



Seasonal Employees

Case Study



AI-POWERED SOCIAL MEDIA SCREENING
FOR SEASONAL WORKERS

Seasonal hiring is a critical component for many businesses, with significant spikes during the holiday and summer seasons. Whether you're hiring retail staff to manage the holiday rush, influencers to promote your brand, or summer employees for amusement parks, camps, and lifeguarding positions, these temporary workers play a vital role in your company's operations and public image. As front-facing representatives of your brand, it's essential that seasonal hires embody your company's values and maintain the highest standards of behavior, both online and offline.

Social media screening offers an effective way to vet seasonal hires, ensuring that they are not only qualified but also aligned with your brand's values.

According to a report by the National Retail Federation (NRF), **holiday sales can account for as much as 30% of annual revenue** for some retailers, making the quality of seasonal hires a key factor in business success.

The summer season is a peak time for industries like tourism, entertainment, and recreation, where **employee behavior can directly influence customer satisfaction and safety**. Social media screening can help you identify potential red flags, such as inappropriate content, discriminatory language, or behaviors that could pose a risk to your brand or customers.

Ferretly's AI-driven platform can analyze up to 10 years of social media activity across various platforms, including Facebook, Instagram, Twitter, LinkedIn, Pinterest, Reddit and TikTok. Our system scans for potential risks, including hate speech, inappropriate behavior, and any other content that might indicate a candidate is not a good fit for your brand or could compromise the safety of your guests. With this comprehensive screening process, you can confidently hire seasonal workers who will positively represent your brand and ensure a safe environment for your customers.

By incorporating social media screening into your seasonal hiring process, you not only protect your brand's image but also ensure a secure and welcoming environment for all. Ferretly's intuitive cloud platform provides consistent, unbiased, and efficient reports, helping you build a seasonal team that reflects your commitment to excellence, professionalism, and safety.

