

CASE STUDY

Lifestyle & Wellness Brands

An influencer's past posts can define tomorrow's headlines.

Lifestyle and wellness brands are built on authenticity.

Consumers expect ambassadors, coaches, and employees to embody the values of health, inclusion, and integrity. A single misaligned voice can fracture trust and disrupt brand momentum.

Ferretly ensures every representative reflects your mission. By screening for red flags like inappropriate content, harassment, or hypocrisy in messaging, wellness brands can confidently partner with talent who embody their values inside and out.

Authenticity is the most valuable currency in wellness branding

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.