ferretly

Aviation Industry

Case Study

AI-POWERED SOCIAL MEDIA SCREENING
FOR AIRLINES AND AVIATION

In the aviation industry, safety and professionalism are paramount. From pilots and air traffic controllers to flight attendants, every employee plays a critical role in ensuring smooth operations and passenger safety. Given the immense responsibilities of these roles, it's essential to thoroughly vet candidates for behaviors that may compromise safety, professionalism, or the reputation of the airline.

Social media screening provides airlines and aviation organizations with a vital tool for assessing the character and decision-making of potential hires. Behaviors such as drug use, excessive alcohol consumption, or reckless or rude behavior shared on social media can signal potential risks that could impact safety and customer trust.

According to a report by the International Air Transport Association (IATA), passenger trust is a cornerstone of the aviation industry.

Ensuring safety and professionalism at every level is critical to maintaining trust.

Social media screening complements traditional background checks by offering a deeper insight into a candidate's public online behavior, helping airlines make informed hiring decisions that prioritize safety and service excellence.

Ferretly's AI-powered platform can analyze up to 10 years of public social media activity across major platforms, including Facebook, Instagram, Twitter, LinkedIn, TikTok, Reddit, and Pinterest. The system scans for potential risks, including substance abuse, violent tendencies, inappropriate content, and other behaviors that could compromise safety or professionalism. By providing consistent, privacy-compliant reports, Ferretly enables aviation organizations to identify candidates who align with their high standards of safety and conduct.

By integrating social media screening into your hiring practices, airlines and aviation companies can ensure that all personnel—from the cockpit to the cabin—contribute to a safe, respectful, and professional environment. Ferretly's intuitive cloud platform delivers fast, unbiased, and compliant reports, helping aviation organizations build teams that passengers can trust.

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