Ferretly Closes the Video Blind Spot in Social Media Screening With Full YouTube Analysis

Platform now analyzes what a subject posts, says and shows on camera, frame by frame, with every finding built for human review



Ferretly, the AI-powered social media screening and digital risk intelligence platform, announces its largest release to date with new video intelligence, global sanctions screening, and agentic AI profile discovery capabilities.

EASTON, MD, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- Ferretly, an AI-powered social media background screening platform, today announced full YouTube analysis, an expansion of its public social media coverage that examines the video content itself, not just the channel name attached to it.

YouTube is the most widely used online platform in the U.S. According to Pew Research Center, 84% of U.S. adults say they use it, ahead of Facebook at 71% and Instagram at 50%. Yet screening tools have largely treated video as a metadata problem, matching a channel and stopping at titles and thumbnails. That leaves the medium where people speak most freely as the one most likely to go unexamined.

> People say things on camera they'd never put in writing. Ignoring video means ignoring the most honest thing about someone's public presence."
>
> *Darrin Lipscomb, Founder and CEO of Ferretly*

Ferretly's new capability applies the same contextual analysis customers already use on other platforms to a subject's public YouTube presence, including the videos they publish, the comments they leave and the content inside the video itself.

The capability includes:

- Frame-by-frame visual analysis for signals such as nudity, drugs, weapons, violence, extremist symbols, gestures, logos, brands and custom objects or scenes
- On-screen text extraction from frames, memes and signs
- Audio analysis, including speech and other spoken or audible risk

- Comment activity that reveals tone, affiliations and behavior over time

"Screening has gotten very good at reading what people type and very bad at seeing what they show. Video is where someone's judgment is most visible, and until now it's been the hardest place to look. We built this so a reviewer can watch the moment in question, not read a guess about it," said Darrin Lipscomb, Founder and CEO of Ferretly.

Every detection is explainable and built for human review. Flagged moments can be opened in the player, jumped to on the timeline, and confirmed, recategorized or cleared by a reviewer before they appear in a report. Ferretly surfaces findings; the organization decides what to do with them.
YouTube joins Facebook, Instagram, X, TikTok, LinkedIn, Reddit and Pinterest as part of Ferretly's public social coverage. Only publicly available content is analyzed, and lookback history follows the customer's plan and configured FCRA settings where those apply.

"People say things on camera they'd never put in writing. Ignoring video means ignoring the most honest thing about someone's public presence," Lipscomb added.

Full YouTube analysis is available to Ferretly customers today.

About Ferretly
Ferretly International, founded in 2019, provides AI-powered social media background screening that helps organizations identify behavioral risk in public online activity. By combining machine learning with a modern cloud-based architecture, Ferretly delivers comprehensive, explainable findings that support human decision-making while protecting personal privacy. For more information or to request a demo, visit www.ferretly.com.

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