivers State should institutionalize social media profile verification during recruitment and staff monitoring to enhance organizational responsiveness to operational and stakeholder demands.
2. Recruitment policies of oil firms should explicitly integrate social media screening frameworks to minimize costs associated with misconduct, litigation, and reputational crises, thereby improving cost effectiveness.

REFERENCES

- Ajayi, T. (2021). Recruitment integrity and organizational reputation in Nigeria's oil and gas sector. *International Journal of Human Resource Studies*, 11(2), 45–59.
- Barney, J. (1991). Firm resources and sustained competitive advantage. *Journal of Management*, 17(1), 99–120.
- Becker, G. S. (1964). *Human capital: A theoretical and empirical analysis, with special reference to education*. University of Chicago Press.
- Eze, C. (2022). Employee background verification and performance outcomes in Nigerian manufacturing firms. *Nigerian Journal of Management Sciences*, 14(1), 77–90.
- Okafor, C., Udo, P., & Eke, F. (2020). Social media checks and employee credibility in Nigerian organizations. *Journal of Business and Technology*, 8(3), 110–123.
- Okoro, J. (2024). Recruitment processes and corporate efficiency in Nigeria's petroleum industry. *International Review of Business and Economics*, 9(2), 65–80.