



K-12 Educators and Administration

Case Study



AI-POWERED SOCIAL MEDIA SCREENING
FOR EDUCATORS AND SCHOOL ADMINISTRATORS

In the K-12 educational environment, the safety and well-being of students are the highest priorities. From teachers and counselors to administrative staff, classroom assistants, janitors, and volunteers, every individual who interacts with children plays a critical role in creating a secure and nurturing learning environment. Given the responsibility these individuals hold, it is essential to ensure that they align with the school's values and maintain the highest standards of behavior, both inside and outside of school.

Social media screening provides schools with a powerful tool to vet potential hires and volunteers before they are entrusted with the care of children.

Traditional background checks offer limited insight into candidate character. By adding **social media screening** to the you get a more complete view of potential hires.

Ferretly's AI-powered platform can analyze up to 10 years of activity across platforms such as Facebook, Instagram, Twitter, LinkedIn, Reddit, Pinterest and TikTok. Our system scans for a range of potential risks that could threaten the safety of students or disrupt the school environment.

In addition to checking before hire, social media screening can be used to monitor staff behavior after hire, ensuring that any emerging risks are quickly identified and addressed. For roles that involve direct contact with students, such as teachers and counselors, it's critical to identify behaviors or attitudes that could pose a risk to the safety and well-being of the children.

By integrating **social media screening** into your hiring and monitoring practices, you can create a safer environment for children, foster a positive workplace for staff, and reduce turnover by ensuring you hire individuals who are the right fit for your school. Ferretly's intuitive cloud platform delivers consistent, unbiased, and efficient reports, helping schools protect students and staff while maintaining the highest standards of professionalism and safety.

