

# CASE STUDY

## K-12 & Higher Education

### Educators are role models—online and off.

Schools and universities shape the environment where students learn, grow, and find their voices. Faculty, staff, and volunteers must embody inclusivity and responsibility—yet inappropriate online behavior often goes undetected.

Ferretly provides institutions with deeper insights, flagging risks like discriminatory remarks, bullying, or unsafe behavior. By adding this layer to hiring, schools can ensure safe, positive learning environments for all.

### Student safety starts with hiring integrity.

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, **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.