

# Ferretly Launches AI Powered Social Media Background Screening Application

With Ferretly, employers can limit risk to their brand and profits by identifying candidates and employees that have exhibited undesirable behavior online.



**District of Columbia, Jun 25, 2019 ([Issuewire.com](http://www.Issuewire.com))** - Ferretly International, LLC, announced today the launch of a powerfully simple application that organizations of all sizes can use to quickly and efficiently scan potential candidate's social media profiles using Artificial Intelligence. Ferretly combines sentiment analysis with sophisticated machine learning algorithms to flag both text and images contained in online posts. Within typically 30 minutes or less, the user receives a legally defensible report that identifies the toxic/obscene language, hate speech, violence, self-harm and even drug/alcohol related images included among 12 distinct risk classifications.

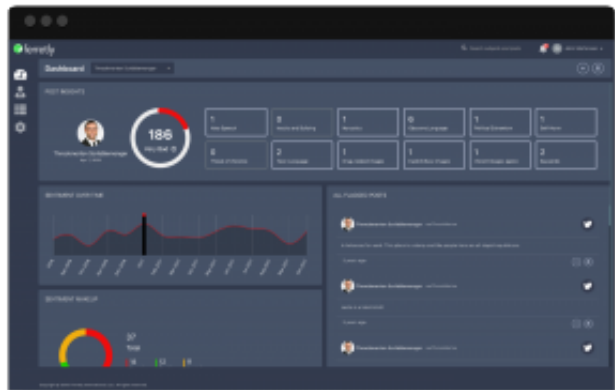
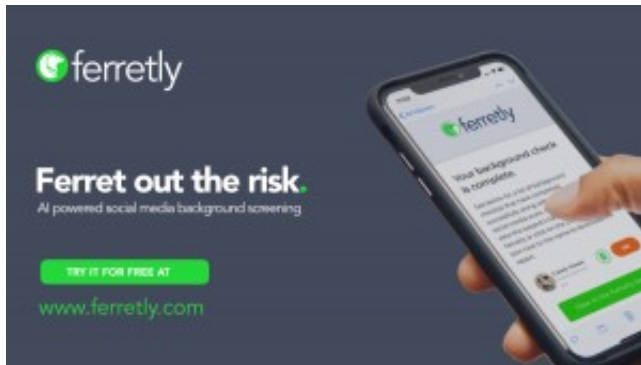
According to a 2018 CareerBuilder Survey, 70% of US-based employers use social media to screen candidates during the hiring process. And according to Research conducted by Kellogg School of Management at Northwestern University, avoiding toxic hires can save companies on average \$12,800 in turnover costs. And yet, there has been no efficient, unbiased and consistent way to perform these types of background screens until now. Ferretly makes this process fast, accurate and effortless and most importantly consistent by providing an FCRA compliant report and full-featured application to manage the entire screening process.

Darrin Lipscomb, CEO of Ferretly International stated, "After 18 months of research and development, millions of posts and images analyzed, and thousands of background checks, we have arrived at one of the most innovative platforms on the market for smarter hiring. This application truly illustrates how big data and AI can come together in an extremely intuitive and useful way to help organizations mitigate risk."

## About Ferretly International, LLC

Ferretly International, LLC provides forward-thinking technologies that help organizations better manage risk. By incorporating machine learning and modern cloud-based architecture, we are at the cutting edge of applying big data solutions and artificial intelligence to improve overall security and risk intelligence for the customers we serve.

For more information regarding Ferretly, please contact us at [info@ferretly.com](mailto:info@ferretly.com), visit [www.ferretly.com](http://www.ferretly.com) or call (833)-FERRETLY.



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