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MASHABLE INFOGRAPHICS

The Job Search and Confidentiality [INFOGRAPHIC]

Facebook Spam and Cybercrime on the Rise: How You Can Avoid

Apples to Apple: The Goofiest Infographic You'll Ever See?

Positive Facebook Updates Get More Likes, Negative

Everything You Need to Know About CES [INFOGRAPHIC]

Typical Android User is Anything But Typical [INFOGRAPHIC]

How Recruiters Use Social Networks to Screen Candidates [INFOGRAPHIC]

October 23, 2011 by Erica Swallow
 144

Like Send You like **How Recruiters Use Social Networks to Screen Candidates** [INFOGRAPHIC] · Insights · **Error**

Over the past few years, we've seen social media used in the job market in a number of ways — [startups](#), [small businesses](#) and [large corporations](#) alike are diving into the socialverse to find top talent, and [job seekers](#) are likewise getting creative with social media.

Social media monitoring service [Repler](#) recently surveyed more than 300 hiring professionals to determine when and how job recruiters are screening job candidates on different social networks.

The study found that more than 90% of recruiters and hiring managers have visited a potential candidate's profile on a social network as part of the screening process. And a whopping 69% of recruiters have rejected a candidate based on content found on his or her social networking profiles — an almost equal proportion of recruiters (68%), though, have hired a candidate based on his or her presence on those networks.

Check out the infographic below for more results from the survey, including what details on a candidate's social profile make recruiters tick.



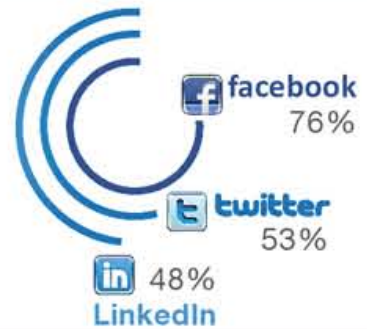
Job Screening with Social Networks

— How Are Employers Screening Job Applicants? —

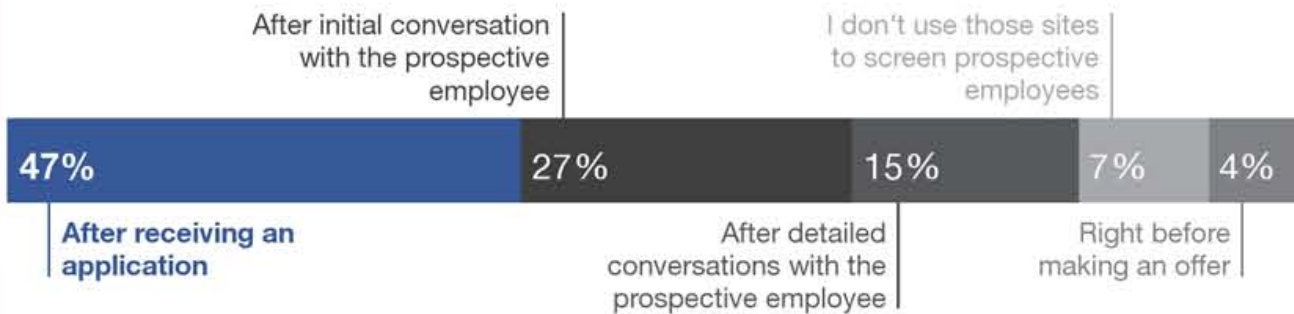
Do you use social networking sites to screen prospective employees?



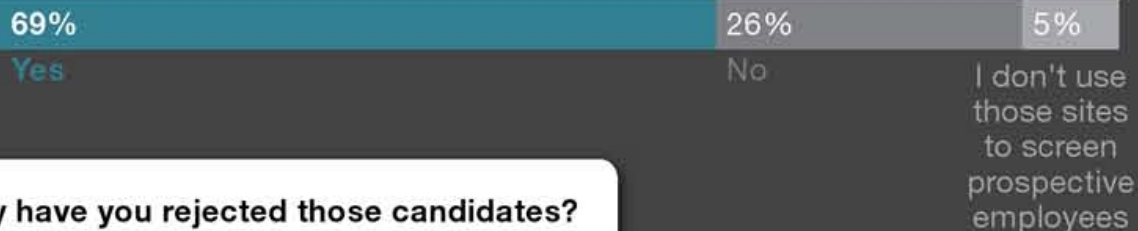
During the hiring process, which social networks do you use to screen candidates?



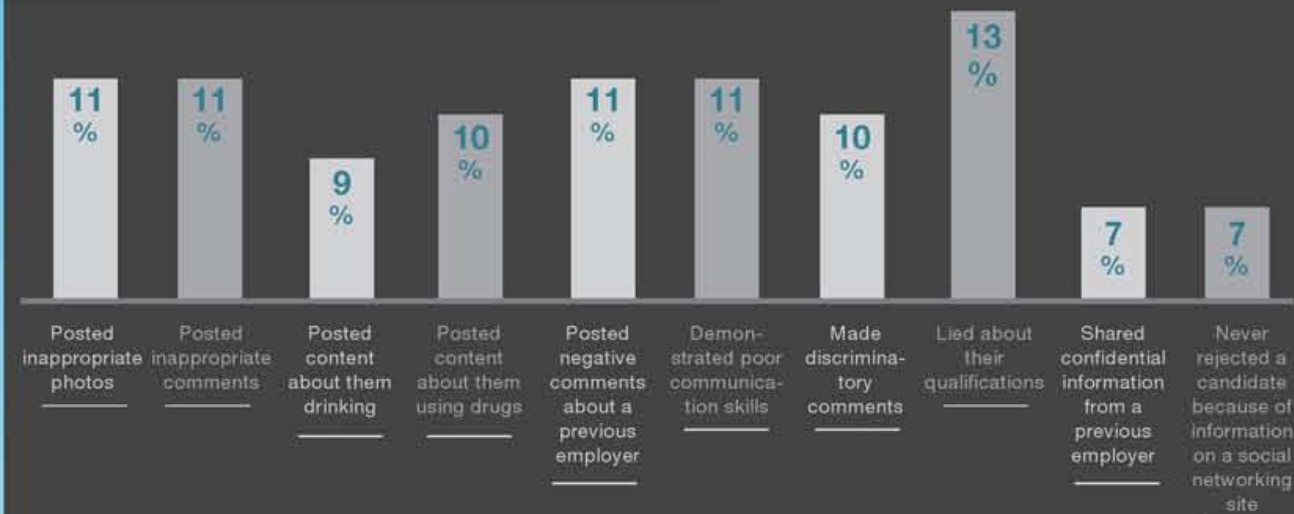
During which phase of the hiring process do you look at social networking sites to screen prospective employees?



Have you ever rejected a candidate because of what you saw about them on a social networking site?



Why have you rejected those candidates?



Have you ever hired a candidate because of what you saw about them on a social networking site?

68%

Yes

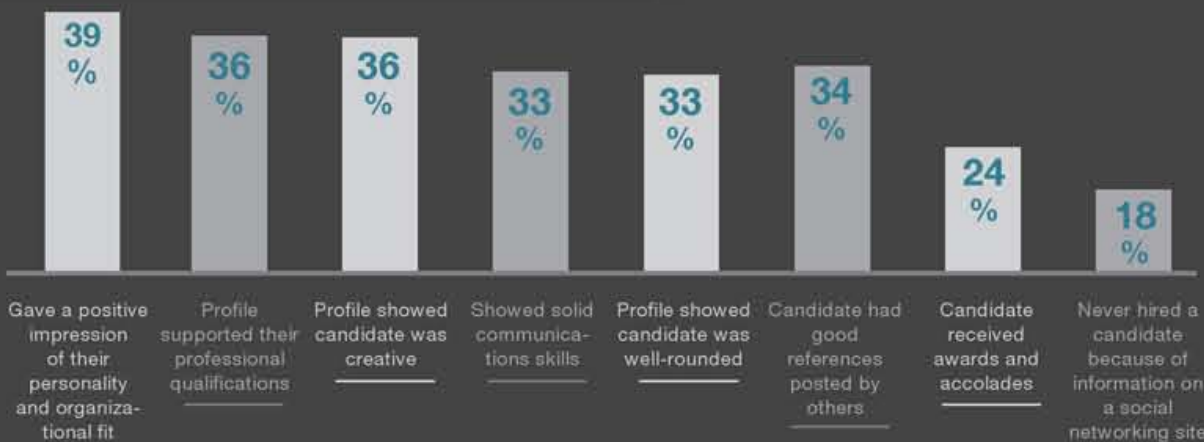
27%

No

5%

I don't use those sites to screen prospective employees

Why have you hired those candidates?



reppler

Reppler conducted a study with Lab42 among a random sample of 300 individuals involved in the hiring process at their company. To learn more about Reppler, go to www.reppler.com.

Social Media Job Listings

Every week we post a list of [social media and web job opportunities](#). While we publish a huge range of job listings, we've selected some of the top social media job opportunities from the past two weeks to get you started. Happy hunting!

- ▶ [Web Developer](#) at Creative Marketing Partners in Miami
- ▶ [Community Manager](#) at Digital Brand Architects in New York
- ▶ [Digital Marketing Manager](#) at Seattle Mariners in Seattle

Infographic courtesy of [Reppler](#)

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 **Becky Bradshaw** [Follow](#)
Surprised LinkedIn is so low.

October 23, 2011 [Reply](#) 3

 **Gary Andrew Lacanilao** [Follow](#)
More likely, employers themselves don't have LinkedIn accounts..



October 24, 2011 [Reply](#) 3

 **greatdahne** [Follow](#)
LinkedIn is a professional profile, most folks are guarded there. To find out about the true personality Facebook is a much better indicator of a person's cultural fit.


October 24, 2011 [Reply](#) 0

 **marketingted** [Follow](#)
thats correct, also LI is more 'closed' then other social networks


October 25, 2011 0

 **Jay Dee** [Follow](#) 
I wonder if Google checks G+ accounts to screen candidates. Oh wait... Google employees don't use G+.


October 25, 2011 [Reply](#) 3

 **Angie Tasker Smith** [Follow](#)
How do they have access to Facebook if your profile is private?

October 25, 2011 [Reply](#) 0

 **Thomas Hagemann** [Follow](#)
The don't, that's why everyone should pay a little attention to their privacy settings!

October 26, 2011 0

 **mruizalba** [Follow](#)
At least we can see that employers are more concerned about our real personality (FBook 76%) vs. our resume or recommendations (LinkedIn 48%).

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October 26, 2011 Reply 0



Natasha Wright Follow

is Mashable hiring writers? ;)

October 23, 2011 Reply 1



g_christen Follow

This is exactly why something like <http://evaluat3.me> works. It seems to me recruiters are looking at social networks increasingly earlier in their search. Social network profiles tend to substantiate claims, not just about specific skills like ' I'm a good designer ' but also about softer traits like communication or teamwork. Your peers, especially as group, can probably objectively judge your claims fairly well. From a recruitment perspective it totally makes sense.

October 23, 2011 Reply 3



Andrew Askew Follow

I'm amazed by the stats... yet not surprised...

October 23, 2011 Reply 1



Frito Pendejo Follow

What's more amazing is that the stats were provided by a roofing company who only hires illegal immigrants!

October 24, 2011 Reply 0



Lea Cullen Boyer Follow

Very smart business. Looking to see if a candidate would be a good fit into the work community with very little effort!

October 23, 2011 Reply 0



Paco Burrola Follow

i guess "i didn't hire him because he is openly gay or in a relationship with another man" scores higher in the rejection options, but you did not listed it just for being polite or whatever

October 23, 2011 Reply 4



SegoleneRoche Follow

It's a shame recruiters can't seem to make the difference between a professional profile and a personal one. Rejecting someone because they've got "inappropriate" photos on their fb account shouldn't be a proper reason. It raises more issues of personal vs. professional life than ever.

October 23, 2011 Reply 6



Alex Fitzpatrick Follow

In my opinion, the image you present openly on social networks is part of your image as a person overall. If you've got less-than-desirable pictures on Facebook tagged and set so anyone may view them, you're broadcasting to the world that's how you'd like to be seen.

Setting up your Facebook photos so some of them can only be seen by close friends is fairly



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PIPA 38 followers

Twitter 47,586 followers

Wikipedia 821 followers

World 375 followers

Apple 38,037 followers

Entertainment 2,731 followers

Google 45,523 followers

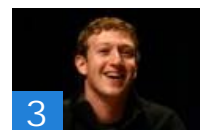
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SOPA Will Take Us Back to the Dark Ages 79



Hey Zuckerberg, Take Facebook Down for a Day 148

easy and similar to "style switching" in verbal communication – the way you change your style of speech depending on whom you're speaking with.

October 24, 2011 Reply 2



Ryan Flores Follow

I truly agree with your comments. A couple of weeks ago, I posted links on my FB wall regarding the same subject matter. I especially agree with what was posted on Forbes earlier this month (<http://www.forbes.com/sites/susannahbreslin/2011/10/04/facebook-profiles-what-employers-think/>). Here are two other links that I shared on my wall regarding this: http://www.businessweek.com/debateroom/archives/2010/12/employers_get_ou and <http://gizmodo.com/5818774/this-is-a-social-media-background-check>. The Gizmodo link demonstrates that if your FB profile is Private, background will reveal VERY LIMITED information.

At the same time, I can understand why CERTAIN companies would reject people. The key here is perception! Professional companies do not want their employees to misrepresent them. Thus, the important thing is if you are out looking for a job, then I would say that it's best to set your profile to Private. But that's not full proof. For example, future employers MAY ask to be your friend during an interview. This is something that happened to a family member of mine during their interview.

October 26, 2011 Reply 0



Sonia3044 Follow

It's a shame some employers hire someone and then look at their Facebook profile photo only to say they would not have hired them based on their photo. This is based on the person not fitting into the employer's environment.

October 23, 2011 Reply 2



uh2l Follow

Makes you wonder how they're able to access the profiles on Facebook if most people don't make the information viewable to non-friends.

October 23, 2011 Reply 1



Alan Alexeyev Follow

exactly. I have the same question

October 23, 2011 Reply 0



uh2l Follow

Perhaps (at least for tech jobs), they shouldn't hire people that don't know how to change the privacy settings to not show all their personal pictures and updates to the general public! :-)

October 23, 2011 Reply 1



Gergely Varju Follow

I am not a HR person, not a recruiter, but I know the answer. Use your brains: Facebook, etc. won't know if you are a recruiter so it won't be able to bypass those permissions. He will just see how he doesn't know certain things about you, he will just see how it is a risk to your next employeer.

And he will see a candidate equally good in other areas who is also more progressive about privacy (wants to share some data about himself because it is in his best interest) who comes without such risks attached. Yes, he will hire that candidate instead.

You share too few info, you control your piracy too much, etc. and you lose your chances easily.

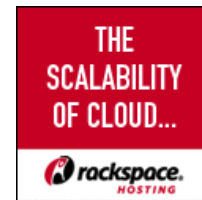


Facebook Announces Tight Integration of 60 Apps to Timeline, More on the Way 27



TED Takes on SOPA: Why it Would Create a 'Consumption-Only Internet' [VIDEO] 10

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Associate Director, Social Media San Francisco, CA - Razorfish



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October 24, 2011 Reply 0



Bruce Bookman Follow

I had this question come up in conversation and the person pointed out to me that if you make a lot private, the impression may be that you are hiding something. it isn't "fair", but the fact remains that we are judged by all sorts of unfair things. Remember something like 70% of the "sale" during the job hunt is on emotion alone. Not fair, but human nature.

October 24, 2011 Reply 0



Bart Tim Bartos Follow

I have friends who before their interview, HAD to friend request the HR Person or Company's FB page. This was so the company could see their profile before hiring- it's becoming more common.

October 25, 2011 Reply 0



Mahery R Follow

An employer has no right into your private life. It's your basic Human Rights. They try to blur the limits, only to take advantage of you (and never for your good). They should only see what your privacy settings show – and not ask for more.

Each time a company contact me I do a background check: their incorporation, financial result, I look up for the HR name, ... you will be surprised on how many recruiters are just 2 person hiring firms, or startups not-yet-incorporated.

I even stumbled on a bankrupted one and their domain name was on sold !! Their activity has nothing to do with the proposed Job.

I won't give my personal details to potential criminals. Also never give your social security number, DOB. Because these can be used to steal your identity

October 26, 2011 Reply 0



Squealadeal1 Follow

69% of recruiters have rejected a candidate—Glad i'm self employed.

October 23, 2011 Reply 1



Nathanael Culver Follow

And if the recruiter can't find me because my Facebook account is a pseudonym, would I be rejected as a technological Luddite?

October 23, 2011 Reply 1



Danielle Powers Follow

no, most recruiters assume that you are careful to distinguish between personal and professional and BRIGHT enough to update your security settings so that we don't see things you don't want us to see. I personally don't look for candidate profiles on FB because of the personal aspect, but I do look for them on LinkedIn to see if their background matches their resume, who is recommending them, etc... The line is so blurred what makes one ok for a recruiter to look at and not the other?

October 23, 2011 Reply 0



Danielle Powers Follow

Equal % of candidates have been hired that have not been hired based on what they see on social media sites. Is it strange that I think this is perfect? Seriously, to not only be hired based on what you experience

in an interview but then to have the employer feel that you are a good cultural fit, sounds like a potentially long lasting relationship, that they are investing on the candidate for the long term. One of the things that still surprises me is when I am recruiting for qualified sales people and they only have like 35 connections and are not in any groups in their industry or field. THOUGHTS?

October 23, 2011 Reply 1



Spencer Eden Follow

This is my Halloween season photo. Can HR roll with that? Probably not. Anyway, I do have a thought on that, Danielle. In my business we have an intranet which includes a forum of nationwide company employees. In other words, within our company we have our own version of LinkedIn. Frankly, I don't find LinkedIn to be that useful.

October 24, 2011 Reply 0



Billy Bryant Follow

I often read articles that mention recruiters use social media" to pre-screen applicants. I have always wondered about this. While LinkedIn has a public profile designed for general consumption, I would consider that a professional networking site, not a social networking site. How do recruiters have access to social networking sites. My experience is that most social sites have restricted permissions that allow only "friends" or "members" to access pictures and personal data. Is there some company that allows recruiters to bypass the standard site permission hierarchy?

October 24, 2011 Reply 0



Lisa Schneider Follow

LinkedIn has so many features similar to other social networking sites that it has become more like a professional Facebook page than just a professional networking site. People who have streaming blog posts, twitter feed, regular status updates and are active in group discussions are adding a social element to their profile, even if the discussions are business related.

October 24, 2011 0



selwin Follow

test

October 25, 2011 Reply 0



KenMorico Follow

I wish recruiters would look at my social media accounts before they spam me.

October 23, 2011 Reply 0



Alan Alexeyev Follow

but how employers get access to Social networks if often people restrict it to friends only?

October 23, 2011 Reply 1



Spencer Eden Follow

This question has been asked twice now and there has been no response. Yes, I too would like to see an article on what recruiters can access.

October 24, 2011 Reply 1



Alex Fitzpatrick Follow

Recruiters can only see what is publicly available. When editing your Facebook profile,

there is an option at the top-right to "View as..." You can select Public to see how your profile appears to a non-friend who searches for you.

October 24, 2011  0



Jordan JWoods

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Interesting that that the reason for the highest % not getting hired was because their social media presence somehow demonstrates that they lied about their qualifications—that seems awfully questionable to me; how exactly can you determine that based on social media profiles? Titles, responsibilities, etc. differ so much from organization to organization.

Considering that Facebook was used by 76% of recruiters using social networking sites for these purposes, I'm wondering what exactly tipped so many off that their potential hires were under-qualified. Maybe if a status update was like, "just quit my job at the gas station and then got this recruiter to think that I am VP of Marketing material...LOLZ".


October 23, 2011 [Reply](#)  2



Rebekah407

[Follow](#)

Haha that is funny.

November 19, 2011 [Reply](#)  0



Rimaz Ahamed Abdul Azeez

[Follow](#)

FB is an investment!!!

October 24, 2011 [Reply](#)  0



Kevin Lewis

[Follow](#)

用社会化媒体 适合 的工作 看看国外的 据吧 #社会化媒体 ##千 微 #

October 24, 2011 [Reply](#)  0



Kevin Lewis

[Follow](#)

用社会化媒体 适合 的工作 国外的 据 #社会化媒体

October 24, 2011 [Reply](#)  0



Guy Borgford

[Follow](#)



Some people just don't censor their inside voice on social media channels. To me that just indicates poor judgment, and that in itself is a reason not to have someone join your team.

October 24, 2011 [Reply](#)  1



cssrinivasarao

[Follow](#)

I will never reject a candidate because of his FB status..never

October 24, 2011 [Reply](#)  1



Squealadeal1

[Follow](#)



you must work for FB ? There's alot of fear looming now out there about this subject.This could have an adverse effect on real name social networks, and start a new trend in another direction. Which is making FB nervous i'm sure.

October 24, 2011 Reply 0



Samit Malkani

Follow



I'd do it for sure.

October 24, 2011 Reply 0



Barbora Calaba

Follow

FB represents universal& pretty reliable espionage tool in many ways... & leaves footprints too...

October 24, 2011 Reply 0



Hanna Takala

Follow



Personal brand does count.

October 24, 2011 Reply 0



Ignasi Martín Morales

Follow

Viendo interesante Infografía

October 24, 2011 Reply 0



Catherine Adenle

Follow



This is now the norm.

October 24, 2011 Reply 0



Megan Anhalt

Follow

Employers screening candidates using Facebook, Twitter over LinkedIn

October 24, 2011 Reply 0



Catherine Adenle

Follow



Great infographic by the way. It's no secret that potential employers now use Social Media to check on candidates before the candidates are even selected for an interview. It is now the norm as habits have changed due to the way we use the Internet. I'd rather people don't blame the tools but place the blame firmly where it belongs – how people choose to use the tools. As a job seeker or a professional, don't get carried away because anything bad (as things you cannot share with your parents, children, pastor, imam or mentors) you put out there will come back and bite you in the backside later! If you don't have anything good to share, don't share at all.

October 24, 2011 Reply 1



Rebekah407

Follow

I agree! I am sitting on the fence on this one. I see the benefits for business: save costs on hiring/firing unfitting employees, aiding in selecting positions. Institutions have obviously hired based on good info they discovered on FB profiles. It does infringe on rights somewhat though. I say, if you don't want them to see your bad side, make your profile private! Or just don't post what is inappropriate and you will have nothing to worry about. If you have a lot to hide, maybe you should wonder if you are happy with your lifestyle and the choices you are making. If you have to hide who you are to different people, doesn't that make you...wait...there's a term...two-

faced? haaha. It does depend on the type of business you are involved in. For example, If you are a professional hit man, you probably don't want your boss(es) to see family pics of your wife and kids, just in case you get "fired", ya know? lol

November 20, 2011 Reply 0



Teo Hernandez Follow

"Just be who you are" #in

October 24, 2011 Reply 0



Arsalan Rabbani Follow

better watch what you put up as a status :)

October 24, 2011 Reply 0



VeehCirra Follow

In the world we live in today, it's important to be transparent!

October 24, 2011 Reply 0



Caroline Pancholi Follow

Never thought FB could be used in that way

October 24, 2011 Reply 0



Viviane Alcaide Follow

I don't mention my professional life on FB, I like to keep my professional life and my personal life apart. That's why I have Linked in profile. However I've used FB to check on a doctor that was treating a member of the family, she had way too many wild parties pictures on her profile and I admit we looked for another doctor after that.

October 24, 2011 Reply 0



LastCycle Follow

No ones talks about how these statistic are completely false and biased?

Nope of course it's 2011, as Gobbels the nazi propagandist would have said "repeat a lie a hundred of times and it's a lie, but repeat it on social media and it becomes the truth"...

Most people, especially applicant have fairly neutral profile pictures, and because the kind of people who apply for the kind of job where employers check Facebook, are usually young graduates or worker who know how to use social networks there are few chances that they live their photos album open like book.

Then if an employer judges and take decisions according to private pictures, the company is probably crap, but more important because usually if a company judges you based on your opinion, political or religious view because that's all they can access, this is illegal employment discrimination. And finally people who have the -illegal- means to crack onto your Facebook to see your wall messages, are probably crap companies.

Anyway, these numbers here, are completely FALSE and biased. Seriously nowadays you can chart and have whatever bullshit results you want.

October 24, 2011 Reply 1

Claire Vannette Follow



Can you back that claim up?

October 24, 2011 Reply 1



metaconomy

Follow



Unbelievably unqualified research.

1. What type of people are being hired by the users of social networking sites?
2. What type of jobs are being hired for by recruiters who use social networking sites?
3. ...many more questions.

Does the average McKinsey guy get hired by recruiters looking at Facebook? Doubt it...but probably should! Do public sector employers hire using data found on Facebook? Do employers even know that recruiters are using social media to decide who they hire?

This is a fantastically flawed way to hire people. Probably accounts for why the retail industry has such poor levels of service these days. Recruiters cutting costs to get people at the right price.

October 24, 2011 Reply 1



Larry McAllister II

Follow



Valuable info for those hunting

October 24, 2011 Reply 0



Paul Fullilove

Follow

Excellent article. I was not aware that recruiters social networks to this extent. I'm wondering why LinkedIn is so low.

October 24, 2011 Reply 0



Krisztian Boros

Follow



nosurprise-always be prof online!

October 24, 2011 Reply 0



Trupti Gandhi

Follow



Just the thing we were discussing the day before...

October 24, 2011 Reply 0



Graeme Byrd

Follow



Worth a glance.

October 24, 2011 Reply 0



Borstlap

Follow

How candidates (I want a nice job) should screen the recruiters' clients (I need a nice colleague):
<http://www.wovox.com> discover workplaces!

October 24, 2011 Reply 0



jonexleylondon [Follow](#)

LinkedIn is often referenced for professional hires, but Facebook access is usually blocked for the average recruiter (at least within the big recruitment firms). Even if they could access, unless they're friends with the candidate what can they find out?

October 24, 2011 Reply 0



Cynthia Moutamara [Follow](#)

pour mes amis en affaires. prendre le temps de lire sera tres educatif! bonne lecture!

October 24, 2011 Reply 0



Alex Fitzpatrick [Follow](#)

Merci. Je suis content que vous l'avez apprécié.

October 24, 2011 Reply 0



Debbie Cecatiello [Follow](#)

Surprised Facebook is so high. Not really a "job-related" site...but by looking at the chart, they use Facebook to determine "personality" and behavior outside of work...very interesting. Although it doesn't say, I wonder how much weight "political opinions" on Facebook count?

October 24, 2011 Reply 0



Half Hour Mike [Follow](#)

Political opinions count a lot. If you support #OWS as an example, what does the standard corporate suit think of that?

October 26, 2011 Reply 0



Donald Stephenson [Follow](#)

you are being watched...

October 24, 2011 Reply 0



Cindy Ursell [Follow](#)

Does your profile help or hurt?

October 24, 2011 Reply 0



DeAnna Jacobsen [Follow](#)

Very interesting...

October 24, 2011 Reply 0



Bruce Canales [Follow](#)

How could a recruiter evaluate someone's Facebook without being a friend? Assuming the candidate is not posting a public profile. I honestly thought LinkedIn would have been more popular.

October 24, 2011 Reply 0



Todd Norden

Follow



Great graphic

October 24, 2011 Reply 0



Jessica Kalbarczyk

Follow



Recruiters look at Facebook over LinkedIn?

October 24, 2011 Reply 1



Carlanne

Follow

I am surprised that the article, and the infographic and Reppler used the terminology the way they did. I have talked with, "followed" and personally know a lot of recruiters. They do not hire. Hiring Managers do the hiring – the recruiters research, find people, grab resumes from various sites and screen, but they usually do not do the actual hiring. This makes me want to doubt the veracity of the research. Granted the recruiters can screen out unacceptable (by their terms) candidates for jobs. It makes me realize all the social networking in the world will never replace "in person networking" when job hunting. Find someone in the field or company where you want to work and make the connections – nothing like the hiring manager telling a recruiter or HR specialist they want to interview a specific individual (especially if that individual was rejected for their social networking (or lack thereof).

October 24, 2011 Reply 0

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