



# From Social Media to Safe Hiring

A Practical Guide for Families Hiring Nannies and Babysitters  
Through Social Media, Referrals, and Online Platforms



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## A Note From the Author

As a career nanny and the founder of Nurturing Nannies, safety has always been the foundation of my work. Through years of vetting caregivers and supporting families, I have gained clear insight into what effective and responsible hiring actually requires.

Recent events here in Minnesota highlighted how little safety focused hiring knowledge is openly taught to families. I believe this information should be accessible to all parents, not just those who work with an agency.

This guide was created to share the foundational elements of safety focused hiring, so families can make informed decisions with confidence and care.



*Rachel Tepley*

Career Nanny  
Founder of Nurturing Nannies

## Why This Guide Exists

Hiring childcare today often happens quickly and informally.

**But convenience does not equal safety.**

My goal is to bridge the gap between "informal FB groups" and "Agency-Level Standards." Throughout my career, I've interviewed candidates who, despite knowing a background check was coming, still applied with records of DUIs, theft, and other significant red flags.

This proves that we cannot rely on candidates to "self-filter." We must have a system to verify the good and identify the risks.

Parents should not have to rely on luck, intuition, or informal recommendations when it comes to their children. You are not being "overly cautious" by being thorough. You are being the **protector** your family deserves.

# The Illusion of Safety in Social Media Hiring

Many parents assume someone is safe because:

- They are active in local parent or nanny groups
- They have multiple recommendations in comments
  - They seem friendly or responsive
  - They have watched children before

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What most families do not realize:

- Facebook recommendations are rarely verified
  - References can be friends, not employers
  - Background checks are almost never run
- People can join multiple groups under different names

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Visibility is not vetting.

## "Channeling My Inner Detective"

Growing up as a cop's daughter, I learned early on that 'trust' is earned through verification. In my agency, I don't just scroll through a profile like a casual user, I conduct a digital investigation.

Most people don't realize that you can use Investigative Search Shortcuts to find the history a candidate might be trying to hide. By using specific 'search formulas,' you can bypass the surface-level profile and see their public comments, group activity, and 'hidden' posts across the internet. Try this 'Detective Shortcut' now: Go to Google or the Facebook search bar and type: "[Candidate Name]" + "fired" or "[Candidate Name]" + "neighborhood name"

This forces the platform to show you specific mentions of that person that wouldn't normally pop up in a basic search.

This search is just the first step in a digital investigation. In my full guide, How to Safely Vet a Nanny or Babysitter from Social Media, I share my complete Investigative Library, featuring over 10 additional 'Detective Formulas.' I'll show you exactly how to uncover hidden social media handles, track a candidate's 'group-hopping' history, and use shortcuts to find local court dockets that standard background checks often miss.

# Common Red Flags Families Miss

This is not about fear. It is about awareness.

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Red flags to slow down for:

- Reluctance to provide references
- References that are vague or personal only
- Pressure to move quickly or meet privately
  - Avoidance of written agreements
  - No clear work history timeline
- Unwillingness to complete a background check
- Requests to communicate off platform immediately
  - AI-Generated bios
  - The location disconnect
  - Premature questions

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Trust your instincts. Uncertainty deserves attention. It is okay to slow down.

## Take Action:

Think about the last caregiver conversation you had or are considering.

Circle any that apply

- Rushed timeline
- Vague references
- Hesitation around paperwork
- Pressure to move off platform quickly

One red flag does not mean danger. It does mean slow down.

# What Proper Vetting Actually Includes

True vetting is a layered process, not a single step.

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At minimum, families should require:

- A detailed work history
  - At least three professional childcare references  
(Reference conversations done live, not via text)
    - Identity verification
    - Criminal background screening
    - Clear expectations in writing
  - Run a Google search on the candidate
  - Do a deep dive into their social media
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Most families are not taught how to do this correctly.  
That gap is where risk lives.

## NOTE:

Not all background checks are created equal. Many low cost online checks rely on limited databases and may miss local court records.

For families hiring independently, Nurturing Nannies recommends using a professional provider such as [National Crime Search](https://www.nurturingnannies.com/national-crime-search).  
[www.nurturingnannies.com/nationalcrimesearch.com](https://www.nurturingnannies.com/national-crime-search)

In my full guide, I go deeper into what the “gold standard” background check includes and how agencies structure screening to ensure nothing important is missed.

# The Vetting Gap

The difference between checking a box and conducting an investigation.

## The Way Most Families Hire

**Surface-Level Search:** Scrolling their Facebook profile and checking for mutual friends.

**The "Vibe" Check:** Relying on a gut feeling during an informal coffee chat.

**The Standard Reference:** Calling a number they gave you and asking, "Were they good?"

**The \$19 Instant Check:** A basic online search that often misses local county court records.

**The Handshake:** Starting work based on a verbal agreement and "trust."

## The Investigative Way

### The Detective Formula:

Using structured Google search formulas to uncover hidden aliases, group history, and public court records

### The Behavior-Based Interview:

Structured virtual interview using real-situation questions that reveal judgment, not likability

### The Live Reference Script:

A structured phone call with at least 3 professional childcare references using specific accountability questions

### The Gold Standard Screening:

Professional background check including county-level records, SSN trace, sex offender registry, and MVR search

### The Written Safety Agreement:

Documented expectations covering supervision, social media, visitors, and confidentiality before day one

In my experience as an agency owner, I have encountered candidates who present perfectly, agree to background screenings, yet still have undisclosed histories of theft or negligence. Relying on a candidate's self-disclosure is a risk. The system on the right is designed to let the evidence speak for itself.

## Assessment:

Look at the "Way Most Families Hire" on the left. If you are currently relying on those methods, your vetting process has gaps.

My goal is to help you move every one of those points into the "Investigative" column.

Which of these professional tools would give you the most peace of mind today?

# Why Background Checks Alone Are Not Enough

A background check only shows what's been reported.

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It does not tell you:

- How someone behaves under stress
  - Whether boundaries are respected
  - How they communicate with parents
  - How they respond to emergencies
  - Whether references are legitimate
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Safety comes from systems, not shortcuts.

## Take Action:

Answer this honestly.

If a caregiver passed a background check, how would you know:

- How they handle stress
- How they communicate concerns
- How they respect boundaries

If you do not have a process to evaluate this, your vetting is incomplete.

# The Employer Responsibility Most Families Do Not Realize They Have

When you hire privately, you become:

- The employer
- The compliance officer
- The safety gatekeeper
- The legal decision maker

That means you are responsible for:

- Vetting/Recruiting
- Payroll and taxes
- Insurance and liability
- Contracts and expectations

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Many families step into this role without guidance or a clear understanding of the risks.

## Take Action:

Read the list again and answer yes or no.

Am I prepared to be responsible for

- Employment compliance
  - Payroll and taxes
- Insurance and liability
  - Safety decisions

**If not, support is not optional. It is necessary.**

## You have three safe paths forward:

- Learn how to properly vet and hire independently
- Work with a professional agency that handles vetting and employment
- Use a hybrid approach with expert guidance

What matters most is that safety is intentional, not assumed.

# Ready to Go Deeper?

You don't need a badge to protect your family.  
You just need the right tools.

**The Childcare Vetting Guide** provides a clear, structured framework to help families evaluate caregivers, verify information, and make informed hiring decisions with confidence.

Who the Childcare Vetting Guide **Is** For:

Designed for families who want a structured, safety-focused approach to hiring childcare, especially when hiring independently through social media, referrals, or online platforms.

Who the Childcare Vetting Guide **Is Not** For:

This guide is not a replacement for legal advice or a full-service placement agency. It may not be the right fit for families seeking a fast or informal hiring process without documentation or structure.

## **What's Included in The Childcare Vetting Guide**

- A step-by-step safety-focused hiring framework
  - Interview and reference check guidance
- Trial day and early employment safety protocols
  - Red flag awareness and decision-making tools
- Downloadable worksheets and checklists for real-world use

One overlooked step or unclear expectation can lead to stress, turnover, or safety concerns. This guide helps families make informed decisions the first time.

[Buy The Childcare Vetting Guide](#)

\$99 | Instant Access

**Choosing safety is not about fear. It's about care.**

## Buy The Childcare Vetting Guide

# How to Protect Your Family Moving Forward

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Nurturing Nannies does not guarantee the outcome of any hiring decision made using this information. Families are encouraged to seek appropriate professional guidance when needed.