



Gig Workers

Case Study



AI-POWERED SOCIAL MEDIA SCREENING
FOR VETTING GIG WORKERS

The gig economy has become a significant part of today's workforce, encompassing a wide range of roles from online shoppers and meal delivery drivers to ridesharing drivers, DJs, and home improvement contractors. These individuals often serve as the face of the companies they represent, interacting directly with both businesses and customers. Given the diverse nature of their work, it is crucial that gig workers not only represent their brand effectively but also provide a safe and positive experience for those they serve.

Social media screening offers a critical tool for vetting gig workers, helping companies identify candidates who are capable of maintaining a professional and safe environment.

According to a study by Pew Research Center, **16% of Americans have earned money through an online gig platform**, highlighting the widespread and growing influence of gig work in today's economy.

With so many workers representing brands in various capacities, the **risk of negative behaviors** affecting customer experiences is significant. Social media screening helps companies uncover these risks by providing a comprehensive view of a candidate's public online presence, ensuring that only the most suitable individuals are brought on board.

Ferretly's AI-powered platform can analyze up to 10 years of social media activity across major platforms, including Facebook, Instagram, Twitter, LinkedIn, Pinterest, Reddit and TikTok. Our system scans for a wide range of potential risks, such as violent content, substance abuse, discriminatory language, and other behaviors that could negatively impact customer safety or brand reputation. This thorough screening process allows you to confidently hire gig workers who will not only represent your brand well but also provide a safe and positive experience for your customers.

By incorporating social media screening into your gig worker hiring process, you can protect your brand's image and ensure a safe, welcoming environment for all customers. Ferretly's intuitive cloud platform delivers consistent, unbiased, and efficient reports, helping you build a team of gig workers who reflect your commitment to professionalism and customer satisfaction.



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