ferretly

NIL and NCAA Sports

Case Study

AI-POWERED SOCIAL MEDIA SCREENING
FOR NAME, IMAGE, LIKENESS PROGRAMS

With the introduction of Name, Image, and Likeness (NIL) rights, NCAA student-athletes now have the opportunity to monetize their college careers through sponsorships and brand partnerships. For athletes looking to leverage NIL opportunities, their online presence becomes a critical component of their marketability. However, many athletes may have a social media past that contains red flags, potentially jeopardizing sponsorship deals and their personal brand.

By analyzing an their digital footprint with a social media background check, athletes can identify and address any negative content, ensuring that their online image aligns with the values and professionalism expected by potential partners.

Social media screening not only aids athletes in cleaning up their digital history but also serves as an educational tool.

Empower athletes to maintain a strong, marketable personal brand that attracts sponsorships and builds trust with their audience. A social media background check can increase understanding of any roadblocks to NIL success.

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 potential risks, such as inappropriate language, discriminatory content, or unprofessional behavior, and generates detailed, privacy-compliant reports. These insights provide athletes with actionable steps to refine their online presence and maximize NIL opportunities.

By integrating social media screening into your NIL preparation process, athletic programs can ensure that student-athletes are positioned for success in the sponsorship space. Ferretly's intuitive cloud platform delivers fast, unbiased, and actionable insights, helping athletes present their best selves to sponsors and build a lasting, positive personal brand.

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