



Executive Vetting

Case Study



AI-POWERED SOCIAL MEDIA SCREENING
FOR VETTING EXECUTIVE HIRES

Hiring the right C-suite executives is crucial for any organization. These leaders are not only responsible for driving the company's strategy and operations but also serve as the face of the brand. Their actions, both online and offline, can significantly impact your company's reputation, investor confidence, and overall brand integrity. Given their influence, it is essential to ensure that your executive hires align with your company's values and culture.

A thorough social media screening process can uncover insights that may not surface during traditional background checks or interviews. Public social media posts can reveal a wide range of potential red flags that may not align with the company's core values.

According to a study by Deloitte, **87%** of CEOs believe that reputational challenges are more significant today than ever before.

A single misstep by a key executive can lead to a public relations crisis, loss of consumer trust, and even a decline in stock value. Social media screening helps mitigate this risk by providing a deep, unbiased analysis of an individual's public online presence, ensuring that you are fully informed before making a critical hiring decision.

Ferretly's advanced AI technology can analyze up to a decade of social media activity across multiple platforms, including Facebook, Instagram, Twitter, LinkedIn, Pinterest, Reddit and TikTok. Our system scans for risk factors such as hate speech, discriminatory language, inappropriate content, and other behaviors that could potentially damage your brand. With this comprehensive approach, you can confidently make executive hiring decisions that uphold your company's reputation and values.

By integrating social media screening into your executive hiring process, you are not only safeguarding your company's image but also fostering a leadership team that truly embodies your brand's mission and vision. Ferretly's intuitive cloud platform and AI-powered analysis provide a consistent, thorough, and efficient report on your candidates, enabling you to build a leadership team that is aligned with your organizational goals.



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