ferretly

Trucking Industry

Case Study

AI-POWERED SOCIAL MEDIA SCREENING
FOR LONG HAUL TRUCKING INDUSTRY

In the trucking industry, your employees are the face of your company on the road and online. Whether it's a driver behind the wheel of a company-branded truck or a member of your administrative team handling customer interactions, their behavior can significantly impact your reputation and business operations. With the rise of social media, employees—particularly drivers—often share content while on the job, sometimes even from behind the wheel. This content can have far-reaching implications, from safety concerns to brand image.

Social media screening offers trucking companies a vital tool for ensuring that all employees, from drivers to administrative staff to leadership, uphold your company's values and safety standards.

According to the American Transportation Research Institute (ATRI), the trucking industry faces significant challenges related to **driver behavior and public perception**.

A single incident of unsafe or inappropriate behavior, especially if shared online, can lead to legal liabilities, loss of contracts, and a damaged reputation. **Social media screening** helps mitigate these risks by providing a view of a candidate's public online presence, enabling you to make informed hiring decisions that protect your company.

Ferretly's AI-powered platform can analyze up to 10 years of social media activity across platforms such as Facebook, Instagram, Twitter, LinkedIn, Pinterest, Reddit and TikTok. Our system scans for potential risks including unsafe driving practices, inappropriate language, discriminatory remarks, and other behaviors that could impact your company's safety and reputation. This thorough analysis enables you to confidently hire drivers, administrative staff, and leaders who align with your company's standards and values.

By integrating social media screening into your hiring process, you not only safeguard your company's reputation but also ensure the safety and integrity of your operations. Ferretly's intuitive cloud platform provides consistent, unbiased, and efficient reports, helping you build a team that reflects your commitment to safety, professionalism, and excellence.

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