



Investigations

# Case Study



AI-POWERED SOCIAL MEDIA SCREENING  
FOR INVESTIGATIONS

Social media screenings are being used today by the investigative community to provide relevant information to a case, help establish character, provide evidence in fraud or criminal case, or even disqualify an alibi. But social media investigations are often time-consuming and performed manually leading to errors and omissions of potentially important information. Ferretly solves this problem through the use of artificial intelligence – providing a thorough snapshot of a subject's social media posts in under 30 minutes as well as on-going monitoring over a set period.

Ferretly is a powerful platform that gives investigators rapid insight into social media posts for juror vetting, custody cases, divorces, fraud, and criminal trials.

**"Ferretly is simply the best social media screening tool our investigations firm has ever used."**

Because of the speed in which Ferretly can process a subject's posts, it is ideally suited for jury selection vetting.

Ferretly helps establish character, and gives insight into a possible juror's lifestyle that may indicate personal biases which could profoundly influence a trial's outcome.

Ferretly's AI-powered platform analyzes up to 10 years of public social media activity across major platforms, including Facebook, Instagram, Twitter, LinkedIn, TikTok, Reddit, and Pinterest. The system identifies red flags, including weapons use, drug images and drug/alcohol mentions, images, dates and times that may not align with claims. This detailed information can significantly impact a case.

Evidence gleaned from social media can change the outcome of a court trial, and therefore it is paramount that all relevant evidence is available to bear in your client's favor. While this is an essential factor, it can come at a cost or often too late. Ferretly helps quickly mitigate these challenges by utilizing machine learning and custom search terms related explicitly to your investigation that can yield photographs, locations, and activities that assist in building the case. Ferretly conforms to both Federal and State guidelines when it comes to social media privacy.

