CASE STUDY
DTC & Retail Brands

Your people are your brand—on and offline.

Direct-to-consumer and retail brands live and die by reputation. Every employee or ambassador represents the brand, both in person and online. A single post containing offensive or unprofessional content can undo years of marketing and customer loyalty.

Ferretly's AI-powered social media screening provides brands with insight into potential hires' or partners' public behavior, flagging risks such as hate speech, harassment, or substance abuse. By screening early, organizations can safeguard their equity, protect customer relationships, and ensure their teams embody brand values.

Brand equity takes years to build and minutes to lose.

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 **hate speech and harassment to threats, 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, F**erretly 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.