



College Career Readiness

# Case Study



AI-POWERED SOCIAL MEDIA SCREENING  
FOR STUDENTS ENTERING THE JOB FORCE

For universities, ensuring students are well-prepared to enter the job market goes beyond teaching technical skills and crafting resumes. Social media presence has become a key factor in how students are perceived by potential employers, and universities' career readiness departments are increasingly responsible for guiding students on their digital footprint. Social media screening offers career services an effective tool to show students how they appear online and to prepare them for a successful transition into the professional world.

By proactively addressing social media behavior, career centers can help students improve their digital presence and avoid potential career setbacks.

Offer your students the best chance at job placement after graduation! A quick and easy social media background check can show them potential roadblocks to their dream job.

**70% of employers admit to screening social media accounts in the hiring process.**

**Ferretly's social media screening** allows career readiness departments to help students understand how their online presence can impact hiring decisions.

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 inappropriate content, unprofessional behavior, and language that may not align with employer expectations. This detailed feedback empowers students to make informed adjustments, boosting their employability and reinforcing the university's commitment to student success.

By integrating social media screening into career readiness programs, career services can offer students a unique advantage in a competitive job market. Ferretly's intuitive platform provides consistent, privacy-compliant reports that encourage students to take ownership of their online reputation, ensuring they're better prepared for future opportunities.

