



Jury Selection

Case Study

AI-POWERED SOCIAL MEDIA SCREENING
FOR JURY SELECTION

In the judicial system, the selection of an impartial and fair jury is crucial for ensuring justice is served. From potential jurors to court officers and legal assistants, every individual involved in the trial process plays a vital role in maintaining the integrity of the legal system. Given the significant responsibility associated with these roles, it's essential to thoroughly vet candidates for any behaviors that may compromise impartiality, fairness, or the reputation of the court.

Social media screening provides courts and legal organizations with a valuable tool for assessing the character and potential biases of prospective jurors and court personnel. For potential jurors, social media activity can reveal preconceived notions, personal connections to the case, or expressed opinions that might influence their ability to remain impartial. For court officers and legal assistants, screening can help identify inappropriate or unprofessional behaviors that could undermine the court's credibility or interfere with the administration of justice.

Ensuring fairness and impartiality at every level is critical to maintaining public trust in the judicial system.

According to the American Bar Association (ABA), **lawyers have a responsibility to investigate potential jurors online.** Failing to do so could be considered professional negligence.

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. The system scans for potential risks, including expressed biases, connections to involved parties, inappropriate content, and other behaviors that could compromise the integrity of the trial. By providing consistent, privacy-compliant reports, Ferretly enables legal organizations to identify jurors and personnel who align with the high standards of impartiality and conduct required by the court.

By integrating social media screening into the jury selection process, courts can ensure that all participants—from the jury box to the courtroom staff—contribute to a fair, unbiased, and professional legal environment. Ferretly's intuitive cloud platform delivers fast, unbiased, and compliant reports, helping legal organizations build juries and teams that the public can trust to uphold justice.

