ferretly

Election Workforce

Case Study

AI-POWERED SOCIAL MEDIA SCREENING
FOR ELECTIONS AND CAMPAIGNS

Campaigns and state officials are always hiring staff for critical roles, including campaign organizers, canvassers, ballot chasers, and poll workers. With high stakes and increased scrutiny, it's essential to ensure that every hire upholds election standards and embodies the values necessary to foster public trust. Social media screening offers a powerful tool to verify alignment with organizational goals, mitigate risks, and identify any behaviors that could compromise election integrity.

For campaign staff, canvassers, and poll workers, social media activity can provide insight into personal values, political alignment, and professionalism. Screening can reveal red flags that may not surface in traditional background checks.

According to the 2016 Election Administration and Voting Survey, nearly one million poll workers staffed polling locations nationwide. Are they reliable and aligned with your goals?

As the demand for a reliable, transparent workforce grows, social media screening adds an extra layer of verification, building teams the public can trust.

Ferretly identifies potential risks such as hate speech, weapons, extremist symbols, and other behaviors that could pose a threat to election integrity.

Ferretly's AI-powered 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 identifies potential risks such as hate speech, weapons, extremist symbols, and other behaviors that could pose a threat to election integrity. By generating consistent, privacy-compliant reports, Ferretly enables hiring teams to quickly identify ideal candidates who support election standards and maintain the integrity expected by the public.

Incorporating social media screening into your hiring process ensures that election teams are aligned, responsible, and uphold a fair, unbiased election environment. Ferretly's intuitive cloud platform, powered by advanced AI, sentiment analysis, and automated monitoring, provides efficient, compliant results, supporting election workforces in protecting public trust and delivering a seamless election process.

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