



Higher Education

# Case Study



AI-POWERED SOCIAL MEDIA SCREENING  
FOR COLLEGES AND UNIVERSITIES

Universities and colleges play a crucial role in shaping the minds of future generations, offering students an environment that fosters critical thinking, open dialogue, and personal growth. To maintain this mission, institutions of higher learning are held to high ethical standards. Faculty, staff, and volunteers serve not only as educators but also as role models for students, making it essential that they align with the university's values and contribute to a safe and inclusive environment for all students, regardless of race, color, or religion.

Social media screening provides higher education institutions with an important tool for ensuring that those responsible for educating and mentoring students uphold these standards.

According to a study by the National Center for Education Statistics (NCES), over 15 million students enroll in higher education each year, expecting a campus environment that is inclusive and supports diversity of thought.

A single instance of inappropriate or discriminatory behavior, especially if it becomes public, can damage a university's reputation and undermine trust in the institution. Social media screening allows universities to identify individuals whose behavior may not align with the institution's values, providing a clear view of candidates and staff members.

Ferretly's AI-powered platform can analyze up to 10 years of social media activity across platforms like Facebook, Instagram, Twitter, LinkedIn, Pinterest, Reddit and TikTok. Our system scans for flags, including discriminatory behavior, inappropriate content, or any actions that could disrupt the inclusive and open environment universities strive to maintain. This comprehensive screening process helps higher education institutions protect students, uphold their reputation, and ensure that faculty and staff embody the values of integrity, respect, and professionalism.

By incorporating social media screening into hiring and monitoring practices, universities can create a safer and more inclusive environment that promotes free thought and fosters healthy academic debate. Ferretly's intuitive cloud platform delivers consistent, unbiased, and efficient reports, helping institutions protect their community while maintaining the high standards expected in higher education.

