ferretly

100K+

Case Study

AI-POWERED SOCIAL MEDIA SCREENING
FOR BRANDS AND AGENCIES

As companies employ more ambassadors and influencers to improve engagement with their brands, they are increasing their risk and exposure. How can a brand know what to look for in an influencer? How can a brand understand what the influencer can bring to the table and if their followers are the real deal and not bots artificially boosting the numbers? Social media screening should play a critical role in deciding on the influencers you are potentially bringing on board. While an ambassador or influencer can help elevate your brand quickly, they just as easily can become a liability if you choose poorly.

Ferretly can quickly and compliantly gather and deliver social media insight to help vet the right candidates for your brand.

According to a **Forbes** article, "a brand must be sure the influencer's content aligns with their overall image. The use of uncanny or offensive content could have negative consequences on the brand's reputation."

Social media screening provides critical insight into an influencer's history, allowing brands to identify any past behaviors or content that may not align with campaign goals or could damage brand reputation. An influencer with a history of controversial or negative posts—whether it's insensitive comments, inappropriate content, or problematic behavior—can quickly become a liability. By thoroughly vetting influencers, brands can avoid potential PR issues and ensure that their ambassadors embody the values they wish to promote. Social media background checks add an extra layer of protection, uncovering insights beyond what is visible on the surface and revealing potential risks that could impact your brand.

Ferretly's AI-powered platform can analyze up to 10 years of social media activity across popular platforms such as Facebook, Instagram, Twitter, LinkedIn, Pinterest, Reddit and TikTok. Our system scans for red flags, including offensive language, controversial opinions, inappropriate content, and other behaviors that may reflect poorly on your brand.

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