

CASE STUDY

Nursing Homes & Long-Term Care

Resident safety begins with hiring integrity.

Elderly and vulnerable residents depend on caregivers for dignity and safety. Staff members who exhibit problematic online behavior—such as abuse or discrimination—pose real risks.

Ferretly provides facilities with consistent, privacy-compliant reports that flag concerning behavior before staff are hired. This protects residents, reassures families, and preserves institutional credibility.

Families expect transparency and accountability in care.

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.