



Youth Sports

# Case Study

AI-POWERED SOCIAL MEDIA SCREENING  
FOR YOUTH SPORTS TEAMS AND LEAGUES

Youth sports teams play a critical role in the development of young athletes, providing not only physical training but also mentorship and life skills. Whether it's a local soccer club, a competitive baseball team, or a youth basketball league, the individuals who interact with these young athletes—coaches, trainers, and managers—are entrusted with significant responsibility. Ensuring that these adults align with the club's values and can provide a safe and positive environment is paramount.

Social media screening offers youth sports teams a vital tool for vetting everyone involved, from coaching staff and professional trainers to the youth athletes themselves to identify any behaviors or attitudes that could pose a risk to the safety and well-being of the athletes.

According to **SafeSport**, a non-profit organization dedicated to ending abuse in sports, thorough background checks are a key component of ensuring a safe environment for young athletes.

There has been growing awareness of the importance of safeguarding youth in sports.

Social media screening enhances vetting processes by providing a deeper, more comprehensive view of an individual's public online presence, allowing clubs to make more informed decisions.

Ferretly's AI-powered platform can analyze up to 10 years of social media activity across major platforms, including Facebook, Instagram, Twitter, LinkedIn, and TikTok. Our system scans for a range of potential risks, such as inappropriate content, bullying, substance abuse, or behaviors that could endanger the athletes or undermine the values of the club. This thorough screening process ensures that all coaches, trainers, and even youth athletes represent the club in a manner that is safe, professional, and aligned with the club's mission.

By integrating social media screening into your recruitment and selection process, you can protect the young athletes in your care, uphold your club's values, and ensure a positive and supportive environment for everyone involved. Ferretly's intuitive cloud platform delivers consistent, unbiased, and efficient reports, helping you build a team that reflects your commitment to excellence, safety, and integrity.

