

CASE STUDY

Public Safety Organizations

Service starts with trust.

First responders and public safety officers hold roles of extreme responsibility. Misconduct—whether online or in uniform—can quickly erode the trust of the communities they serve.

Ferretly's AI-powered platform identifies concerning patterns in public social media activity, such as hate speech or violent language. This enables leaders to hire and retain staff who reflect professionalism, accountability, and respect.

One incident can undo years of relationship-building.

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.