

CASE STUDY

Behavioral Health & Recovery Centers

Trust is essential for recovery.

Recovery depends on trust. Staff who engage in harmful, discriminatory, or unprofessional behavior online undermine treatment outcomes and damage credibility.

Ferretly ensures caregivers and staff meet the highest standards of professionalism, integrity, and empathy. With consistent screening, treatment centers can create safe, trustworthy spaces for recovery.

Staff behavior shapes treatment environments.

Ferretly's AI-powered **social media screening platform leverages 13 proprietary behavior flags to scan public activity** across major platforms including **Facebook, Instagram, X (Twitter), LinkedIn, TikTok, Reddit, Pinterest**, and more.

The system intelligently detects potential risks—from **disparaging and prejudicial content, harassment, and threats to discrimination, extremism, weapons, drugs/alcohol, sexual content, self-harm**, and other unprofessional conduct. Context and recency matter: the platform analyzes up to 10 years of public content while weighing the relevance and timing of findings.

Built for compliance and reliability, **Ferretly adheres to all FCRA, EEOC, and GDPR requirements**, making it safe for organizational use. Reports deliver consistent, easy-to-understand results with documented evidence for every finding, accessible through online dashboard, API integration, bulk upload, and continuous monitoring capabilities.