

CASE STUDY

Sports & Entertainment Brands

Star power should never turn into scandal power.

Athletes and entertainers influence audiences far beyond the arena or stage. A single post can spark global headlines and jeopardize sponsorships worth millions. For brands, selecting the wrong spokesperson can mean reputational crisis overnight.

Ferretly provides organizations with screening tools to evaluate digital behavior, flagging risks that could tarnish partnerships. With Ferretly, brands can focus on opportunities that elevate their visibility without fear of hidden controversies.

Sponsorships hinge on public trust.

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.