

CASE STUDY

Production Companies

Every role on set is a brand touchpoint.

Production companies rely on hundreds of people to bring stories to life. While cast members are scrutinized heavily, behind-the-scenes staff, contractors, and crew often escape that same level of vetting—even though they share the same responsibility of protecting the reputation of the project.

Ferretly helps production companies screen the full team, identifying risks like discriminatory language, harassment, or violence that could disrupt filming. This ensures productions move forward smoothly while avoiding reputational risks that can overshadow creative success.

Production delays can cost thousands per day.

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.