ferretly

Camps

Case Study

AI-POWERED SOCIAL MEDIA SCREENING
FOR CAMPS

With over 12,000 camps across the U.S., including both day and overnight camps, millions of children attend camps every year. Ensuring the safety and well-being of attendees is paramount. Selecting trustworthy and ethical staff is critical for creating a safe environment where children can thrive. Traditional background checks, while essential, often provide only part of the picture. Social media screening complements these checks by offering a deeper look into character, helping camp leaders make more informed hiring decisions.

Social media screening allows camps to assess potential hires' public online behavior, revealing risks that may not appear in standard background checks.

According to the ACA, camps that incorporate **rigorous screening processes**, including social media checks, are more likely to earn ACA Accreditation and attract families looking for a safe and reputable environment for their children.

The American Camp Association (ACA) advises, using a multifaceted approach to screening and hiring builds trust and safety.

With social media screening, leaders can ensure that staff members align with the camp's culture and values, creating a positive experience for all attendees.

Ferretly's AI-driven platform can analyze up to 10 years of public social media activity across major platforms, including Facebook, Instagram, Twitter, LinkedIn, TikTok, Reddit, and Pinterest. Our system scans for potential risks, providing a comprehensive report on each candidate's online behavior and ensuring a thorough vetting process. By incorporating social media screening, camps can reduce legal liability, uphold safety standards, and increase competitive standing in the industry.

As you prepare for the upcoming season, Ferretly's intuitive cloud platform delivers consistent, privacy-compliant, and efficient reports, helping camps build a trustworthy team that aligns with the highest standards of safety and ethical behavior.

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