



Private Security Companies

Case Study



AI-POWERED SOCIAL MEDIA SCREENING
FOR PRIVATE SECURITY COMPANIES

Private security companies, security guard agencies, and security contractors are entrusted with the safety of various environments, from schools and nursing homes to financial institutions and corporate headquarters. The individuals hired to serve as security are responsible for maintaining peace and protecting people, property, and assets. It is essential that security guards themselves are trustworthy, responsible, and aligned with the values of the organizations they protect.

Traditional background checks may not always provide a full picture of a candidate's character. Social media background checks offer security agencies a deeper insight into a candidate's behavior and character, revealing potential risks that could otherwise go unnoticed.

According to a report by Allied Market Research, the global private security services market is expected to reach over \$257 billion by 2026, underscoring the **increasing demand for security professionals.**

This growth comes the responsibility to ensure that security personnel are of the highest caliber. Social media screening adds an additional layer of protection by providing a comprehensive view of an individual's public online presence, highlighting any red flags that may not be uncovered through traditional background checks alone.

Ferretly's AI-powered platform can analyze up to 10 years of social media activity across major platforms, including Facebook, Instagram, Twitter, LinkedIn, Reddit, Pinterest and TikTok. Our system scans for a range of potential risks, including violent content, discriminatory language, substance abuse, or other behaviors that could impact the safety and professionalism required in security roles. With this thorough screening process, private security companies can confidently hire guards who will protect and serve their clients with integrity and professionalism.

By incorporating social media screening into your hiring process, you can ensure that your security personnel uphold the values of safety and respect, helping your clients feel secure in any environment. Ferretly's intuitive cloud platform delivers consistent, unbiased, and efficient reports, helping private security companies build a team of security guards who exemplify professionalism and dedication to safety.

