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# SOCIAL MEDIA RESEARCH INVESTIGATOR

COURSE MANUAL

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## COPYRIGHT

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## SOCIAL MEDIA RESEARCH INVESTIGATOR

Congratulations on taking the first steps toward becoming a Certified Social Media Research Investigator. This training program was developed with the intention to educate and enhance your abilities in the field of social media investigations. The techniques and resources identified in this course are the result of real investigative experiences by expert investigators and analysts.

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### OVERVIEW

This manual is designed to outline the entire course and its lessons provided on the website, but also to expand upon specific areas of interest. You will find additional tips and resources to complement each lesson in preparation for the final certification exam.

This course consists of two modules. First, we will go over the fundamentals of each social media platform that is used during our research process. These videos are to make sure everyone is familiar with each platform. Many of these you may already be using, but to make sure everyone is on the same page, we'll introduce each one.

The second module we will review the previously discussed social media platforms, but this time you will learn advanced search techniques. This is how we locate and identify people and obtain additional information about them. You will also be introduced to additional search engines and program available to enhance your investigation skills

### WHO IS THIS COURSE FOR?

This entry level course is designed for several types of Investigators that; locate and identify a subject, perform personal background research, profile a subjects' social behaviors, and collect personal data for investigations or claims.

### WHAT YOU WILL LEARN IN THIS COURSE.

This course is designed to teach you the basics on how to investigate and gather information on a subject using the top social media platforms available.

In addition, you will also learn how to investigate fitness communities, social communities, and dating sites. You will learn how to use advanced search techniques using search engines and applications.

Next, we will review legal and ethical information of social media investigations; such as laws, code of ethics, and the do's and don'ts when using this research method.

Overall, this is an entry level course for those of you getting started in social media research and investigations. It is important you learn the fundamentals first, as it will help you later if you enroll in the more advanced courses on social media research.

### DO YOU GET ANYTHING FOR PASSING THIS COURSE?

Of course! First off, you will have gained valuable knowledge and experience in using the latest social media research techniques available. Then, we will test your new skills and knowledge in the final course exam. After you pass the exam, you will receive your official Social Media Research Investigator Certificate of Completion.

## MODULE 1 – SOCIAL MEDIA RESEARCH FUNDAMENTALS

### FACEBOOK FUNDAMENTALS 101

Let us begin with the most popular social media platform out there. That would of course be Facebook.

Facebook has been integrated as part of our daily lives, it allows people to use computer, tablets, or cell phones to constantly and instantly connect with friends, family, and other individuals from across the globe.

Because of this, Facebook has become one of the most important tools when searching for intelligence on a subject of interest.

### STATISTICS

Facebook is listed as a top contender in regards to social networking sites currently. Per the statistic listed on Statista.com as of the 3<sup>rd</sup> quarter of 2016, Facebook is leading the social media networks with roughly 1.79 billion active monthly users.

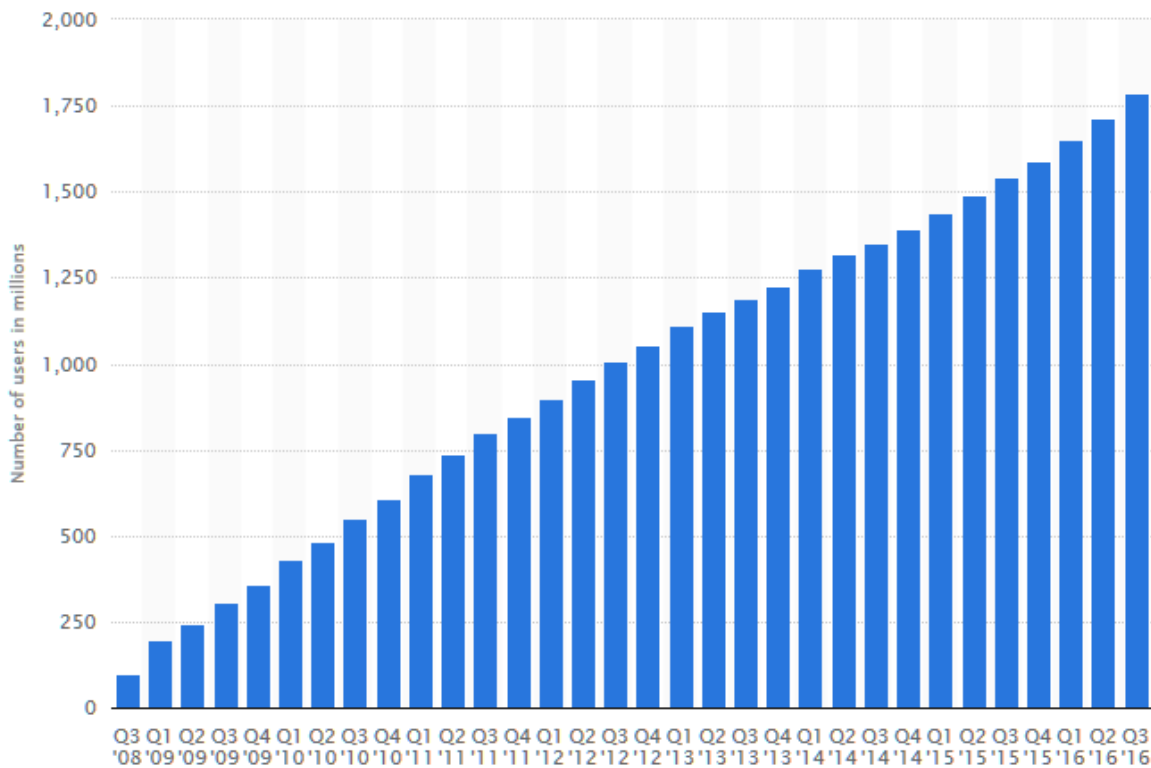
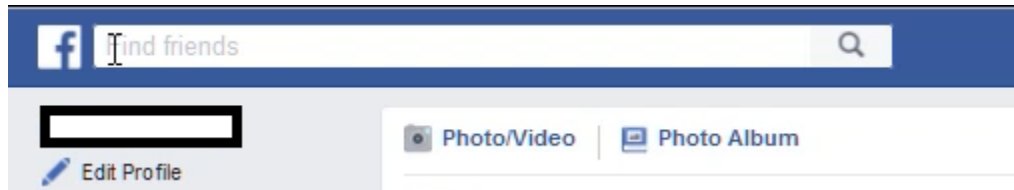


Image Source: <https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>

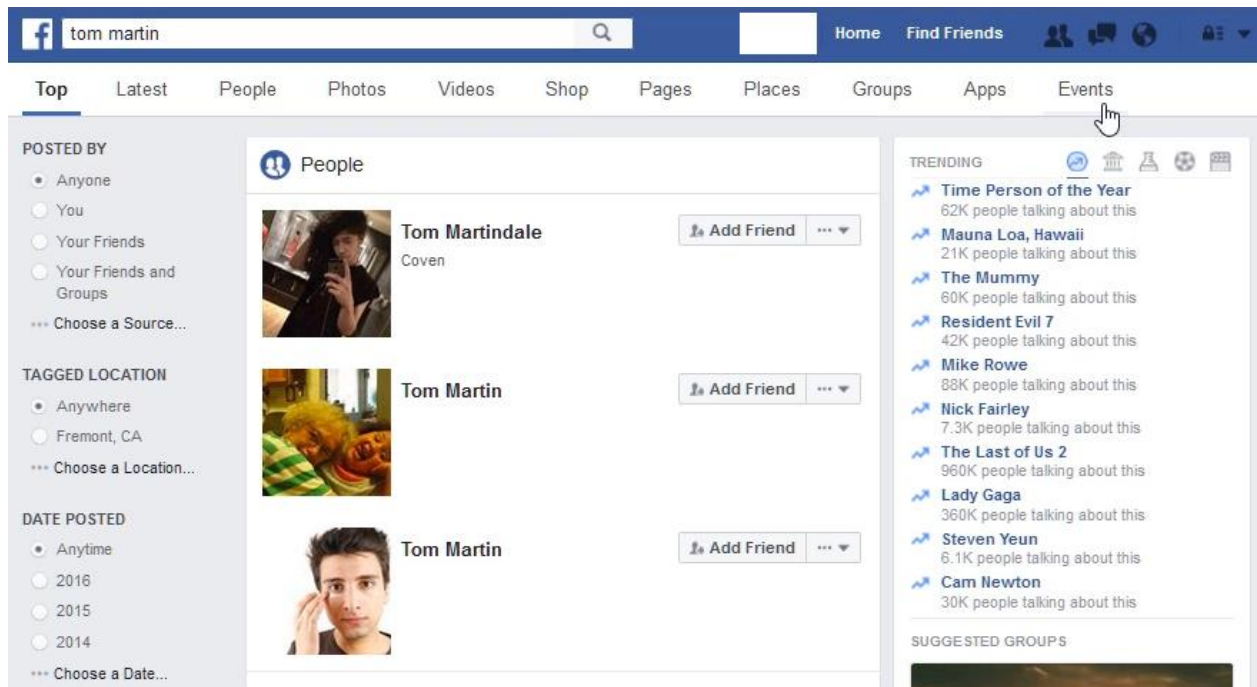
## BASIC SEARCH

Let's look at how to search for people and information using Facebook.

Using FB search, you can enter a person's name, business, even keywords.



Enter your subject's name in the search bar to begin. The results can be sorted in several ways; top listed, latest, people, photos, videos, shop, pages, places, groups, events, and more.



Once you have found the person you are looking for, click on their name to view their profile page and collect their personal information, see posts, family members, friends, and so on.

Another type of search would be for a business. Enter the business name in the search bar and on the results page, change the listing to "Pages". This will show any business pages associated with your search word.

**NOTE:** Profiles and Pages are not the same. Profiles are for individuals only, whereas Pages are created for business, organizations, and brands. Each "Page" is managed by an individual or multiple individuals as administrators, editors, etc.

Sometimes when you are searching for a person, you will find that their profile is set to "Private". When this happens, getting information may become more difficult. However, there are some alternate methods you can use in this instance. We will cover this more in the Advanced Techniques lesson.



## TWITTER FUNDAMENTALS 101

Twitter is an online social media network that allows registered users to send and read short 140 character messages called Tweets. These messages may also contain pictures and videos.

Twitter is used to share your voice online and to connect with others to show what you are passionate about. It also allows users access to the constantly shifting online trends and breaking news stories.

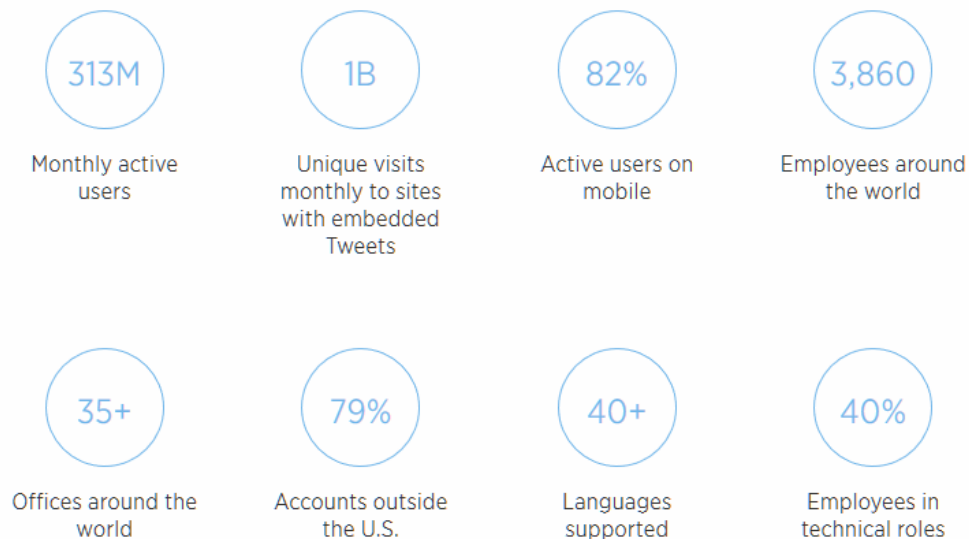
Due to it being one of the leading mobile social media platforms, Twitter is a great tool when researching for intelligence on a subject of interest.

### STATISTICS

The site quickly rose in worldwide popularity and today is listed as one of the top three popular social networking sites. Twitter has about 313 Million active monthly users with 82% of those users on mobile.

Twitter has over 100 million users that login daily and handles about 1.6 billion search queries per day. The primetime activity appears to be 5pm on weekdays and 12-5pm on weekends.

#### TWITTER USAGE / COMPANY FACTS



*All numbers approximate as of June 30, 2016.*

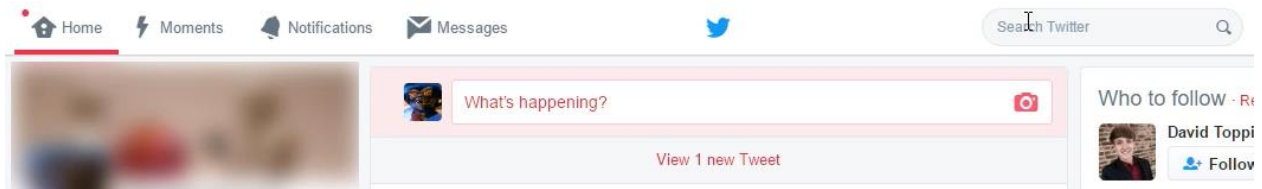
Image Source: <https://about.twitter.com/company>

### BASIC SEARCH

There are many ways to use search on Twitter. You can find Tweets from individuals, local businesses and everyone from well-known entertainers to global political leaders. By searching for topic keywords or hashtags, you can follow ongoing conversations about breaking news or personal interests. You can also search for people directly by entering their name to see if they have a Twitter profile.

Let's look at how to search for people and information using Twitter.

After you have logged into Twitter, you can perform a search using the search bar at the top of the page.



On the results page, you can sort the information by top tweets, latest, accounts, photos, video, and more.

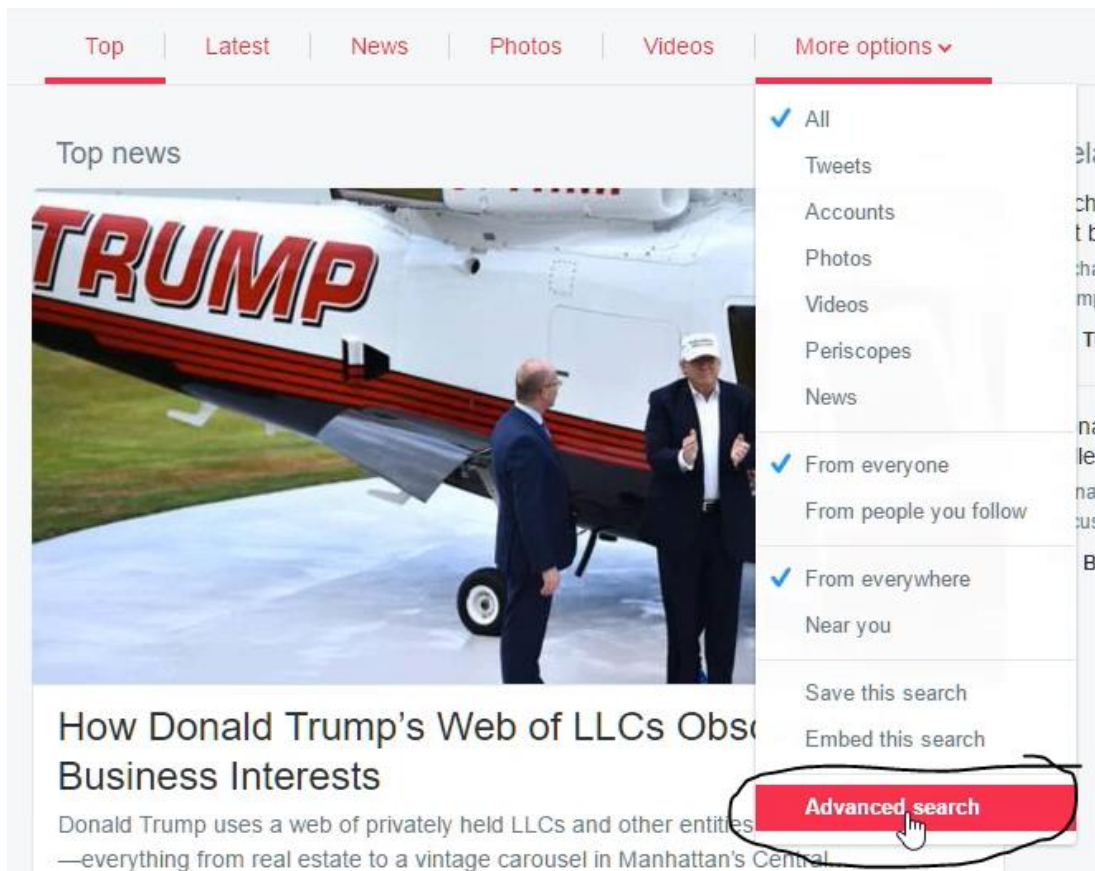


To find a person’s profile page, sort the results by “Account”. Once you have found the person you are looking for, click on their name to view the profile.

On the profile page, you can see their name, location, a photo of them (if available), website links, their Tweets, who they are following, and why is following them.



If you are having problems finding someone, you can also perform an advanced search in Twitter to refine your search results. To access the advanced search, enter your search in the search bar. At the top of the results page, click the more options and then advanced search.



Here you can add keywords, phrases, account names, and places to find more specific tweets or accounts.

## Advanced Search

### Words

All of these words

This exact phrase

Any of these words

None of these words

These hashtags

Written in


### People

From these accounts

To these accounts

Mentioning these accounts

### Places

Near this place  [Add location](#)

### Dates

From this date  to

### Other

Select  Positive :)  Negative :(  Question ?  Include retweets

As you can see, the personal information you find on Twitter is not as extensive as say Facebook. However, the real benefit of Twitter is that it's used mostly via a mobile device. Which means your subject of interest can post a tweet from anywhere about anything they have an interest in. They may also tweet about current events they are at or personal activities they are involved in.

Overall, Twitter can be another great resource during your investigation if your subject of interest is using it.

## GOOGLE PLUS FUNDAMENTALS 101

Google plus since its inception has been met with both positive and negative feedback. Initially, Google first defined the service as a social network, then later as a social layer across all of Google's services, allowing them to share a user's identity and interests.

In November 2015, Google Plus underwent a redesign with the stated intent of making the site simpler and faster, making the new features of Communities and Collections more prominent, and removing features such as Hangouts, Events and Custom URLs. As of the November 2016, users accessing the site using desktop computers can still access some of the discontinued features by selecting an option to go "Back to classic G+".

We will be reviewing both formats and the differences when doing a search.

## STATISTICS

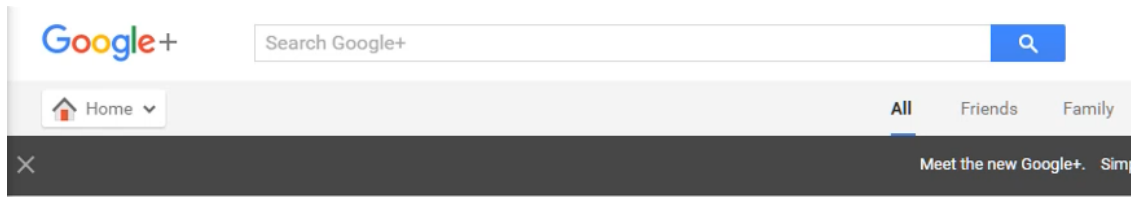
Google plus has approximately 375 million users and around 27 million monthly visits. The majority of those uses being in the US, and the highest percentage of users are male, which is over 73%.

Google Plus Social Network Statistics	Data
Total number of Google+ active members	375,000,000
Total number of unique Google+ monthly visits	27,000,000
Average time spent on Google+ per visit	3:46
Percent of online adults that visit Google+ at least once a month	22 %
Percent of smartphone users that use the Google+ app at least once a month	30 %
Average sales order for a visitor referred from Google+	\$40
Google's cost to build Google+	\$585,000,000
Number of employees that worked to build Google+	500
Top Google+ followed profile : Lady Gaga	9,261,490
Google+ Demographics	Percent
Percent of people age 15-34 that use Google Plus	28 %
Percent of Google+ users that are female	26.3 %
Percent of Google+ users that are male	73.7 %
Percent of marketers that use Google+	40 %
Percent of brands that have a presence on Google+	70 %

Image Source: <http://www.statisticbrain.com/google-plus-demographics-statistics/>

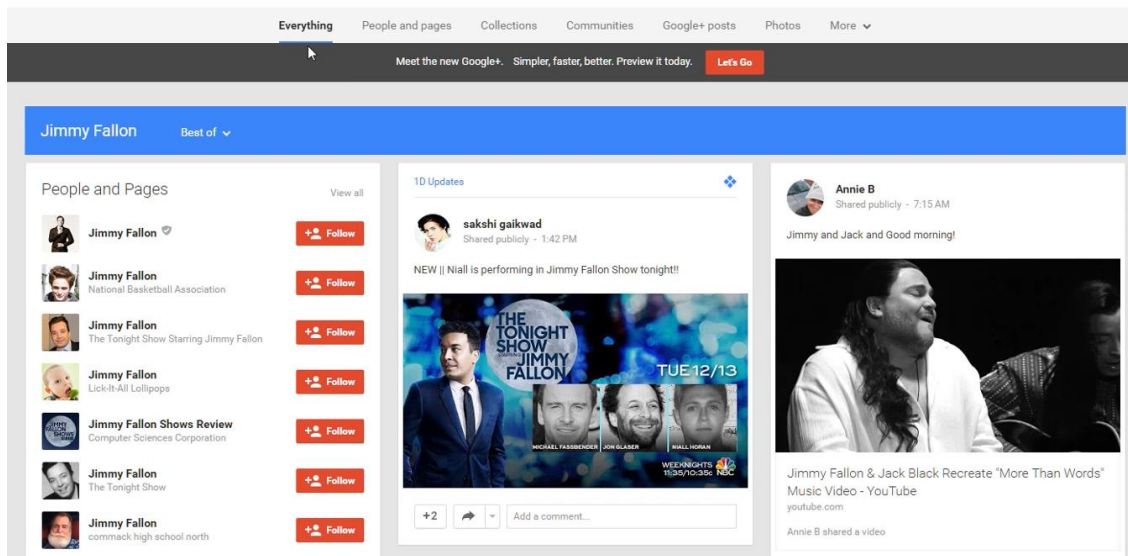
## BASIC SEARCH

By using the Google Plus search, you can enter a person's name, business, or keywords. Let's look at this in the Classic Google Plus format first.



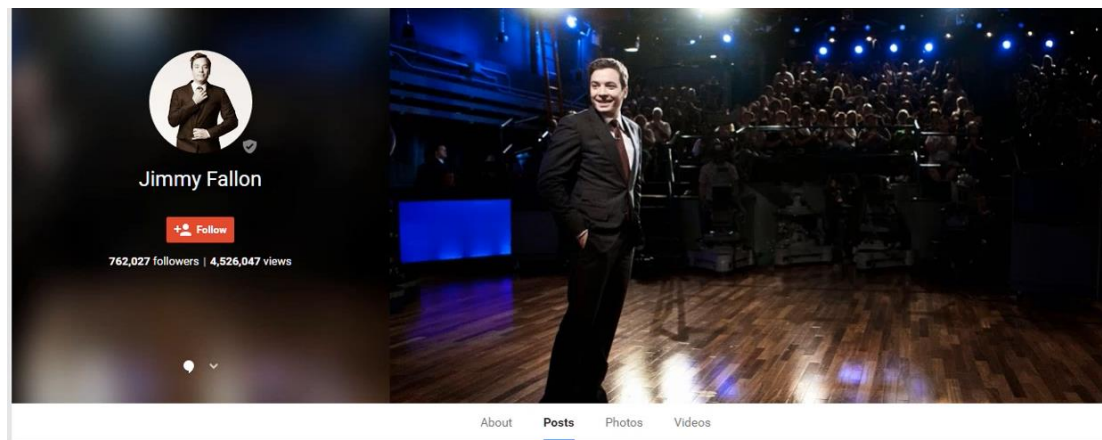
Once you search the person's name you will see related people and pages, as well as any posts that may be related in some way.

To filter your search, you can select from the categories above; this includes people and pages, collections, communities, posts, photos, and more.

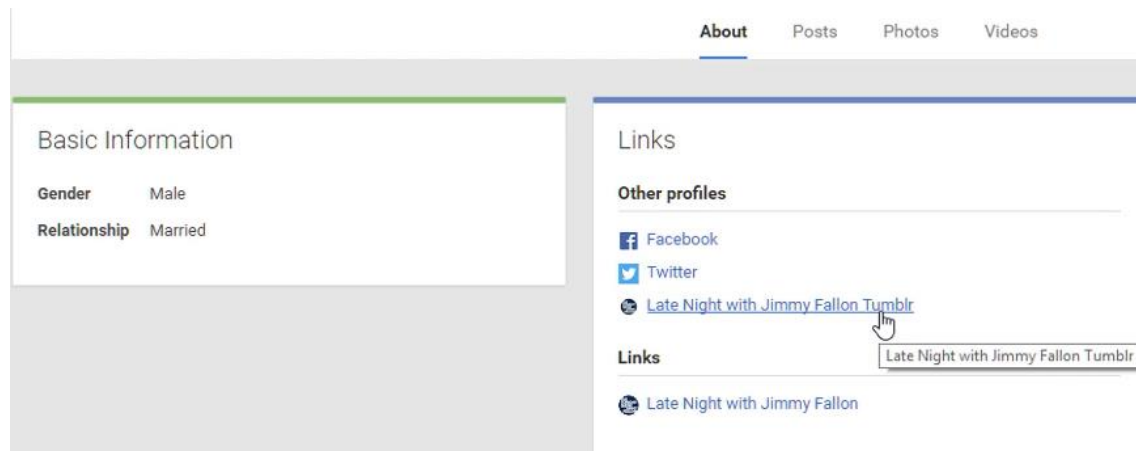


If you filter the results using "People and pages", you can locate your subjects profile page. After you have found the person you are looking for, let's look at their profile page by clicking on their name.

In the classic view, there are 4 views available; the about page, their posts, any photos, and videos if available.



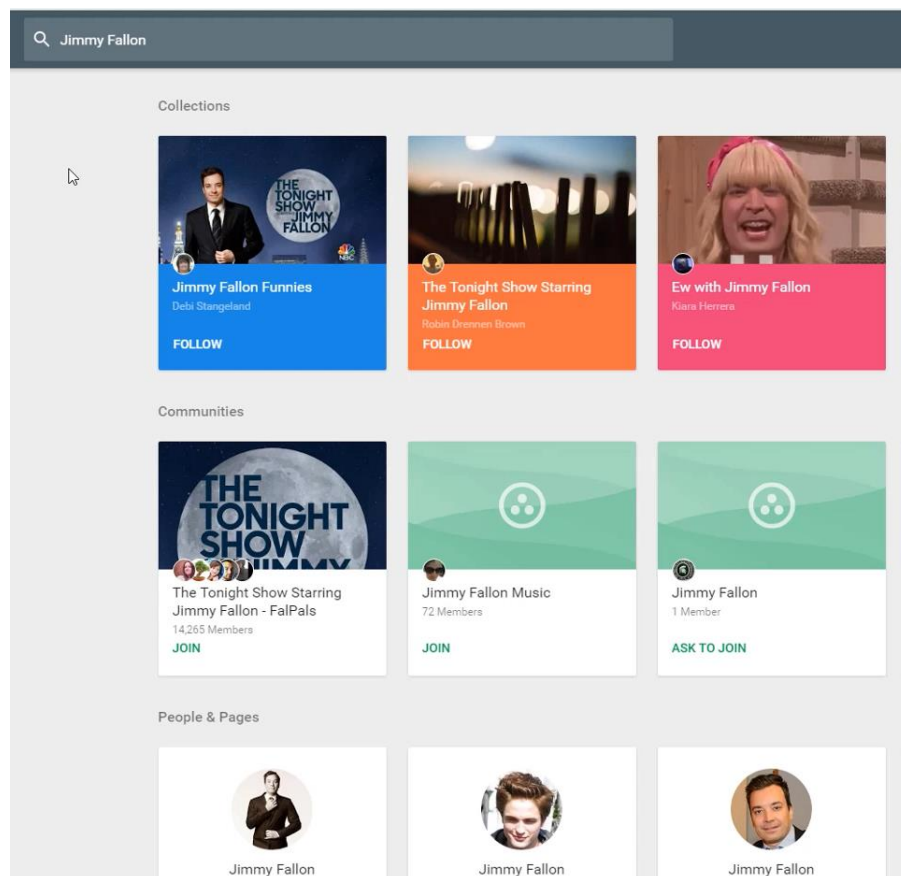
When clicking on the About link, here we can see basic information on this person. You can also find any additional social media profile links or website links for them here. Note that these links will not be visible unless this person adds them to their profile. Not everyone will.



By viewing the Posts link, we can see anything that this person has published and/or shared. You can also see who has commented or shared their post. Like the other social platforms, this is a way to look for any associations or connections to other individuals.

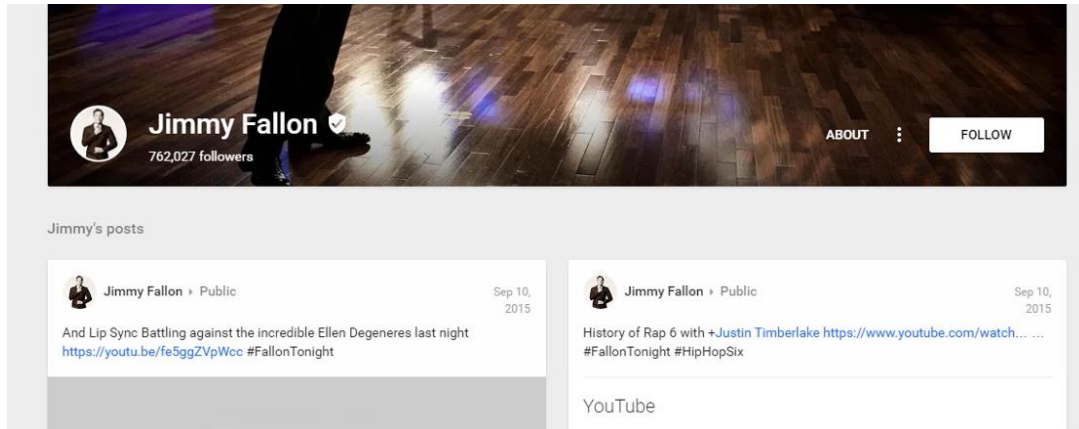
Next, let's compare the same search results using the updated Google Plus format to see the difference.

We will begin on the Home page and enter our search like before. (search Jimmy Fallon)



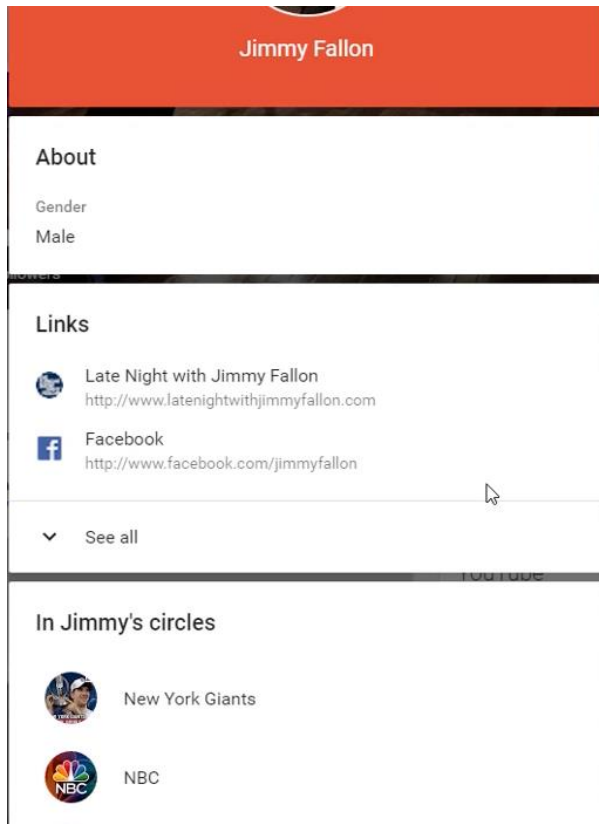
The first listing will be Collections, then communities, and finally people and pages. The reason for this is with the new format of Google plus, they are focusing more on social communities and collections. The collections group was inspired by Pinterest, that allows users to build content collections based on topics and interests. Whereas the Communities are groups of people that share a similar interest to discuss.

But to look at the person's profile, we want to look under people and pages.



As you can see, the layout and options are much different than the classic view. We now only see their posts below and an option to "follow" this person. There is an "About" link you can click to view this person's details as before.

Here you will see their gender, any other social links available, who is in their circle, and any photos they have. Make sure to click the "see all" under the links section if they have multiple links listed.





Circles are people this person has connected to directly in most cases and organized them into "groups". This allows the person to share posts, videos, and pictures with specific circles if they choose instead of publicly.

Some of the benefits of Google plus versus other social platforms is that you don't have to be "linked" to that person to see their profiles or information. With that said, there are privacy setting they can enable to limit what is shown. Mainly these privacy settings are for what is shared publicly vs. with only people in their circles.

Another reason would be that there are a lot of people that use Google's Gmail service and/or YouTube, which is owned by Google. For anyone that uses these services, they must create a google account. By default, that account will also include a google plus profile that they can set up.

---

## YOUTUBE FUNDAMENTALS 101

As you may already know, YouTube is a video-sharing website featuring a wide variety of user-generated and corporate media content, including music videos, TV clips and other video clips such as video blogs, short original videos and educational content.

### STATISTICS

YouTube has over a billion users — almost one-third of all people on the Internet — and everyday people watch hundreds of millions of hours on YouTube and generate billions of views. More than half of YouTube views come from mobile devices.

YouTube overall, and even YouTube on mobile alone, reaches more of the 18-34 and 18-49 age groups than any cable network in the U.S.

Source: <https://www.youtube.com/yt/press/en-GB/statistics.html>

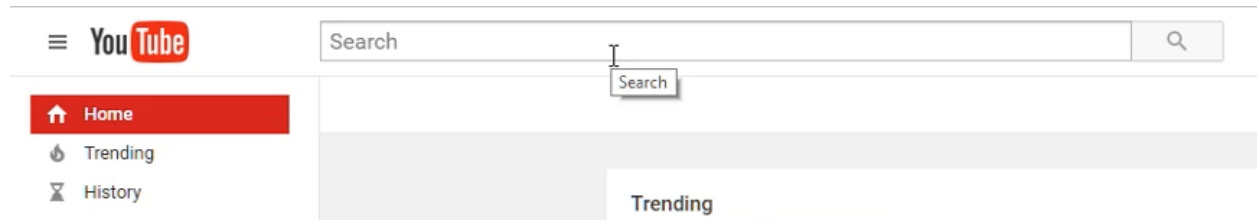
YouTube Company Statistics	Data
Total number of people who use YouTube	1,325,000,000
Hours of video uploaded to YouTube every minute	300 hours
Number of videos viewed on YouTube everyday	4,950,000,000
Number of unique visits to YouTube every month	900,000,000
Total number of hours of video watched on YouTube each month	3.25 billion hours
Number of YouTube videos that have generated over 1 billion views	10,113
Percent of YouTube visitors that come from outside the U.S.	70 %
Number of countries with localized versions of YouTube	42
Total number of languages Youtube is broadcast in	54
User submitted video with the most views – "Charlie bit my finger"	829,000,000
Average number of mobile YouTube video views per day	1,000,000,000
Average time spent on YouTube per mobile session	40 minutes
Average YouTube partner channel payout per 5,000 views	\$0.32

Image Source: <http://www.statisticbrain.com/youtube-statistics/>

After registering for an account, users can create their own personalized channel to upload videos, create playlists, and bookmark their favorite videos.

### BASIC SEARCH

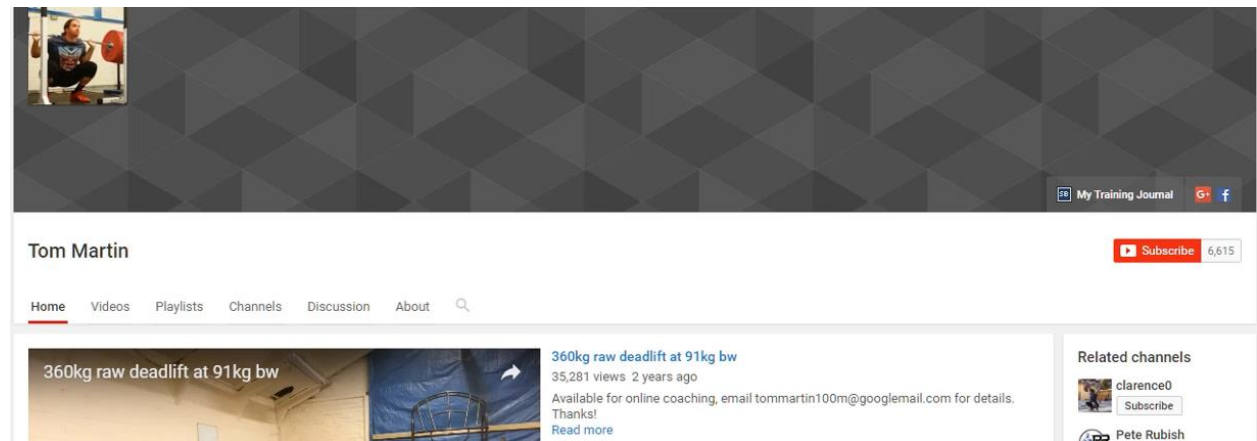
If you are looking for a specific person on YouTube, there are some easy steps you can take. By using the YouTube search, you can enter a person's name, business, even keywords.



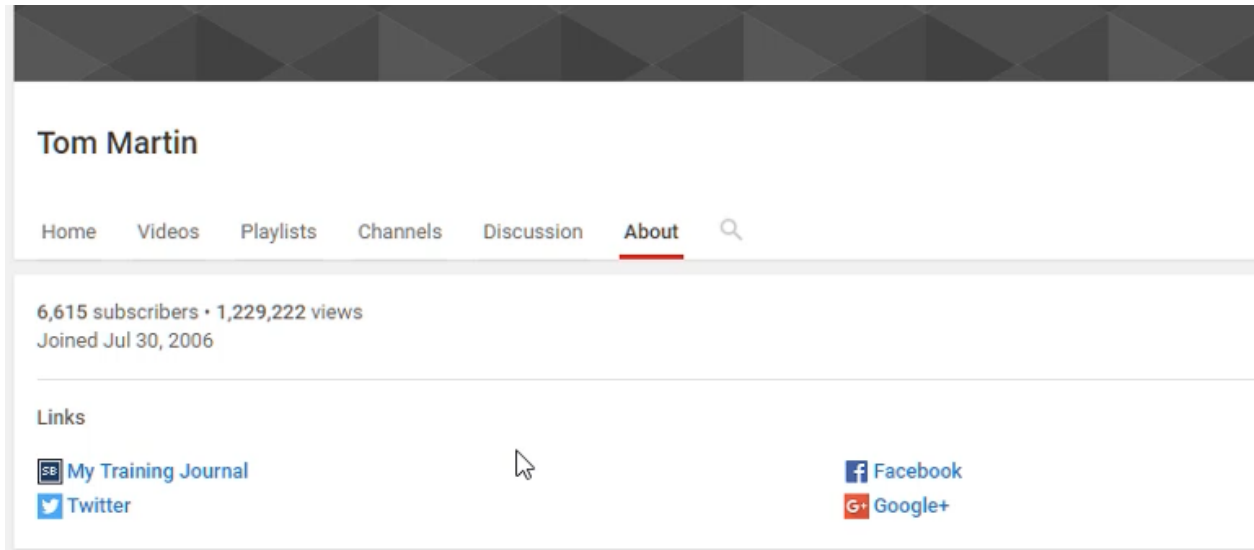
Once you search the person's name you can filter your results to see if they have a channel specifically.



Now that you have found the person you are looking for, let's look at their channel by clicking on their name.



Here you can see if this person has additional social media links listed or possibly an email address. These links will be displayed at the bottom right of the cover image or you can view their "About" page.



The other benefit is we can view discussions this person may have with other. To do this, just click on the "Discussion" link.

Next, we can look through any videos they have uploaded to their channel to learn more about them. You will find everything from professional videos to videos recorded on their mobile devices.

**NOTE:** often people do not use their legal name when creating YouTube channels, and instead use aliases. In this case, you need to find out their YouTube username if possible.

Because the use of social media is so prevalent, many people connect or promote their social media accounts across platforms. So, if you can find a person's Facebook or Twitter account, they may list their YouTube account or share their videos on those social networks.

---

## LINKEDIN FUNDAMENTALS 101

LinkedIn is the world's largest professional network that specializes in connecting professionals and businesses worldwide.

Unlike other social media platforms, LinkedIn focuses on a person's work history, experience, employment, and business relationships. This makes it a valuable resource when collecting intelligence on a subject.

### STATISTICS

Currently, LinkedIn has more than 467 million members in 200 countries. In 2016, Microsoft and LinkedIn announced they had entered a definitive agreement under which Microsoft will acquire LinkedIn. The acquisition was completed in December 2016.

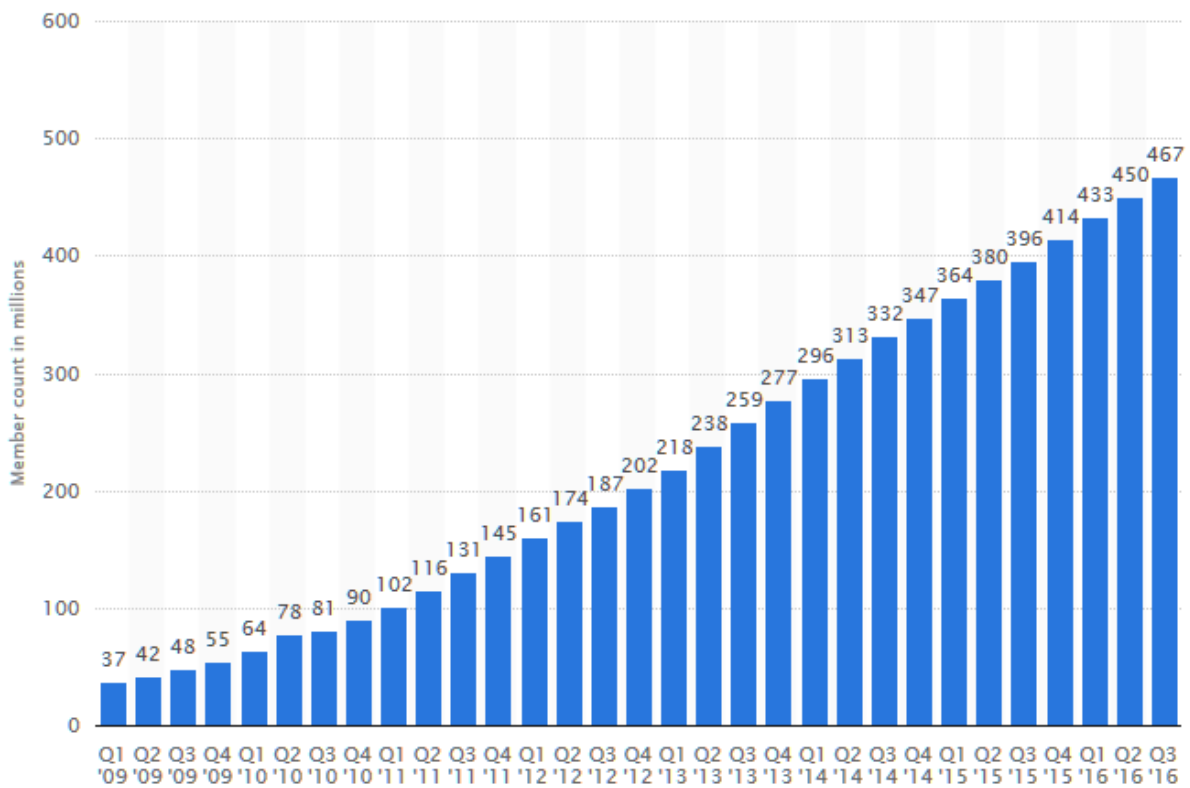


Image Source: <https://www.statista.com/statistics/274050/quarterly-numbers-of-linkedin-members/>

### BASIC SEARCH

Before we begin, there are a couple things to note. First, you can perform a people search without logging into LinkedIn, however your search results will be very limited, only showing if that person has a profile publicly available.

If you don't have at least a free account with LinkedIn, I would suggest that you create one first before doing your search. This will increase the amount of search results you will get as well as allow you to view a person's profile if it is public.

You can also upgrade your account to a paid premium account, which will again provide much more information.

With that said, it is important to note. Anyone you search on LinkedIn can see that you visited their profile. However, there are ways to keep your identity "private", which we will discuss in the advanced techniques lesson. This is important to know if you are trying to keep your identity hidden.

Once logged in, start a search by entering a person's name or business that you are looking for in the top search bar.







Once you search the person's name you will see a list of everyone on LinkedIn with that name.

Q Jimmy Fallon

Top **People** Jobs Companies Groups Schools

**Director of Training? - 410+ Professional Training Courses to Train & Develop Staff. Sa**

Showing 35 results.

-  **Jimmy Fallon**  
Actor playing MC at Whip It! (movie)  
Greater New York City Area [Connect](#)
-  **Jimmy Fallon**  
Preconstruction Manager at Parrish Construction Group  
Greater Atlanta Area [Connect](#)
-  **Jimmy Fallon**  
--  
United States [Connect](#)
-  **Jimmy Fallon**  
Musician  
Charlotte, North Carolina Area [Connect](#)

To filter your search, you can click the "filter these results" link at the top; you can now filter the person you are looking for by location, current companies, past companies, industries, and so on.

**Filter People by**

**Connections** ^

1st     2nd     3rd+

---

**Locations** v

---

**Current companies** v

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**Past companies** v

---

**Industries** v

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**Profile language** v

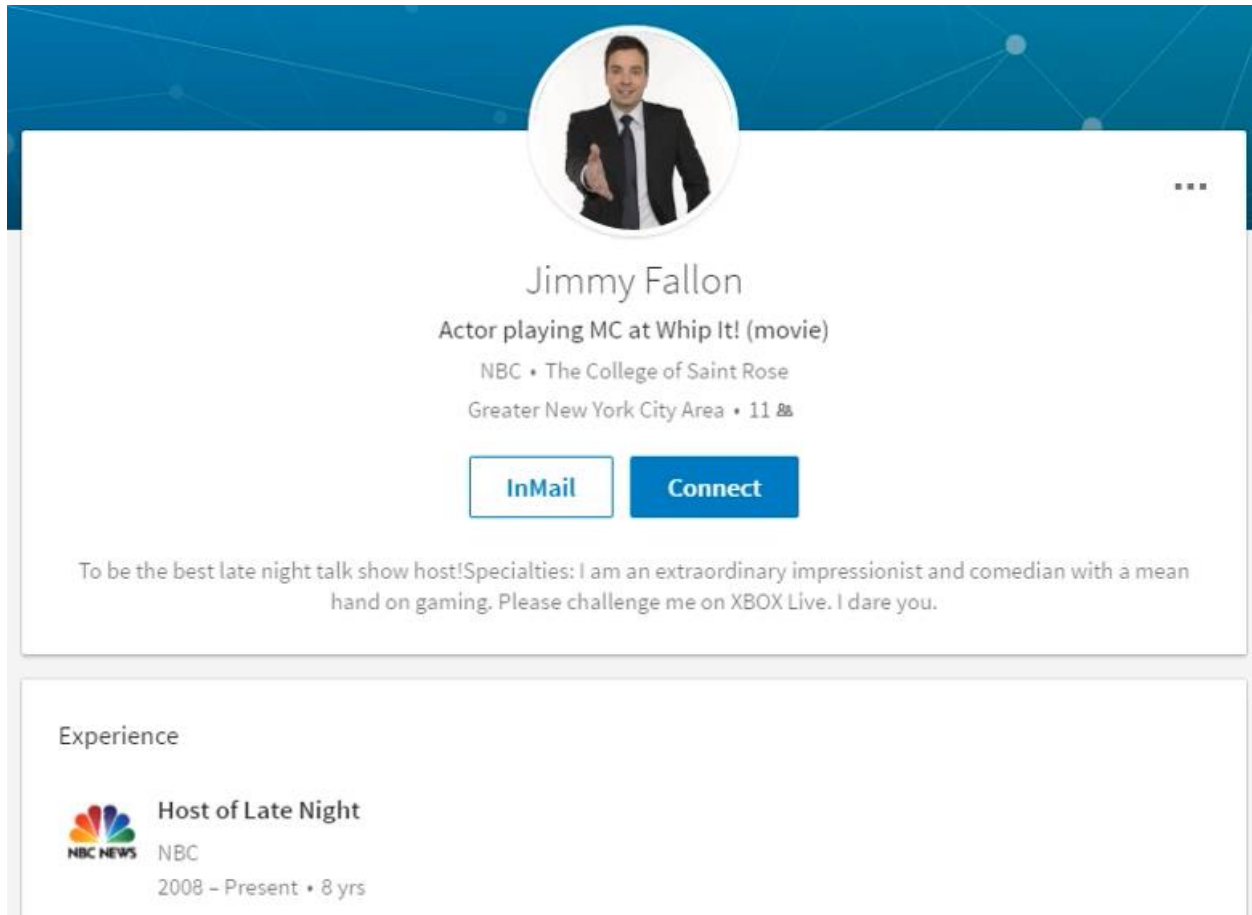
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**Nonprofit interests** v

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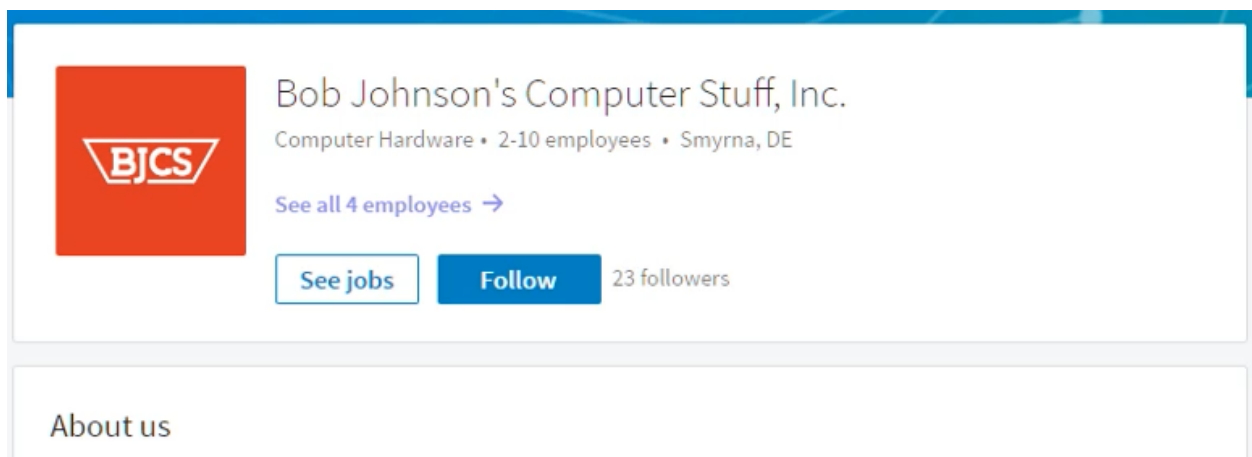
**School** v

After you have found the person you are looking for, let's look at their profile page by clicking on their name.



The screenshot shows a LinkedIn profile for Jimmy Fallon. At the top is a circular profile picture of him in a suit. Below the picture is his name, "Jimmy Fallon", followed by his current role: "Actor playing MC at Whip It! (movie)". Underneath, it lists his education: "NBC • The College of Saint Rose" and his location: "Greater New York City Area • 11 &". There are two buttons: "InMail" and "Connect". A bio section reads: "To be the best late night talk show host!Specialties: I am an extraordinary impressionist and comedian with a mean hand on gaming. Please challenge me on XBOX Live. I dare you." Below this is the "Experience" section, which includes a logo for NBC News and the role "Host of Late Night" at "NBC" from "2008 - Present • 8 yrs".

Let's go back to the search again, but this time we will search for a business. The purpose of this may be to verify employment of a subject. After entering the business name, filter the results by "Companies".



The screenshot shows a LinkedIn company page for "Bob Johnson's Computer Stuff, Inc.". On the left is a red square logo with the letters "BJCS" in white. To the right of the logo, the company name is displayed, followed by "Computer Hardware • 2-10 employees • Smyrna, DE". Below the company name is a link that says "See all 4 employees →". At the bottom of the company header are two buttons: "See jobs" and "Follow", with "23 followers" listed to the right. Below the company header is the "About us" section.

Here you can see that four employees are listed for this company. If we click on the "see all employees link", it will show those employees.

Showing 4 results.



**LinkedIn Member**

Marketing Coordinator at Bob Johnson's Computer Stuff  
Greater Philadelphia Area

Current: Marketing Coordinator at Bob Johnson's Computer Stuff, Inc.

---



**LinkedIn Member**

Digital Content Producer and Copywriter at Bob Johnson's Computer Stuff, Inc.  
Greater Philadelphia Area

---



**LinkedIn Member**

Information Technology Professional  
Greater Philadelphia Area

Current: Repair Technician at Bob Johnson's Computer Stuff

---



**LinkedIn Member**

Owner at Bob Johnson's Computer Stuff Inc.  
Dover, Delaware Area

Current: Owner at Bob Johnson's Computer Stuff, Inc.

**Note:** Due to the privacy settings these people have, it does not provide their names in this instance, only their positions, location, and possible photo of them. This is not always the case however. Many times, when doing a search, you should also see their names.

If you are running into this issue due to privacy setting on a profile, there are ways around it, but we will cover that in the advanced techniques lesson.

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## PINTEREST FUNDAMENTALS 101

Pinterest is an online content sharing service that allows members to save or “pin” images, videos and other objects to their personal pinboard.

Pinterest was described by CEO Ben Silbermann as a quote, “catalog of ideas rather than a social network, that inspires people to go out and do that thing.”

It was designed to be used by vacationers, hobbyists, crafters, and general do it yourself kind of people. The application is a database of intentions meant to give its users ideas to perform actions or try things they may not have thought to try on their own.

Businesses have now begun to use Pinterest as an online “virtual storefront” aiming to promote their company and products online.

Pinterest also allows other applications to link with their site. So, users can share a picture or pin to their Facebook, Twitter or other social media account if desired.

## STATISTICS

Roughly three-in-ten online Americans (31%) use Pinterest, identical to the 31% who used the platform in 2015.

Continuing a long-standing trend, women use Pinterest at much higher rates than men. Nearly half of online women use the virtual pinboard (45%), more than double the share of online men (17%) who do so.

### **31% of online adults (26% of all Americans) use Pinterest**

*% of online adults who use Pinterest*

All online adults	31%
Men	17
Women	45
18-29	36
30-49	34
50-64	28
65+	16
High school or less	24
Some college	34
College+	34
Less than \$30K/year	30
\$30K-\$49,999	32
\$50K-\$74,999	31
\$75,000+	35
Urban	30
Suburban	34
Rural	25

Note: Race/ethnicity breaks not shown due to sample size.

Source: Survey conducted March 7-April 4, 2016.

"Social Media Update 2016"

PEW RESEARCH CENTER

Image Source: <http://www.pewinternet.org/2016/11/11/social-media-update-2016/>

## BASIC SEARCH

Before you can use Pinterest, you will need to have an account set up. Once you have your account created, you can log in to begin your search.

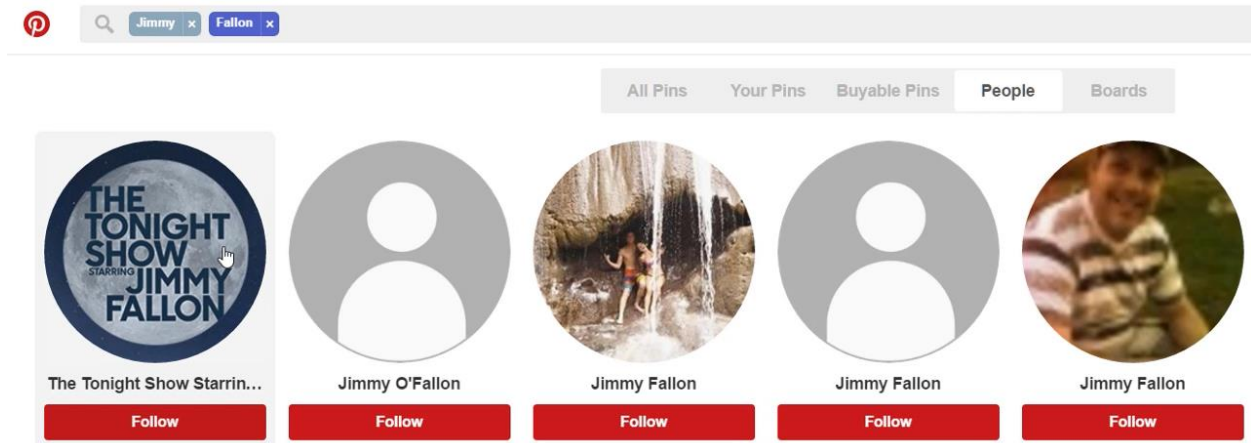
On the main screen, you will see the search bar at the top of the page. From here, you can enter a person's name, a business name, and even keywords.



Search

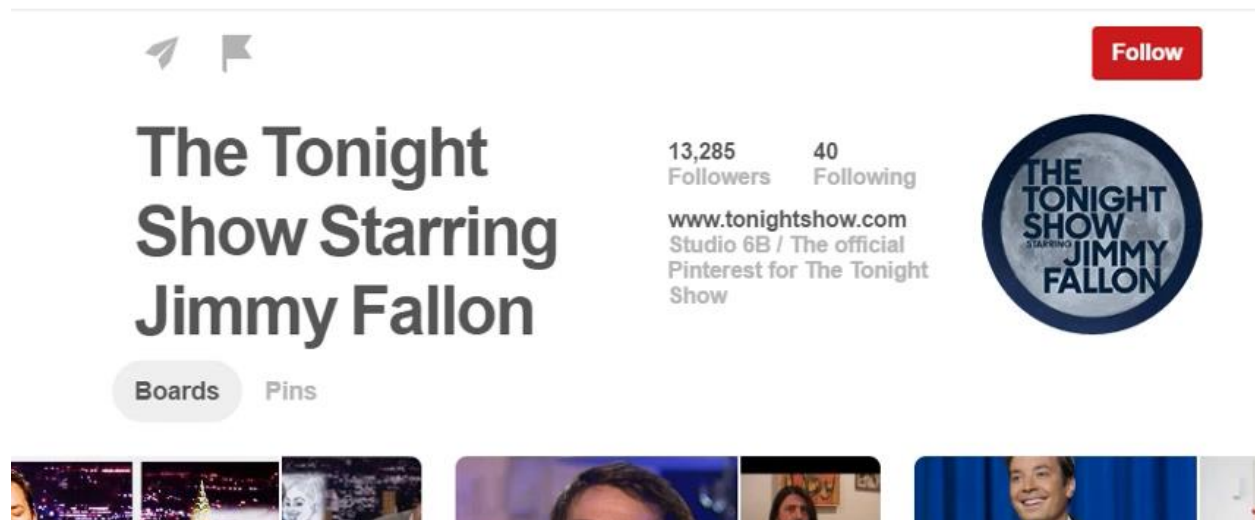


If you are performing a person search, after entering their name in the search bar, you will need to click on "people" to just see profiles with that name.



Once you find who you are looking for, you can click on their photo to view their profile.

With Pinterest, you will not see a lot of links, personal information, etc. as you do with other social media accounts. But, you can see their Boards and Pins. Boards are collections of things they like or are interested in. Whereas the Pins are things that they have liked from someone else.



The initial focus for us here would be looking at their Boards. It may provide us some insight about this person.

The next thing we are going to be interested in would be they are following or who is following them. This could identify family members, relatives, and friends to further your investigation.

As you can see, Pinterest is very simplified, but still can provide intelligence on a subject.

## INSTAGRAM FUNDAMENTALS 101

Instagram was originally designed as an online mobile picture and video sharing social networking site that allows users to share and take photos and videos either publicly or privately with other registered users.

In April 2012, Facebook bought and acquired Instagram for 1 billion dollars. Later in 2014 the application was made available for desktop users.

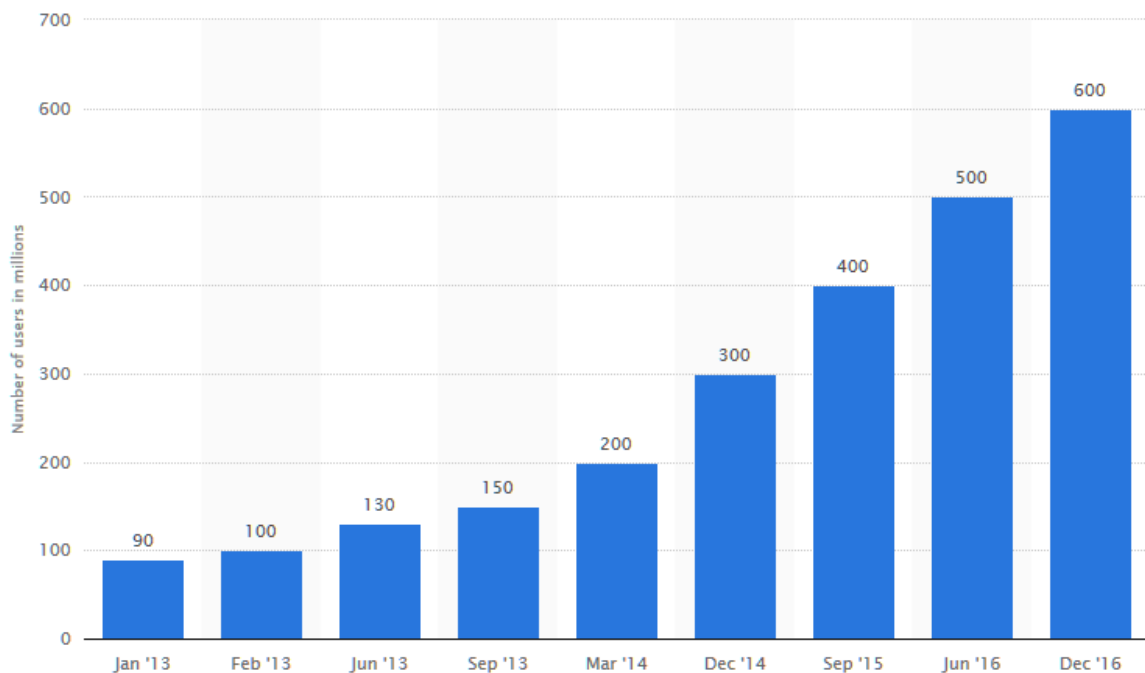
Instagram allows users to share different aspects of their life with their friends, followers and other individuals through photography. Users simply snap a photo with a cellular phone, add a filter and share it with the world.

It also allows user to link other social media profiles such as Twitter, Facebook, and Flickr to provide location sharing and comments with a user's posted photos.

### STATISTICS

As of December 2016, Instagram has reached 600 million active monthly users with about 55 % of that group being females ages 18-24. Males come in around 45% with ages 25-34. Just in the last six months, 100 million users joined Instagram.

**Number of monthly active Instagram users from January 2013 to December 2016 (in millions)**



© Statista 2017

**Additional Information:**

Worldwide; Instagram; January 2013 to December 2016

**Source:**

Instagram

Image Source: <https://www.statista.com/statistics/253577/number-of-monthly-active-instagram-users/>

Currently, you can share your photos on a photo-by-photo basis on Flickr, Facebook, and Twitter. Additionally, if you specify a location with your photo, you can opt to have Instagram check you in on Foursquare.

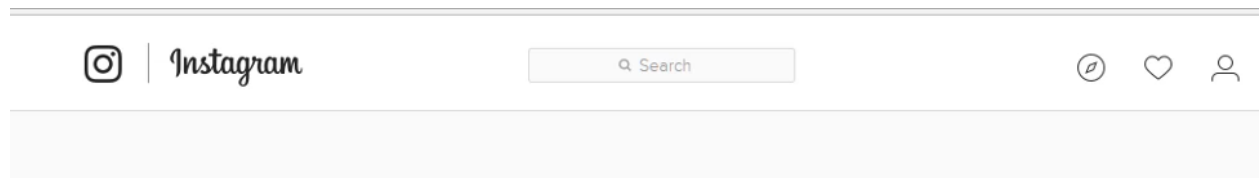
Instagram has adopted a follower model, which means if you're "public" on Instagram, anyone can subscribe to follow your photos. They do, however, have a special private option. In this mode, a user can make sure he/she must approve all follow requests before they go through.

All photos are public by default which means they are visible to anyone using Instagram or on the instagram.com website. If you choose to make your account private, then only people who follow you on Instagram will be able to see your photos.

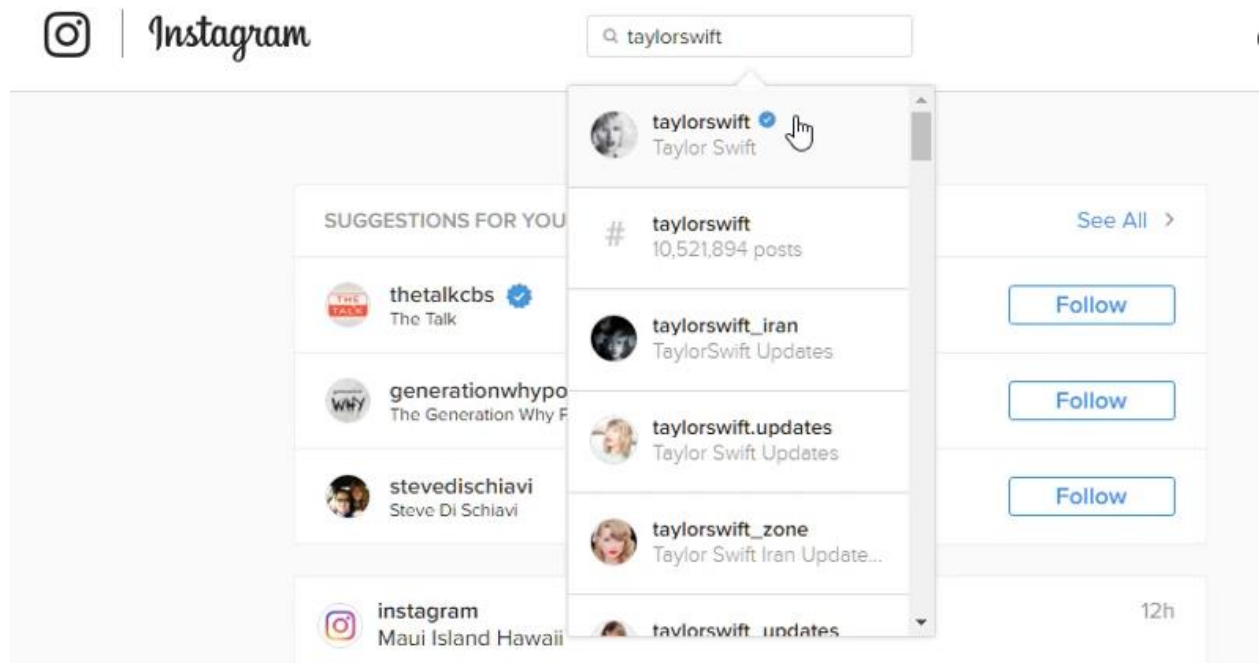
### BASIC SEARCH

To perform a person search, you will need to have an account to log in to. Let's log in using the desktop version and look.

Once you are logged in, you will see the search bar at the top of the page. From here, you can enter a person's name to start your search.



After entering their name in the search bar, you will see a scroll down list of people with that name. If you see the person you are looking for, click on their name to view their profile.



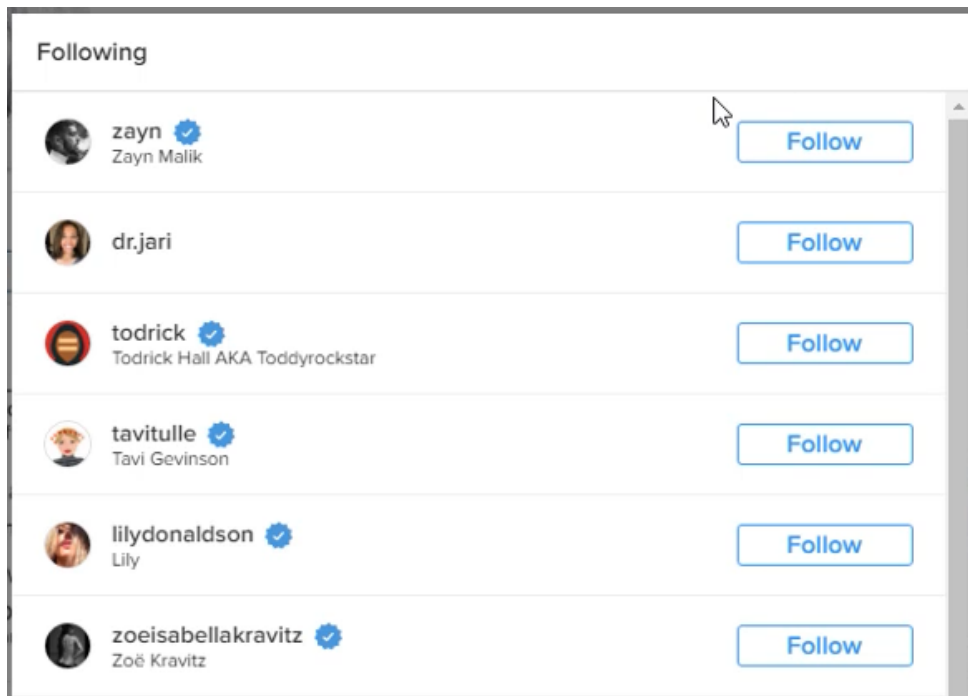
Once you have found your subject in the list, click on their name to see their profile page.

Upon viewing your subject's profile, you can see any pictures or videos that they have posted. By clicking on the image or video, you can also see when it was posted as well as comments people have made. Another thing to note here is the use of "hashtags", much like you would see on Twitter. These hashtags can be clicked on to see any other posts or comments from other people. This is another way to use the search function within Instagram.



You can perform searches using the hashtag and keyword, that may relevant to your investigation to see if any images, videos, or comments are connected.

Next thing we would look at is who your subject is following or who may be following them. You may be able to identify family or friends of your subject while collecting intelligence.



Another thing to note is because Instagram is used mostly via mobile devices, location information of the image or video can sometimes be identified.

Like Pinterest, Instagram is very simplified, but still can provide intelligence and insight on a subject.

### TUMBLR FUNDAMENTALS 101

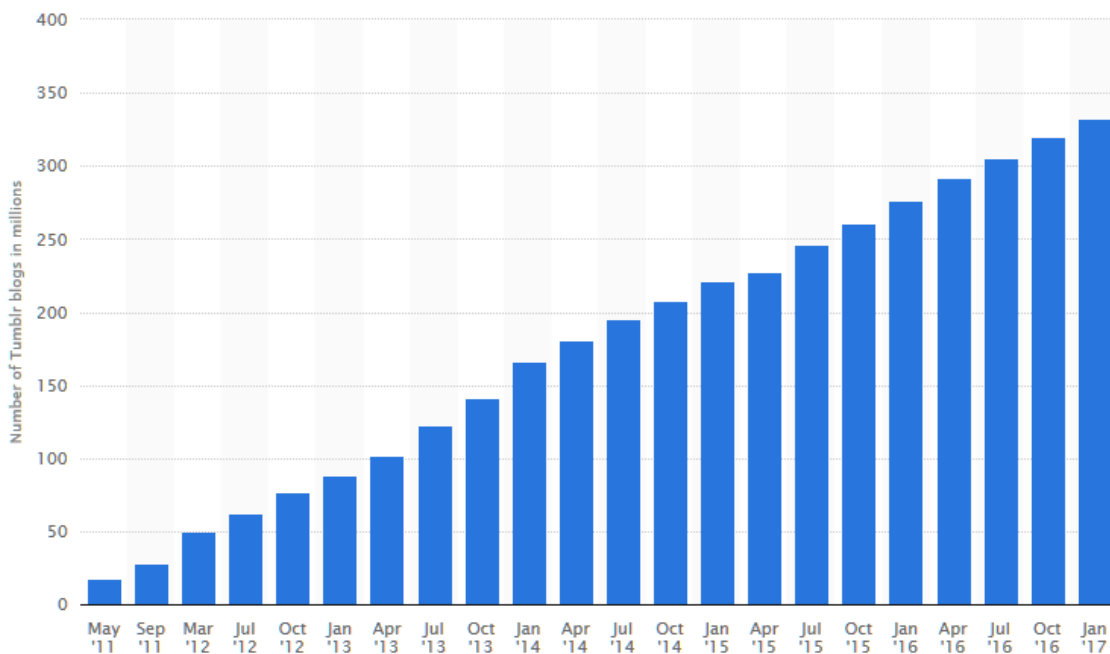
Tumblr is a microblogging and social networking website that was founded in 2007, and is now owned by Yahoo as of 2013.

The service allows users to post multimedia and other content to a short-form blog. Tumblr’s blog-like function allows account-holders to use the platform to create diaries of their daily lives, to post different types of information that inspires them, as well as to liveblog about events as they happen.

### STATISTICS

Tumblr has over 328 million blogs, 143 billion posts, and over 425 million users. The service is most popular with the teen and college-aged user segments with half of Tumblr's visitor base being under the age of 25.

**Cumulative total of Tumblr blogs between May 2011 and January 2017 (in millions)**



© Statista 2017

**Additional Information:**

Worldwide; Tumblr; May 2011 to January 2017

**Source:**

Tumblr

Image Source: <https://www.statista.com/statistics/256235/total-cumulative-number-of-tumblr-blogs/>

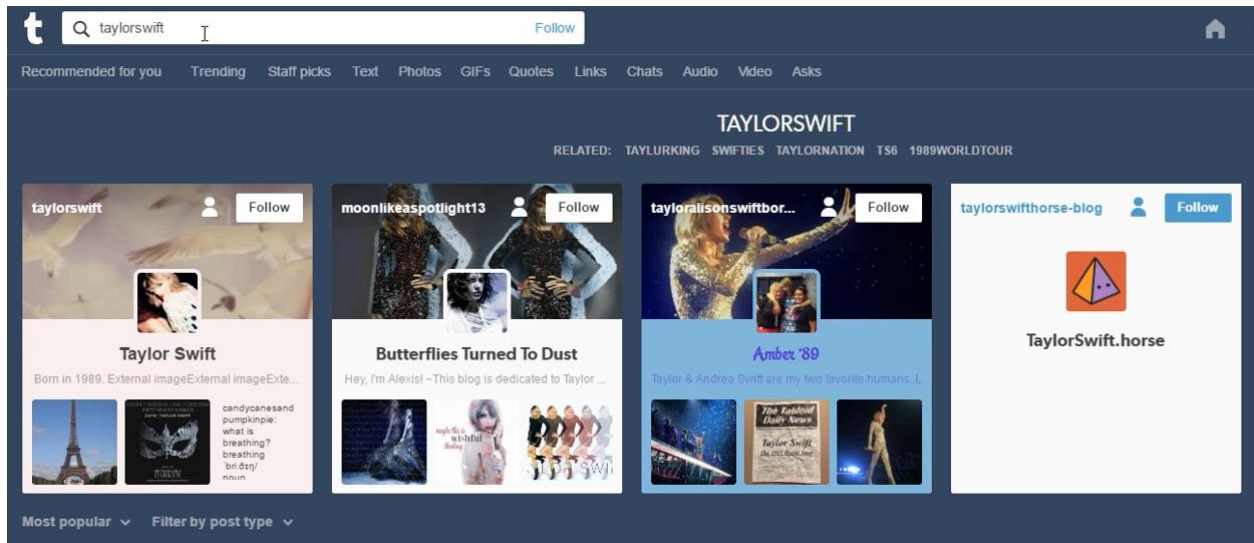
The platform supports seven different types of posts, such as text, hyperlinks, photos, quotes, links, chats, and audio and video posts, whether uploaded from a device or imported from websites such as Vimeo or YouTube.

The social media function allows users to “like” and/or reblog a post. Another function permits communication between different accounts. The website uses the followers-based system made famous by Twitter, where interested users can follow other users' blogs, whether they are friends, strangers or even celebrities.

**BASIC SEARCH**

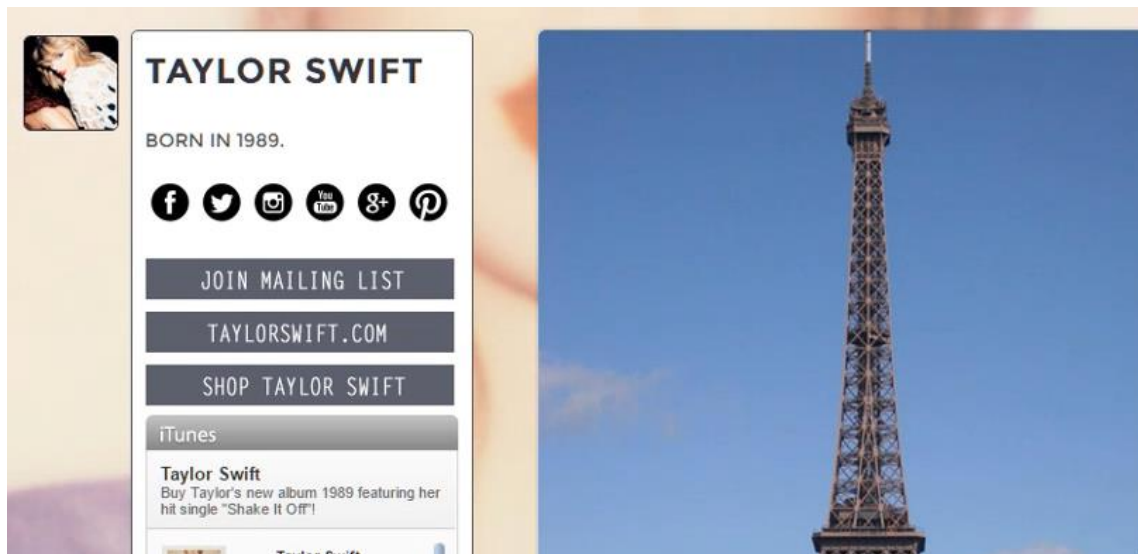
You will need to create an account before you start searching this site.

After you have logged in, look for the search box at the top of your dashboard, or visit [tumblr.com/search](http://tumblr.com/search). Type your search terms in and hit enter. Your results will be displayed in a mosaic layout.



Once you have performed your search, you will see at the top all related profiles. Below that will be a listing of the most popular posts using your search term or name. You can filter your posts by using the "filter by post type" menu or by using the menu at the top of the page below your search bar.

So, let us look at her profile by clicking on her picture. This will open a quick view of her latest posts on the right. If you click on her name at the top, it will take you to her profile page.



As you can see here, it tells us when she was born, links to her other social media sites, and more.

**NOTE:** Tumblr allows users to "theme" their profiles so you will find they all will not look the same.

You can scroll through this person's blog posts and see comments from others (if available) by clicking on the post.



Much of this is like many other social networking sites. More specifically, Twitter, where you can also perform searches using Tags "or keywords with hashtags". Tags make it easier for readers to find posts about a specific topic on blogs.

As you can see, this site can be another good resource for gathering intelligence on your subject.

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## SOCIAL COMMUNITY PLATFORMS 101

Social Community Platforms are used to build online community site. They allow individuals to create their own social networking sites by using software such as Ning, Buddy Press, and Social Engine to name a few.

Social networking services focus on building, directing, and reflecting of social networks or social relations among people. A social network service consists of a representation of each user, his/her social links, and a variety of additional services.

Most social network services are web-based and provide means for users to interact over the Internet, such as by e-mail and instant messaging and online forums.

Although social media networking sites have been around since the 1990's, the modern Web 2.0 Initiative has made social networking sites and webpages explode in recent years. Programmers are constantly designing and creating new social community platforms in hopes of creating the next big thing.

### WHY WE USE IT

Today, we are an "online" society. We are always connected, whether it's on our phone, computer, tablet, gaming systems, even television. Social media has allowed us to connect with a large audience around the world with little effort. Social community platforms are used to build personal relationships and networks of trust, bringing people together that have common interests and activities online.

Social Community Platforms allows new social media sites to be created and explored by internet users that might be tired or bored with some of the social media giants like Facebook, Twitter or others.

Though, these new sites may not be as large or as popular, it doesn't mean they aren't important. Some individuals seek out lesser known sites like these to interact with others using more discretion. It's important to be aware of these sites when performing advanced searches so that you recognize what they are.

### ONLINE FORUMS

Online forums are another valuable resource that can be used during your investigation or intelligence collecting.

An Internet forum, or message board, is an online discussion site where people can hold conversations in the form of posted messages. They differ from chat rooms in that messages are often longer than one line of text, and are at least temporarily archived.

Forums have a specific set of jargon associated with them; for example, a single conversation is called a "thread", or topic.

A discussion forum is hierarchical or tree-like in structure: a forum can contain several sub forums, each of which may have several topics. Within a forum's topic, each new discussion started is called a thread, and can be replied to by many people.



Depending on the forum's settings, users can be anonymous or must register with the forum and then subsequently log in to post messages. On most forums, users do not have to log in to read existing messages.

As for the types of forums available, the list is endless.

You will learn more on how to search for these forums and other social communities in the advanced Techniques module.

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## **FITNESS COMMUNITY PLATFORMS 101**

With the addition to social media, the fitness community appears to have expanded in recent years. What used to be small groups of people who would gather together to perform exercises, go to gyms together, ride bikes, weight lifting or perform any other type of physical activity, has now grown into a huge online community that encompasses a wide variety of people.

Fitness communities have a wide variety of members with both sexes and various ages and backgrounds from the recreational to the professional groups. These communities have developed a large following and even expanded to online groups, forums, applications, and events.

Some of the more popular groups have been Fitbit users, Spartan Runners, Color Runs, Cross-Fit, International Weightlifting Federation, and running world just to name a few.

### **WHY WE USE IT**

Individuals have a need to connect. People prefer to be a part of a group and when it comes to fitness, people use these groups to support and compete with one another. Posting fitness updates in social media allows a person to share their progress with a wide range of people, allowing them to connect, share ideas, and tips. We use these groups to post updates on our progression; being able to run the extra mile, lifting 50lbs more, coming in the top 20 % in a marathon or race.

### **HOW WE USE IT**

Individuals can create profiles on various fitness related groups. Individuals can post comments and update status in different health and fitness related forums. Individuals can join fitness related groups and events on social media such as Facebook or join various fitness related events such as a color run event occurring in their area.

Individuals can purchase fitness trackers such as Fitbit, or Nike or Under Armour fitness trackers or purchase various fitness tracker applications such as runkeeper, trackmyprogress, MyFitnessPal, etc. Individuals can then take this data recorded from their fitness tracker and post it to social media, allowing other users to see a person's distance run as mapped out by GPS, calories burned, or what type of exercises performed.

Many people today are using mobile fitness apps, which allows them to track their activity, workout, and results. Then, they can upload this information to fitness community sites and social media sites to share with others.

With all the new technology now being used and the ease of sharing the results online, more people are getting involved.

This, in turn, creates another resource for you to use when profiling a subject or obtaining intelligence on their physical activities.

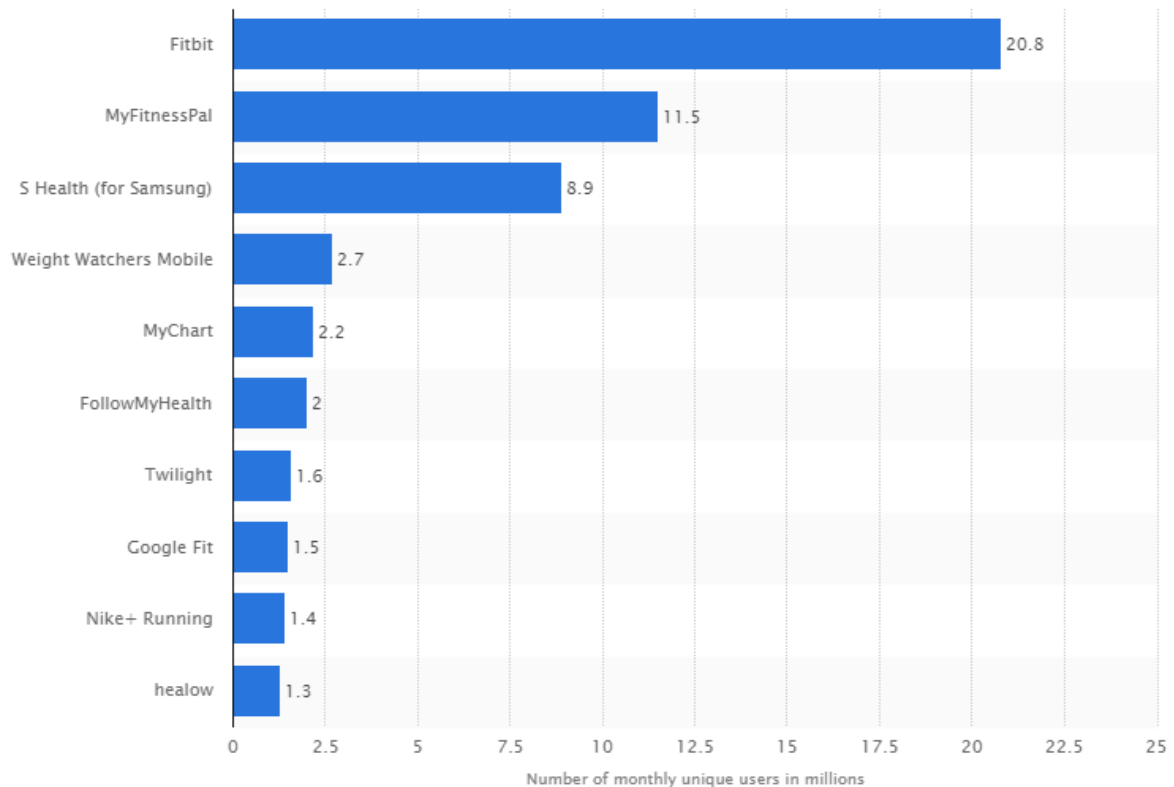
When you start your research on these fitness sites and forums, you will find that many require a user login to access the communities or groups on their sites. However, you can still find many other forums that are accessible without an account.

Another option here would be public communities or groups on social media sites like Facebook, Google Plus, Twitter and YouTube. Many of these are easily accessible, which allows you to search for your subject and identify their activity or interaction with the group.

Lastly, you may also be able to identify possible events your subject will be attending with these groups. Many of them post upcoming events with details as to when and where they will occur.

## STATISTICS

Here are the statistics of the most popular health and fitness apps in the US in 2016, by monthly active users. As of October 2016, Fitbit was ranked first with 20.8 million unique U.S. users. MyFitnessPal was ranked second with a 11.5 million user strong audience.



© Statista 2017

Image Source: <https://www.statista.com/statistics/650748/health-fitness-app-usage-usa/>

## DATING SITES 101

Online Dating sites allows individuals to find, meet, and contact each other through a provided service with the intent of developing a personal, romantic or sexual relationship.

Dating has changed dramatically within the past couple of decades. It has evolved from placing personal ads in newspapers to individuals from all over the globe instantly connecting online.

Over the recent years, the number of readily available dating sites have multiplied. They offer a wide range of options when an individual is searching and/or engaging a dating service. Users can join sites that focus on building long relationships such as eHarmony.com, Match.com, POF.com, and Zoosk.com. Other sites might focus more on one nightstands or sexual encounters such as Tinder, Hot or Not, and Craigslist.

These dating sites have been tailored for users to search by demographic, sexual orientation, race, age, religious beliefs, and common interests.

### WHY WE USE IT

Online dating has become more of a convenience, instead of going out to a club or bar and trying to find that Mr./Mrs. Right. Instead of spending the time and getting to know other individuals in person, dating sites use algorithms and profile matching programs to determine our ideal mate.

Another benefit is it allows users to maintain a sense of security and anonymity. A person can create an online persona that may provide a better first impression than they would have the traditional way. With that said, this also is used negatively to mislead individuals.



### HOW WE USE IT

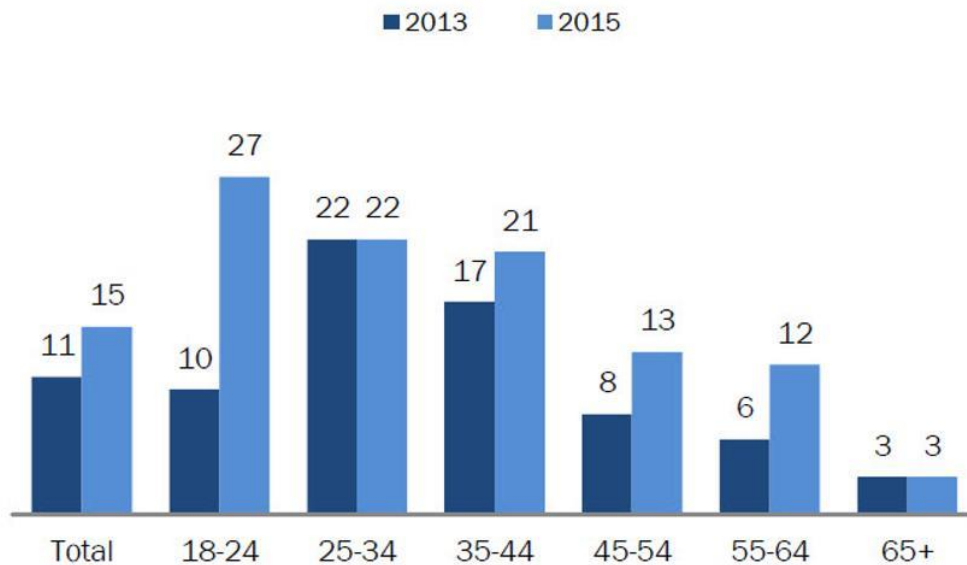
Most online dating sties require a user to create a profile on their site by entering some basic information about themselves such as name, age, geographical location, contact information, sex, and other various identifiers. Some services will offer free membership, but offer premium material for a price, while other sites might require a paid subscription.

Online dating sites and applications can be accessed through cellular phones, computers, and tablets.

## STATISTICS

According to Pew Research, 15% of US adults report they have used online dating sites or mobile dating apps. Online dating has jumped among adults under age 25 as well as those in their late 50s and early 60s.

*% in each age group who have ever used an online dating site and/or mobile dating app*



Source: Survey conducted June 10-July 12, 2015.

### PEW RESEARCH CENTER

Image Source: <http://www.pewresearch.org/fact-tank/2016/02/29/5-facts-about-online-dating/>

The share of 18 to 24-year-olds who use online dating has roughly tripled from 10% in 2013 to 27% in 2016. Online dating use among 55 to 64-year-olds has also risen substantially. Today, 12% of 55 to 64-year-olds report using an online dating site or mobile dating app versus only 6% in 2013.

About 40 million Americans try online dating services. In the United States, the target demographic of dating sites are 90 million singles that are between 19 and 45. Women received an average of 17 times the number of messages as men on dating services.

Online dating fraud has risen by 150% as scammers, predators and criminals have become more active on these sites.

Dating sites that focus on relationships and marriage such as Zoosk.com have about 1.1 Million Month Users, Match.com has about 3.2 Million monthly users, and eHarmony.com has about 1.2 Million monthly users.

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## LEGAL AND ETHICAL INFORMATION

It's important to understand that many of these social sites and platforms are publicly available to anyone. However, several of the sites also allow users to enable certain "privacy" settings. This can include, but not limited to, hiding personal information, posts, images, videos, connections, and even complete profiles.

So, how do you get around this? There are couple ways, but you need to make sure that you are following the privacy guidelines of each site and avoid using any "illegal" methods. Obtaining information this way will do you no good, and cannot be submitted to a court as evidence. Not to mention the legal ramifications this can cause.

With that said, there are proper methods to still obtaining the information of your subject.

As we discussed in the previous lessons, you will find that your subject may have profiles on other social media platforms that are not set as private. You can also use their friends or relatives that has access to their profile. Another thing to look at are the Groups or communities we discussed to see what your subject is doing. These are more easily accessible and can still provide you details about your subject.

Lastly, you may be able to utilize an online alias persona, or sock puppet, to connect with your subject.

**IMPORTANT: Make sure you consult legal counsel before performing this action to make sure this is allowed in your jurisdiction. Each state has separate laws regarding this method and use.**

## DIGITAL EVIDENCE RECORDING

Any time you perform online research, it is very important that you capture and record all your findings. What you find today on a person's profile may not be there tomorrow.

It is recommended that you use a screen casting program like Camtasia Studio to record everything during your research. This allows you to create HD quality video recordings of your findings and store locally, which is much easier than serving a subpoena or search warrant.

## ETHICAL CONSIDERATIONS

Legally, there are no court rules, statutes, or laws that specifically prevent you from searching a subjects social networking profile that is public.

However, there are laws against direct contact with a subject that is represented by counsel.

## LEGAL INFORMATION FOR FACEBOOK

With Facebook being one of the most widely used and informative social media sites, this information related to subpoenas for an individual's account may be useful to you. If with a government agency, more information is obtainable, whereas with civil matters they may only be able to confirm if information does or does not exist.

### Information for Law Enforcement Authorities

These operational guidelines are for law enforcement officials seeking records from Facebook. For private party requests, including requests from civil litigants and criminal defendants, visit: [facebook.com/help/473784375984502](https://facebook.com/help/473784375984502). Users seeking information on their own accounts can access Facebook's "Download Your Information" feature from their account settings. See [facebook.com/help/131112897028467](https://facebook.com/help/131112897028467). This information may change at any time.

These guidelines can also be [downloaded](#) in their original English as a PDF.

## US Legal Process Requirements

We disclose account records solely in accordance with our terms of service and applicable law, including the federal Stored Communications Act ("SCA"), 18 U.S.C. Sections 2701-2712. Under US law:

- A valid subpoena issued in connection with an official criminal investigation is required to compel the disclosure of basic subscriber records (defined in 18 U.S.C. Section 2703(c)(2)), which may include: name, length of service, credit card information, email address(es), and a recent login/logout IP address(es), if available.
- A court order issued under 18 U.S.C. Section 2703(d) is required to compel the disclosure of certain records or other information pertaining to the account, not including contents of communications, which may include message headers and IP addresses, in addition to the basic subscriber records identified above.
- A search warrant issued under the procedures described in the Federal Rules of Criminal Procedure or equivalent state warrant procedures upon a showing of probable cause is required to compel the disclosure of the stored contents of any account, which may include messages, photos, videos, timeline posts, and location information.
- We interpret the national security letter provision as applied to Facebook to require the production of only 2 categories of information: name and length of service.

## International Legal Process Requirements

We disclose account records solely in accordance with our terms of service and applicable law. A Mutual Legal Assistance Treaty request or letter rogatory may be required to compel the disclosure of the contents of an account. Further information can be found here:

[facebook.com/about/privacy/other](https://facebook.com/about/privacy/other).

## Account Preservation

We will take steps to preserve account records in connection with official criminal investigations for 90 days pending our receipt of formal legal process. You may expeditiously submit formal preservation requests through the Law Enforcement Online Request System at [facebook.com/records](https://facebook.com/records), or mail as indicated below.

## Emergency Requests

In responding to a matter involving imminent harm to a child or risk of death or serious physical injury to any person and requiring disclosure of information without delay, a law enforcement official may submit a request through the Law Enforcement Online Request System at [facebook.com/records](https://facebook.com/records). Important note: We will not review or respond to requests submitted by non-law enforcement officials. Users aware of an emergency situation should immediately and directly contact local law enforcement officials.

## Child Safety Matters

We report all apparent instances of child exploitation appearing on our site from anywhere in the world to the National Center for Missing and Exploited Children (NCMEC), including content drawn to our attention by government requests. NCMEC coordinates with the International Center for Missing and Exploited Children and law enforcement authorities from around the world. If a request relates to a child exploitation or safety matter, please specify those circumstances (and include relevant NCMEC

report identifiers) in the request to ensure that we are able to address these matters expeditiously and effectively.

### **Data Retention and Availability**

We will search for and disclose data that is specified with particularity in an appropriate form of legal process and which we are reasonably able to locate and retrieve. We do not retain data for law enforcement purposes unless we receive a valid preservation request before a user has deleted that content from our service.

Details about data and account deletion can be found in our Data Policy ([facebook.com/policy.php](https://www.facebook.com/policy.php)), Statement of Rights and Responsibilities ([facebook.com/terms.php](https://www.facebook.com/terms.php)), and Help Center ([facebook.com/help/131112897028467](https://www.facebook.com/help/131112897028467)).

### **Form of Requests**

We will be unable to process overly broad or vague requests. All requests must identify requested records with particularity and include the following:

- The name of the issuing authority, badge/ID number of responsible agent, email address from a law-enforcement domain, and direct contact phone number.
- The email address, user ID number (<http://www.facebook.com/profile.php?id=1000000XXXXXXXX>) or username (<http://www.facebook.com/username>) of the Facebook profile.

### **User Consent**

If a law enforcement official is seeking information about a Facebook user who has provided consent for the official to access or obtain the user's account information, the user should be directed to obtain that information on their own from their account. For account content, such as messages, photos, videos and timeline posts, users can access Facebook's "Download Your Information" feature from their account settings. See [facebook.com/help/131112897028467](https://www.facebook.com/help/131112897028467). Users can also view recent IP addresses in their Account Settings under Security Settings/Active Sessions. Users do not have access to historical IP information without legal process.

### **Notification**

Our policy is to notify people who use our service of requests for their information prior to disclosure unless we are prohibited by law from doing so or in exceptional circumstances, such as child exploitation cases, emergencies or when notice would be counterproductive. We will also provide delayed notice upon expiration of a specific non-disclosure period in a court order and where we have a good faith belief that exceptional circumstances no longer exist and we are not otherwise prohibited by law from doing so. Law enforcement officials who believe that notification would jeopardize an investigation should obtain an appropriate court order or other appropriate process establishing that notice is prohibited. If your data request draws attention to an ongoing violation of our terms of use, we will take action to prevent further abuse, including actions that may notify the user that we are aware of their misconduct.

### **Testimony**

Facebook does not provide expert testimony support. In addition, Facebook records are self-authenticating pursuant to law and should not require the testimony of a records custodian. If a special form of certification is required, please attach it to your records request.

## Cost Reimbursement

We may seek reimbursement for costs in responding to requests for information as provided by law. These fees apply on a per account basis. We may also charge additional fees for costs incurred in responding to unusual or burdensome requests.

We may waive these fees in matters investigating potential harm to children, Facebook and our users, and emergency requests.

## Submission of Requests

### Online

Law enforcement officials may use the Law Enforcement Online Request System at [facebook.com/records](https://facebook.com/records) for the submission, tracking and processing of requests.

Please note that a government-issued email address is required to access the Law Enforcement Online Request System.

### Mail

United States Mail Address:  
1601 Willow Road, Menlo Park CA 94025

Ireland Mail Address:  
Facebook Ireland Ltd | 4 Grand Canal Square | Dublin 2

Attention: Facebook Security, Law Enforcement Response Team

Law enforcement officials who do not submit requests through the Law Enforcement Online Request System at [facebook.com/records](https://facebook.com/records) should expect longer response times.

## Notes

- Acceptance of legal process by any of these means is for convenience and does not waive any objections, including lack of jurisdiction or proper service.
- We will not respond to correspondence sent by non-law enforcement officials to the addresses above.

Reference Source: <https://www.facebook.com/safety/groups/law/guidelines>

## LEGAL INFORMATION FOR TWITTER

### What is Twitter?

Twitter is a real-time global information network that lets users create and share ideas and information instantly. People and organizations send 140-character messages through our website and mobile site, client applications (e.g., Twitter for Android; Twitter for iOS), SMS, or any variety of third-party applications.

For more information, please visit: <https://about.twitter.com>. For the latest on Twitter's features and functionality please visit our [Help Center](#).

Twitter is provided to people who live in the United States by Twitter, Inc., a company based in San Francisco, California. Twitter is provided to people who live outside the United States by Twitter International Company, a company based in Dublin, Ireland.



### **What Account Information Does Twitter Have?**

Most Twitter account information is public, so anyone can see it. A Twitter account profile contains a profile photo, header photo, background image, and status updates, called Tweets. In addition, the account holder has the option to fill out a location (e.g., San Francisco), a URL (e.g., twitter.com), and a short "bio" section about the account for display on their public profile. Please see our [Privacy Policy](#) for more information on the data we collect from and about users.

### **Does Twitter Have Access to User-Generated Photos or Videos?**

Twitter provides photo hosting for some image uploads (i.e., pic.twitter.com images) as well as Twitter account profile photos, header photos, and account background images. However, Twitter is not the sole photo provider for images that may appear on the Twitter platform. More information about posting photos on Twitter can be found [here](#).

Twitter provides video hosting for some videos uploaded to Twitter (i.e., pic.twitter.com videos) as well as those posted to Periscope and Vine.

### **What is Periscope?**

Periscope is a standalone mobile service that lets users create and share real-time video broadcasts. Please see the [Periscope Privacy Statement](#) for more information on the data we collect from and about Periscope users.

### **What is Vine?**

Vine is a standalone mobile service that lets users create and share short looping videos. Please see the [Vine Privacy Policy](#) for more information on the data we collect from and about Vine users.

### **Data Retention Information**

Twitter retains different types of information for different time periods, and in accordance with our [Terms of Service](#) and [Privacy Policy](#). Given Twitter's real-time nature, some information (e.g., IP logs) may only be stored for a very brief period of time.

Some information we store is automatically collected, while other information is provided at the user's discretion. Though we do store this information, we cannot guarantee its accuracy. For example, the user may have created a fake or anonymous profile. Twitter doesn't require real name use, email verification, or identity authentication. More information on Twitter's retention policies can be found in our [Privacy Policy](#).

NOTE: Once an account has been deactivated, there is a very brief period in which we may be able to access account information, including Tweets. More information about deactivated accounts is available [here](#). Content deleted by account holders (e.g., Tweets) is generally not available.

### **Preservation Requests**

We accept requests from law enforcement to preserve records, which constitute potentially relevant evidence in legal proceedings. We will preserve, but not disclose, a temporary snapshot of the relevant account records for 90 days pending service of valid legal process.

Preservation requests, in accordance with applicable law, should be signed by the requesting official, include the @username and URL of the subject Twitter profile (e.g., @safety and <https://twitter.com/safety>), have a valid return official email address, and be sent on law enforcement letterhead. Requests may be sent via the methods described below.

## Requests for Twitter Account Information

Requests for user account information from law enforcement should be directed to Twitter, Inc. in San Francisco, California or Twitter International Company in Dublin, Ireland. Twitter responds to valid legal process issued in compliance with applicable law.

### Private Information Requires a Subpoena or Court Order

Non-public information about Twitter users will not be released to law enforcement except in response to appropriate legal process such as a subpoena, court order, or other valid legal process – or in response to a valid emergency request, as described below.

### Contents of Communications Requires a Search Warrant

Requests for the contents of communications (e.g., Tweets, Direct Messages, photos) require a valid search warrant or equivalent from an agency with proper jurisdiction over Twitter.

### Will Twitter Notify Users of Requests for Account Information?

Yes. Twitter's policy is to notify users of requests for their account information, which includes a copy of the request, prior to disclosure unless we are prohibited from doing so (e.g., an order under [18 U.S.C. § 2705\(b\)](#)). Exceptions to prior notice may include exigent or counterproductive circumstances (e.g., emergencies regarding imminent threat to life; child sexual exploitation; terrorism). We may also provide post-notice to affected users when prior notice is prohibited.

### What Details Must Be Included in Account Information Requests?

When requesting user account information, please include:

- The @username and URL of the subject Twitter account in question (e.g., @safety and <https://twitter.com/safety>);
- Details about what specific information is requested (e.g., basic subscriber information) and its relationship to your investigation;
- **NOTE:** Please ensure that the information you seek is not available from our public API. We are unable to process overly broad or vague requests.
- A **valid official email address** (e.g., [name@agency.gov](mailto:name@agency.gov)) so we may get back in touch with you upon receipt of your legal process.

Requests may be submitted by fax or mail; our contact information is available at the bottom of these Guidelines. Requests must be made on law enforcement letterhead.

**NOTE:** We do **not** accept legal process via email at this time; our support system does not allow attachments for security reasons.

### Production of Records

Unless otherwise agreed upon, we currently provide responsive records in electronic format (i.e., text files that can be opened with any word processing software such as Word or TextEdit).

### Records Authentication

The records that we produce are self-authenticating. Additionally, the records are electronically signed to ensure their integrity at the time of production. If you require a declaration, please explicitly note that in your request.

### Cost Reimbursement

Twitter may seek reimbursement for costs associated with information produced pursuant to legal process and as permitted by law (e.g., under [18 U.S.C. §2706](#))

### Emergency Disclosure Requests

In line with our [Privacy Policy](#), we may disclose account information to law enforcement in response to a valid emergency disclosure request.

Twitter evaluates emergency disclosure requests on a case-by-case basis in compliance with relevant law (e.g., [18 U.S.C. § 2702\(b\)\(8\)](#) and [Section 8 Irish Data Protection 1988 and 2003](#)). If we receive information that provides us with a good faith belief that there is an exigent emergency involving the danger of death or serious physical injury to a person, we may provide information necessary to prevent that harm, if we have it.

#### How To Make an Emergency Disclosure Request

If there is an exigent emergency that involves the danger of death or serious physical injury to a person that Twitter may have information necessary to prevent, **law enforcement officers can submit an emergency disclosure request through our [web form](#)** (the quickest and most efficient method).

Alternatively, you may fax emergency requests to 1-415-222-9958 (NOTE: faxed requests may result in a delayed response); please include all of the following information:

- Indication on your cover sheet, which must be on law enforcement letterhead, that you're submitting an Emergency Disclosure Request;
- Identity of the person who is in danger of death or serious physical injury;
- The nature of the emergency (e.g., report of suicide, bomb threat);
- Twitter @username and URL (e.g., @safety and <https://twitter.com/safety>) of the subject account(s) whose information is necessary to prevent the emergency;
- Any [specific Tweets](#) you would like us to review;
- The specific information requested and why that information is necessary to prevent the emergency;
- The signature of the submitting law enforcement officer; and
- All other available details or context regarding the particular circumstances.

### Mutual Legal Assistance Treaties

Twitter's policy is to promptly respond to requests that are properly issued via mutual legal assistance treaty ("MLAT") or letters rogatory, upon proper service of process.

### Assisting a Twitter User

Registered Twitter users can obtain a download of Tweets posted to his or her Twitter account. Directions on how a user can request that information is available in our [Help Center](#).

Twitter does not currently offer users a self-serve method to obtain other, non-public information (e.g., IP logs) about their Twitter accounts. If a Twitter user requires his or her non-public account information, please direct the user to send a request to Twitter via our [privacy form](#). We will respond with further instructions.

### Content Removal Requests

If you represent a government or law enforcement agency and would like to have potentially illegal content removed from Twitter for violating local law(s), we ask that you please first review the [Twitter Rules](#) and, if applicable, submit a request to have the content reviewed for possible violations of our

[Terms of Service](#). An overview on how to report potential violations of the [Twitter Rules](#) and [Terms of Service](#) is available [here](#). Reporting possible violations of our [Terms of Service](#) will ensure that your request is routed to the appropriate team and processed expeditiously.

If you have already submitted a request and have received a response from Twitter indicating that the reported content does not currently violate our Terms of Service, you can submit a request for content to be withheld through our Law Enforcement Request web form:

<https://support.twitter.com/forms/lawenforcement>.

Along with identifying the specific Tweet(s) or account at issue and the local law(s) it (they) may violate, please provide any other potentially helpful context that will lead to the expeditious review of your request. We also require a valid official government or law enforcement email address (e.g., [name@agency.gov](#)) so the appropriate team may get back in touch with you upon receipt of your request. Requests submitted through this form are reviewed and responded to during Twitter business hours.

**NOTE:** As part of processing your request, Twitter will promptly notify affected users unless we are legally prohibited from doing so (e.g., if we receive a court order prohibiting disclosure). This notification will include a copy of your original takedown request. You may provide a redacted copy of your request with personal information removed for notice purposes.

For more information on our Country Withheld Content policy, please see [here](#).

Government and law enforcement reporters may also request the withholding of content determined to be illegal in their jurisdiction by faxing +1-415-222-9958 (attn: Trust & Safety - Legal Policy) or mailing a hard copy of the request to the following address:

Twitter, Inc.  
c/o Trust & Safety - Legal Policy  
1355 Market Street, Suite 900  
San Francisco, CA 94103

If you are based outside of the United States of America, please mail a hard copy of your request to:

Twitter International Company  
c/o Trust & Safety - Legal Policy  
One Cumberland Place  
Fenian Street  
Dublin 2  
D02 AX07  
Ireland

Receipt of correspondence by any of these means is for convenience only and does not waive any objections, including the lack of jurisdiction or proper service.

### **Other Issues**

Most issues can be resolved by having Twitter account holders submit inquires directly to us through our [Help Center](#). More information on how to report violations is available [here](#).

### **General Inquiries**

Other general inquiries from law enforcement or government officials can be submitted through our [web form](#).

## Contact Information

Our address and fax details are:

Twitter, Inc.  
c/o Trust & Safety - Legal Policy  
1355 Market Street, Suite 900  
San Francisco, CA 94103  
Fax: 1-415-222-9958 (attn: Trust & Safety - Legal Policy)

Twitter International Company  
c/o Trust & Safety - Legal Policy  
42 Pearse Street  
Dublin 2  
Ireland

Fax: 1-415-222-9958 (attn: Trust & Safety - Legal Policy)

Receipt of correspondence by any of these means is for convenience only and does not waive any objections, including the lack of jurisdiction or proper service.

**Non-law enforcement requests should be submitted through our [Help Center](#).**

Reference Source: <https://support.twitter.com/articles/41949#>

## LINKEDIN LAW ENFORCEMENT DATA REQUEST GUIDELINES

Our members count on LinkedIn to safeguard their personal information, and to provide the transparency they've come to expect, even when it comes to law enforcement requests for member data. We respect the laws that apply to our business operations, but we put our members first by requiring that such requests follow established legal procedures and by notifying members of requests for their data unless prohibited by statute or court order. We also believe in being transparent about the number and type of requests we receive, and we issue a Transparency Report twice a year.

### More about how our process works

*Follow the Law.* Except in limited emergency situations, law enforcement agents seeking information about member accounts must be made through formal U.S. legal procedures, such as subpoenas, court orders, and search warrants. Please note that certain types of member data, including messages, invitations and connections, have a high bar for disclosure and can only be disclosed pursuant to a valid search warrant from an entity with proper jurisdiction.

Data requests from outside of the United States generally must be made through an official Mutual Legal Assistance Treaty (MLAT) or letters rogatory process.

*How Can Law Enforcement Officials Ask for Data?* All requests must include the agent's Badge/ID no. and contact information, and must specify the member account by providing either (1) the full name of the member and email address associated with the account; or (2) the LinkedIn public profile URL. Data requests may be served by fax to 650-810-2897, by certified mail, express courier, or in person at our corporate headquarters:

LinkedIn Corporation  
ATTN: Legal Department  
1000 West Maude Avenue  
Sunnyvale, CA 94085  
USA

More details are provided in LinkedIn's Law Enforcement Data Request Guidelines attached below (currently only available in English).

*What if it's an Emergency?* In very rare circumstances involving imminent serious bodily harm or death, we will consider responding to an emergency request for data. These requests must be submitted using the Emergency Disclosure Request Form included in LinkedIn's Law Enforcement Data Request Guidelines attached below, and must signed under penalty of perjury by a law enforcement agent.

Please view our full [LinkedIn Law Enforcement Data Request Guidelines \(PDF\)](#) for more information.

Reference Source:

<https://www.linkedin.com/help/linkedin/answer/16880?query=law%20enforcement%20guidelines>

## MODULE 2 – SOCIAL MEDIA RESEARCH ADVANCED TECHNIQUES

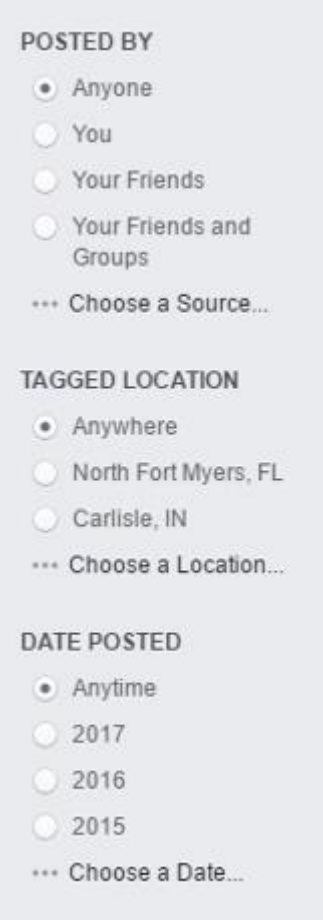
### ADVANCED SEARCH TECHNIQUES ON FACEBOOK 201

Let's begin with Facebook. Easily the most widely used social media website and mobile application out there.

In the earlier video on Facebook, we looked at how to perform a basic person search. Now let us see how to customize your search and filter your results.

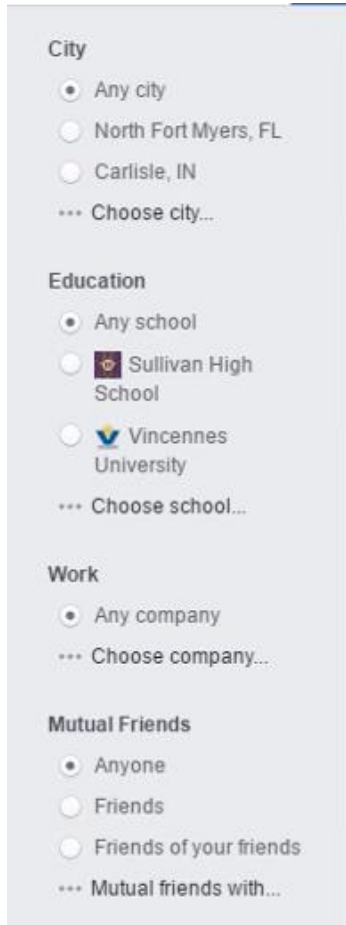
Once you are logged in, enter the subject name into the search bar like before. But this time, let's click on "see all results..." at the bottom.

This will show you the top results of your search. To the left, you will see that we can filter our search by "posted by", "location", and by "date posted". This helps if you know the city of your subject or if there are specific dates that you want to search.



The image shows a vertical sidebar of search filters on a light gray background. It is divided into three sections: 'POSTED BY', 'TAGGED LOCATION', and 'DATE POSTED'. Each section has a title in bold uppercase letters. Under 'POSTED BY', there are radio buttons for 'Anyone' (selected), 'You', 'Your Friends', and 'Your Friends and Groups', followed by a link '... Choose a Source...'. Under 'TAGGED LOCATION', there are radio buttons for 'Anywhere' (selected), 'North Fort Myers, FL', and 'Carlisle, IN', followed by a link '... Choose a Location...'. Under 'DATE POSTED', there are radio buttons for 'Anytime' (selected), '2017', '2016', and '2015', followed by a link '... Choose a Date...'.

You can switch to the "People" link at the top to see different filters as well. Here you have the option to filter by "education", "work" and "mutual friends".



This is just another way to optimize your Facebook searching.

Next, let's see how to find a person's Facebook ID number after you have found their profile.

The purpose of doing this is simple. It allows us to use advanced search links along with a person's Facebook ID to find specific results.

First, locate your subjects Facebook profile page. Then copy their full URL for that page.





Next, we are going to visit a website called findmyfbid.com. On this page, past the URL you copied and click "Find numeric ID".

## Find your Facebook ID

To find your Facebook personal numeric ID for fb:admins, social plugins, and more, enter your **Facebook personal profile URL** below:

Find numeric ID →

This will display the ID number for this person.

## Success!

Your Facebook personal numeric ID is:

100008547424341

Next, reference the provided Facebook Advanced Search Links document that was listed with this course lesson on the website. Or, if you missed it, you can download it by clicking the link below

[Facebook Advanced Search Links Document](#)

As you can see, there are several links listed here for you to use. If you look at the end of each link, it will identify what it will search for. For example; places visited, photos by, videos, and so on.

All you need to do is replace in the link where it says {facebook-user-number} with the Facebook ID you found earlier. Then, copy the link and enter into your browser to search.

### Examples:

<https://www.facebook.com/search/100008547424341/pages-liked>

<https://www.facebook.com/search/100008547424341/photos-of>

<https://www.facebook.com/search/100008547424341/friends>

**Bonus:** Let's look at one more cool trick you can do to locate a person's profile if you have an email address or phone number for your subject.

First, make sure you are logged out of Facebook. Then, on the login screen click "forgot account?"

The image shows the Facebook login interface. It features two input fields: 'Email or Phone' and 'Password'. The 'Password' field is highlighted in yellow and contains several asterisks. To the right of the password field is a 'Log In' button. Below the password field, the text 'Forgot account?' is circled in black.

Here you can enter their email address or phone number and search.



To the right, you will see this person's name and possibly a picture of them to identify you have the correct person.



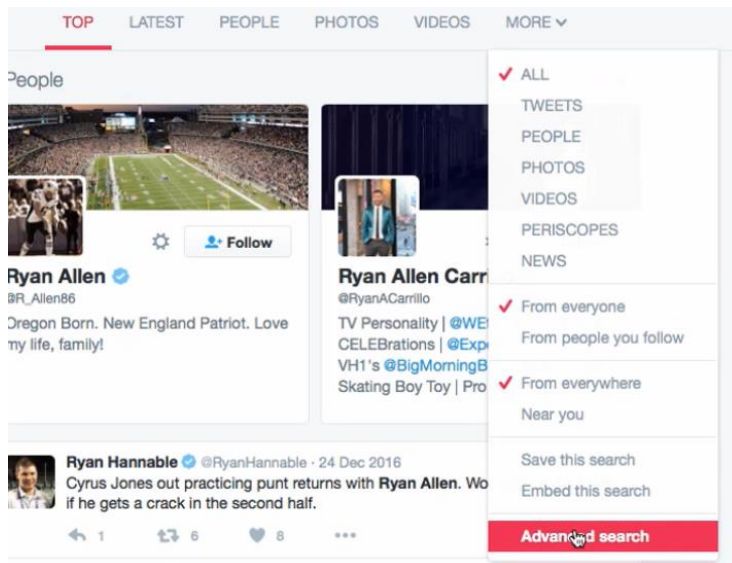
**NOTE: do not attempt to reset their password here.** We are just using this to identify the name they use on Facebook for our search and to determine if they have an account on Facebook using this email address or phone number.

So, there you have it. Some advanced techniques for searching on Facebook during your investigation.

## ADVANCED SEARCH TECHNIQUES ON TWITTER 201

We are going to take a detailed look at how to use advanced search techniques to identify and collect information on a subject.

First, log into Twitter and enter your subject's in the Twitter search bar as before. But, this time, select the "More" option in the menu and select "Advanced Search".



The advanced search allows you to add a lot more information to refine our original person search. This is beneficial if your subject has a common name for example.

### Advanced Search

**Words**

All of these words

This exact phrase

Any of these words

None of these words

These hashtags

Written in

**People**

From these accounts

To these accounts

Mentioning these accounts

**Places**

Near this place

**Dates**

From this date  to

**Other**

Select:  Positive :)  Negative :(  Question ?  Include retweets

In the “Words” section, you can include all words like cities, dates, etc. Or if you are looking for reference of an exact phrase used by the subject, that can be entered too.

**Words**

All of these words

This exact phrase

Any of these words

None of these words

You can also “exclude” words in the search by entering them in the “none of these words” section.

Next, in the “People” section, you can show all Tweets from specific accounts by username to your subject. Or all Tweets to a specific account from the subject.

You can also define your search by location under the “Places” section, which will search within a 15 to 20 mile radius of that city.

**NOTE:** The first time you perform your search, try leaving the location blank in case the subject has not specified a location in their profile.

You can narrow down your search by a specific date range. For example, maybe during the date of loss.

**Dates**

From this date  to

After you have all your information entered, run the search to view the results.

In this example, you can see we’ve located a couple subjects matching our search criteria. Now we can look at the profile to see if we can identify our subject.

**Ryan Allen** [@R\\_Allen86](#)  
Oregon Born. New England Patriot. Love my life, family!  
Foxboro, MA

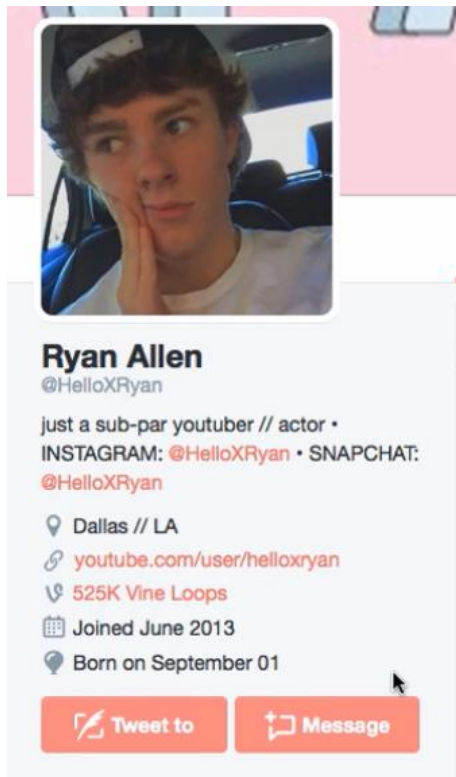
TWEETS **2,394** FOLLOWING **577** FOLLOWERS **24.9K**

**Ryan Allen** [@HelloXRyan](#) · Jan 10  
let's play a game called did ryan break his **foot??** stay tuned!

**Ryan Allen** [@HelloXRyan](#) · 12h  
A BOY DID NOT BREAK MY **FOOT** NO BOYS LIKE ME BECAUSE IM UGLY LOL

**Peyton** [@itspeytonX3](#)  
[@HelloXRyan](#) so he broke your foot..? I don't understand this game

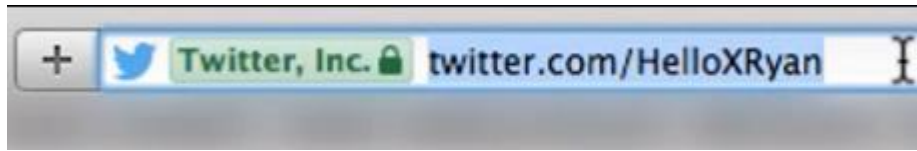
As we look at this subjects profile, we can see that it lists his other social media accounts for Instagram, SnapChat, YouTube, and Vine. We can also see his date of birth and location. All this information is beneficial and will help in collecting more information on our subject.



Next, we review his Tweets to see if we can locate anything related to a foot injury. After some scanning, we find a post with a photo of the subject's foot in a brace. This will also give us the date when the image was posted and can be used for reference.



Now that we have identified our subject, you can see in the URL of the profile page their username.



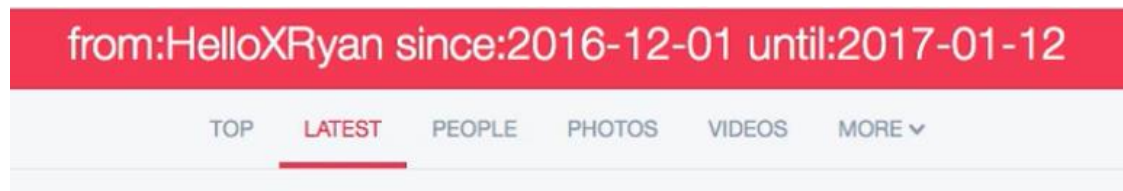
The username can now be used with the advanced search to find specific information or communications without having to review the entire profile of the subject.

In the advanced search under "People", you can enter their username under the "from these accounts" and set a date range you want to see only.

**NOTE:** if you want to perform this same search just using the basic search bar, you can by using operators (like ones used with Google search).

For example, in the basic search we could enter the following:

**From:HelloXRyan since:2016-12-01 until:2017-01-12**



You can view people, photos, and videos that fall within these parameters as well.

**Tip:** make sure you are using the Twitter username and not their proper name. Also, make sure to enter dates as (year-month-day)

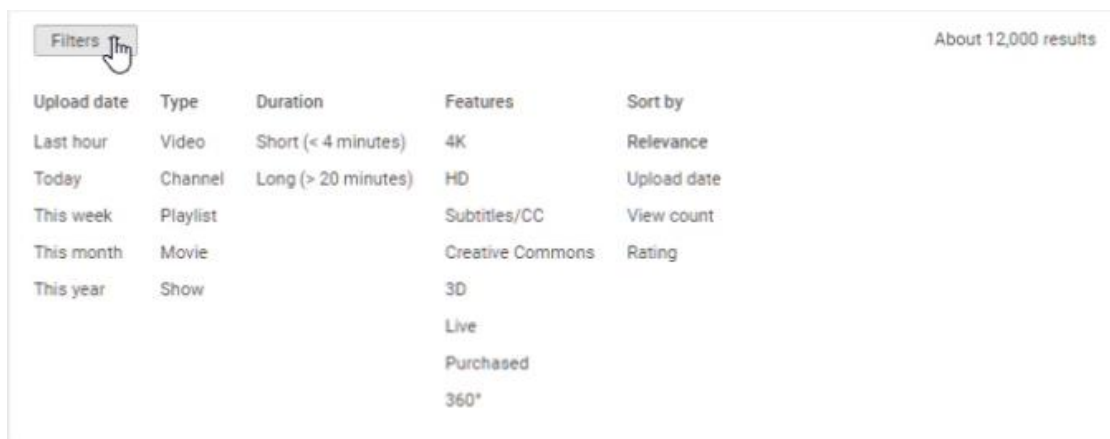
## ADVANCED SEARCH TECHNIQUES ON YOUTUBE 201

The search function within YouTube is much like Google search as it uses the Boolean search method.

When performing your search, there is a filter system available to isolate your search parameters.

*For example, if we search "bus wreck Tennessee", it will return 12,000 results.*

However, we can refine our search results by selecting filter options shown at the top of the list.



These filters are broken up into categories to select from. You can select from "upload date", video "type", "duration", "features", and you can "sort by". When you sort by relevance, you will most likely get the best results. The other options may return results that don't apply to what you are looking for.

Another way to improve your search is to use "quotes" around your search word or phrase to force the exact match in your results.

Next, you can use the "plus" sign if one of your words are dropped from your search results. You can also use the "minus" sign to force YouTube search to exclude any irrelevant words from the search.

"bus wreck tennessee" + 2016

You can also force any word to appear in the video title with the use of "intitle:" along with your search term. This is very useful if you keep getting irrelevant results, whereas it's showing pages that only mention your search term in comments or in the description.

intitle: bus wreck tennessee

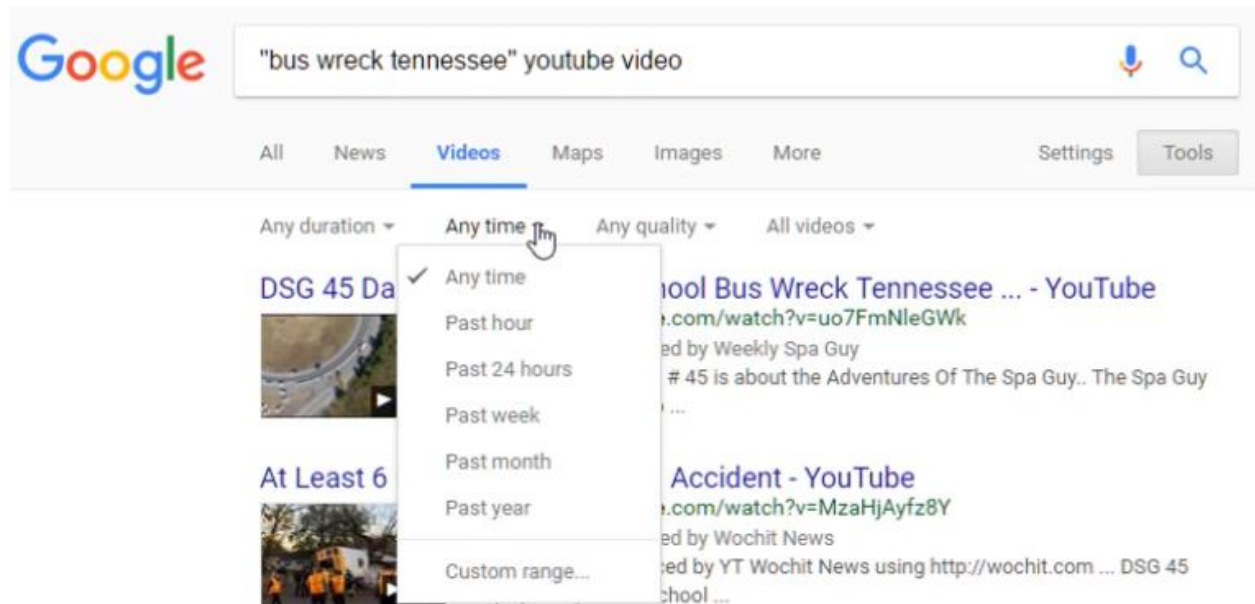
Lastly, I want to quickly show you how to use Google search to find relevant videos on YouTube.

Just go to google.com and in your search bar, type your keyword or phrase within quotes followed by YouTube video.

(example: "bus wreck tennessee" youtube video)

Then, click on the video menu to only show videos. Next, if you click on "tools" on the right, you can now filter the results by duration, time, and quality.

This is like the filter option within YouTube that we just looked at.



## ADVANCED SEARCH TECHNIQUES ON INSTAGRAM 201

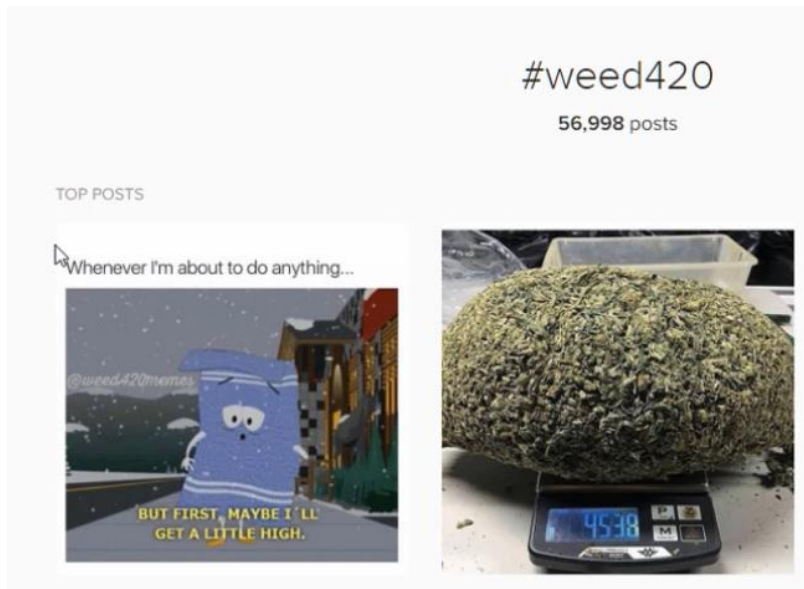
As we reviewed last time, Instagram uses similar search functions as Twitter. Where the use of "#" hashtags (or keywords) is very popular here.

Though, Instagram does not offer an internal "advanced search" feature, you can still find good evidence for your case.

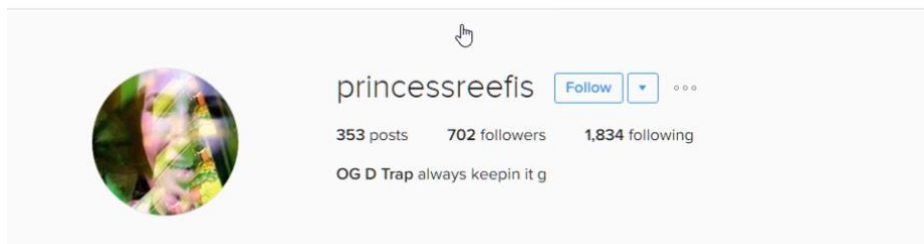
Let's say for example, if you are law enforcement investigating drug users, you can search common drug terms and then identify users. Once you've found your subject, you can then view their profiles displaying images and videos that you can collect for evidence.

**For example, let's use the hashtag #weed420**

Our search results found almost 57,000 posts using this hashtag term.

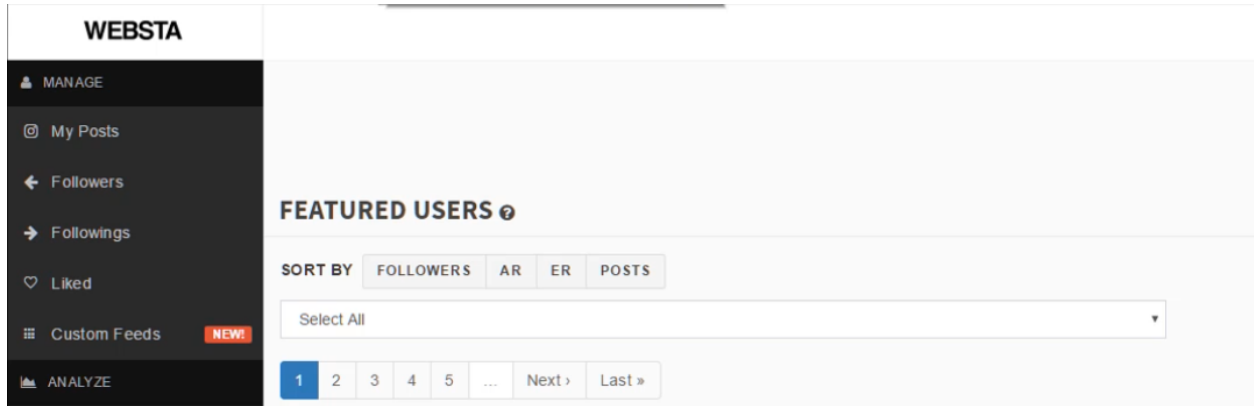


Let's say we identified our subject using this hashtag with her posts and now want to see their profile. Go back up to the search bar and enter their username and search.



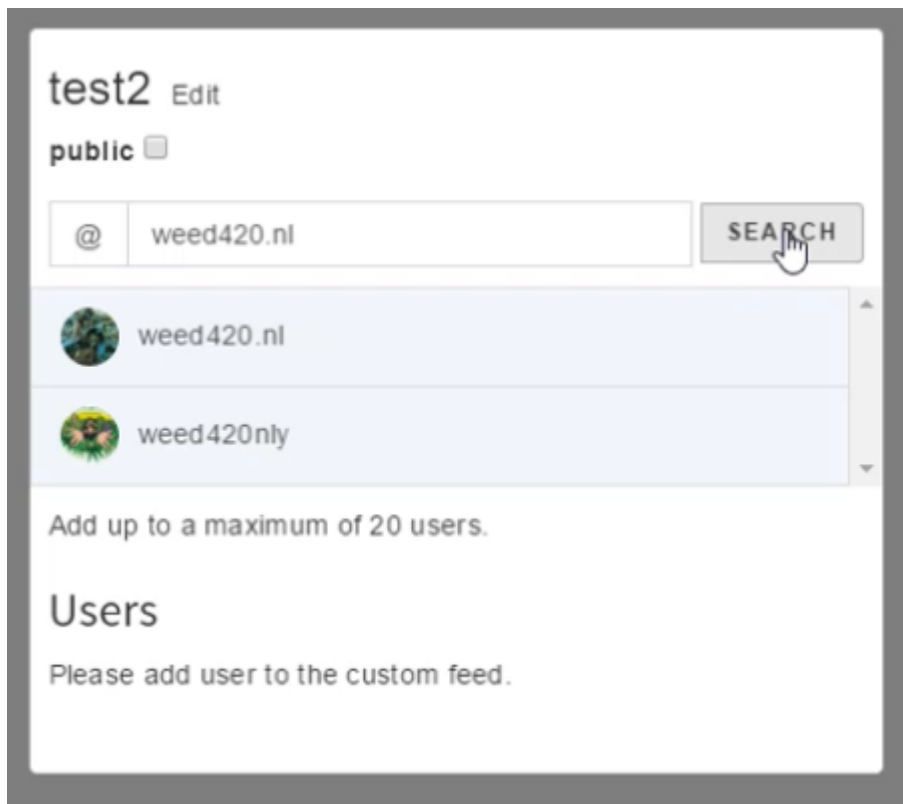


Now, I'd like to show you a couple other resources you can use. First is a service called WEBSTA, which is a free service. You can use Websta without an Instagram account, but if you link it to an account, it will provide additions features.



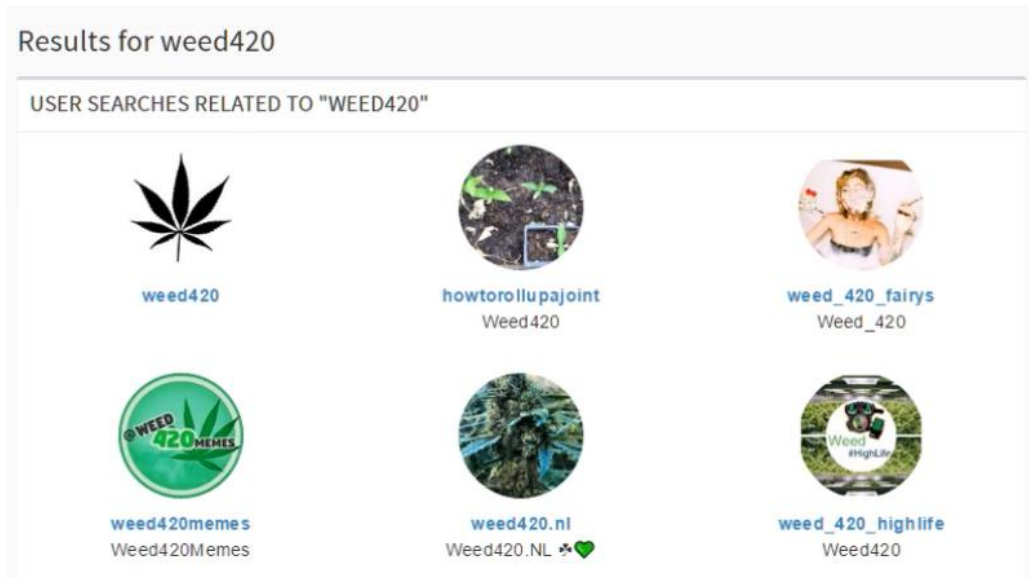
There are several elements within this app, but we are just going to focus on a couple areas.

First, there is a "custom feeds" section you can use to set up and monitor specific user feeds. This would be used once you have already identified your subject and obtained their username. Give your custom feed a name, then you can enter up to 20 usernames to track. When monitoring a subject, the custom feed option can be beneficial to you.



Only you can see this feed, unless you ticked "public" in the feed's settings. The users you add will not be notified if you add them to the feed. You can add any user, even if you are not following them or vice versa.

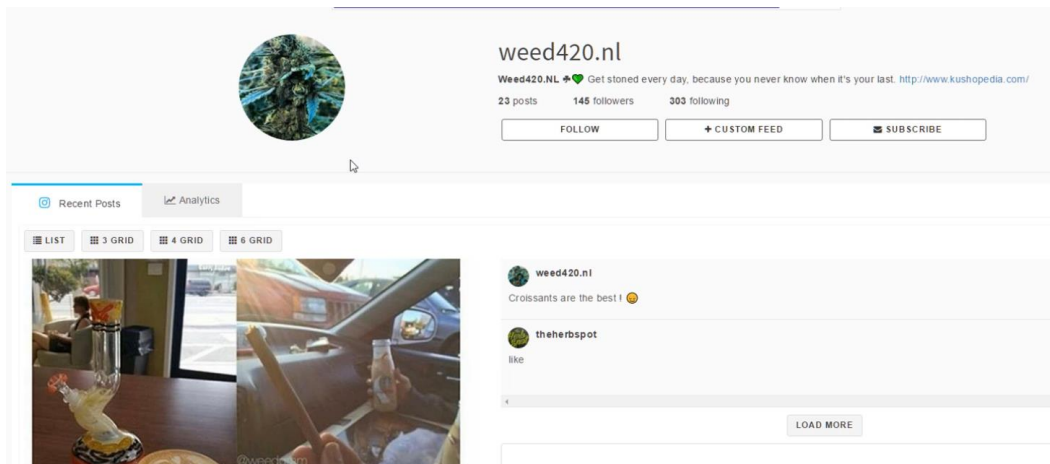
Next, you can perform searches within Websta, just as you would when using Instagram. Let's use the same hashtag and username as before to compare the results.



You can see that we get the same type of results as we would with Instagram. It will show users related to our search as well as other related hashtags.

If you hover over the profiles, some will tell you that the profile is private and will not allow you to see any details here. For those that you can look at, just click on their username to view the profile.

Here you will see their recent posts, including postdates and comment if any. You can also change the view from list view to grid views if there are several posts from the user. This makes it easier to scan through their posts. If you want to see if there are comments on a post you find, just click on the image to view.



There are other programs available that allow you to search Instagram even by location, such as "picodash". Note, to use this program, you must pay a monthly subscription, but may offer additional search functions.

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## ADVANCED SEARCH TECHNIQUES ON GOOGLE 201

Google Search, as we all know, is a web search engine owned by Google Inc. It is the most-used search engine on the World Wide Web, receiving several hundred million queries each day through its various services.

The order of search results on Google's search-results pages is based, in part, on a priority rank called a "PageRank". Google Search provides many options for customized search, using Boolean operators, which we will discuss shortly.

**TIP:** When performing your research using Google search, there are a few basic things to note. First, don't worry about little things like spelling. Google's spell checker automatically uses the most common spelling of a given word, whether you spell it correctly or not. Also, capitalization isn't important. A search word with capitalized letters is the same as a search without.

### REFINE WEB SEARCHES - OPERATORS

You can refine your web searches by using symbols or words to make your search results more precise. These are called "operators". However, Google search usually ignores punctuation that isn't part of a search operator.

Some of the common search techniques are as follows:

- Search social media by putting a @ in front of a word to search social media. For example: @twitter.
- Search for a price by putting a \$ in front of a number. For example: camera \$400.
- Search hashtags by putting a # in front of a word. For example: #throwbackthursday
- Exclude words from your search by putting a - in front of a word you want to leave out. For example, jaguar speed-car
- Search for an exact match by putting a word or phrase inside quotes. For example, "tallest building".
- Search for wildcards or unknown words by using an \* in your word or phrase where you want to leave a placeholder. For example, "largest \* in the world".
- Search within a range of numbers by putting .. between two numbers. For example, camera \$50..\$100.
- Combine searches by putting "OR" between each search query. For example, marathon OR race.
- Search a specific site by using "site:" in front of a site or domain. For example, site:youtube.com or site:.gov.
- Search for related sites by using "related:" in front of a web address you already know. For example, related:time.com.
- Get details about a site by using "info:" in front of the site address.
- See Google's cached version of a site by putting "cache:" in front of the site address.

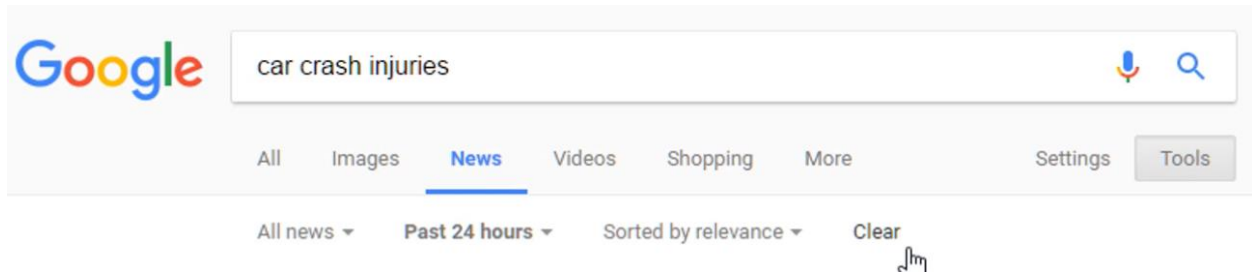
Note: Make sure not to put spaces between the symbol or word and your search term, or it will not work.

### FILTER YOUR SEARCH RESULTS

Next, let's look at how you can filter and customize your search results to find exactly what you want. For example, you can find sites updated within the last 24 hours, or photos of a certain color.

**Note:** Filtering your search results doesn't change any of your search settings.

So, for example: if we look at car crash injuries, we can then filter the results.



To add or remove filters, choose the type of result you want to see, like Images or News, by selecting a type under the search box. Click More to see extra choices. Below the search box, click Search tools to see more filters you can apply to your search. The Search tools you see will be different based on your search and the filters you've already used, so you won't see all the options every time. To remove any filters, you've added through Search tools, click Clear.

Some Search tools aren't available in all languages or only show if you're signed in to your Google Account.

## ADVANCED SEARCH

You can narrow down search results for complex searches by using the Advanced Search page. For example, you can find sites updated in the last 24 hours or images that are in black and white. Just go to [https://www.google.com/advanced\\_search](https://www.google.com/advanced_search) to begin.

Advanced Search

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Find pages with...	To do this in the search box
all these words:	Type the important words: tricolor rat terrier
this exact word or phrase:	Put exact words in quotes: "rat terrier"
any of these words:	Type OR between all the words you want: miniature OR standard
none of these words:	Put a minus sign just before words you don't want: -rodent, -"Jack Russell"
numbers ranging from:	Put 2 periods between the numbers and add a unit of measure: 10..35 lb, \$300..\$500, 2010..2011

---

Then narrow your results by...

language:	any language	Find pages in the language you select.
region:	any region	Find pages published in a particular region.
last update:	anytime	Find pages updated within the time you specify.
site or domain:		Search one site (like wikipedia.org) or limit your results to a domain like .edu, .org or .gov
terms appearing:	anywhere in the page	Search for terms in the whole page, page title, or web address, or links to the page you're looking for.
SafeSearch:	Show most relevant results	Tell SafeSearch whether to filter sexually explicit content.
file type:	any format	Find pages in the format you prefer.
usage rights:	not filtered by license	Find pages you are free to use yourself.

[Advanced Search](#)

In the "Find pages with" section, enter your search terms as noted in each field. In the "Then narrow your results by" section, choose the filters you want to use. You can use one or more filters. Finally, click Advanced Search to display your results.

As you can see, even though everyone may be familiar with using Google search, that doesn't mean they realize its full potential.

Now, take these new skills and use them when performing your research or investigation online. You can take a person's email address or name, combine it with an operator like site: and instantly find their profile page on social media sites for example.

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## OPEN SOURCE INTELLIGENCE 201

Open-source intelligence (OSINT) is intelligence collected from publicly available sources. In the intelligence community (IC), the term "open" refers to overt, publicly available sources (as opposed to covert or clandestine sources); it is not related to open-source software or public intelligence.

This can include all publicly accessible sources of information, such as:

- Media: newspapers, magazines, radio, television, and computer-based information.
- Web-based communities and user-generated content: social-networking sites, video sharing sites, wikis, and blogs.
- Public data: government reports, official data such as budgets, demographics, hearings, legislative debates, press conferences, speeches, marine and aeronautical safety warnings, environmental impact statements and contract awards.
- Observation and reporting: amateur airplane spotters, radio monitors and satellite observers among many others have provided significant information not otherwise available. The availability of worldwide satellite photography, often of high resolution, on the Web (e.g., Google Earth) has expanded open-source capabilities into areas formerly available only to major intelligence services.
- Professional and academic (including grey literature): conferences, symposia, professional associations, academic papers, and subject matter experts.
- Most information has geospatial dimensions, but many often overlook the geospatial side of OSINT: not all open-source data is unstructured text. Examples of geospatial open source include maps, atlases, gazetteers, port plans, gravity data, aeronautical data, navigation data, geodetic data, human terrain data (cultural and economic), environmental data, commercial imagery, LIDAR, hyper and multi-spectral data, airborne imagery, geo-names, geo-features, urban terrain, vertical obstruction data, boundary marker data, geospatial mashups, spatial databases, and web services. Most of the geospatial data mentioned above is integrated, analyzed, and syndicated using geospatial software like a Geographic Information System (GIS) not a browser per se.
- Deep Web - Information hidden from the Surface web currently estimated to represent the majority of content on the Web.

**OSINT is distinguished from research in that it applies the process of intelligence to create tailored knowledge supportive of a specific decision by a specific individual or group.**

source: [https://en.wikipedia.org/wiki/Open-source\\_intelligence](https://en.wikipedia.org/wiki/Open-source_intelligence)

Open Source Intelligence essentially is about monitoring, finding, selecting, acquiring, reviewing, cataloguing, reporting, and disseminating types of information.

*The Intelligence part comes from analyses, by comparing, understanding, interpreting, explaining, predicting and even denying the information that is collected.*

The difference between OSINT versus Human Intelligence is to understand your subjects culture and personality traits that will help you relate to who they are while gathering intelligence. This includes the ability to locate historical information on them as well. What is in their past that can help you determine possibly what lead up to their current actions.

This also plays an important part in your investigation if you are going to be using Online Alias (or sock puppet). The persona you create needs to fit in with the individual you are investigating.

So, let's talk briefly about establishing an undercover identity.

One resource to assist you with this is to use a program like, fakenamgenerator.com, which allows you to create a complete alias profile. You would then create user accounts on websites needed to gain intelligence on your subject. With this, you will need to use a disposable email address and phone number for only this identity. You may also need to have a pre-paid credit card in some instances for validation.

Make sure you document any identity account information for reference and to ensure you remember them.

These are only used to protect your real identity during an investigation.

**As stated in our earlier lesson, before using an online alias profile, make sure you consult with your legal counsel first and comply with any local or state laws.**

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## ADDITIONAL SEARCH ENGINES 201

Let's talk about the use of other search engines when you are performing a person search.

There are several services available, but we are going to review a few of the most commonly used.

As we look at these search engines and services, you will find that some offer free search services while others are paid or subscription services. Obviously, with most of the paid services, you will be able to obtain additional information as well as enhanced features. Such as, custom reporting, exporting, and extra data collection abilities.

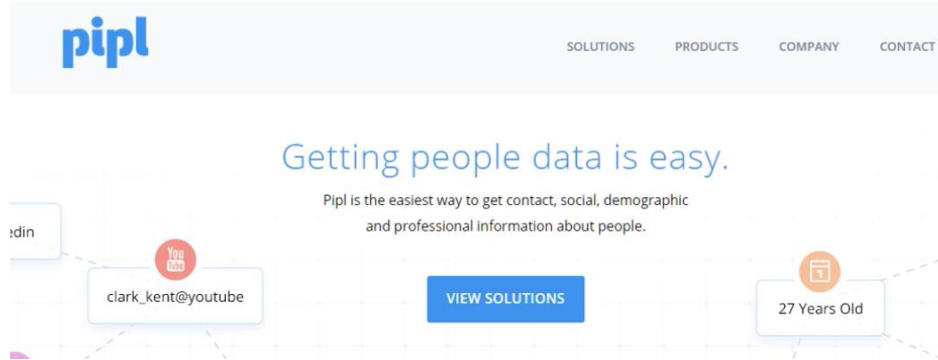
However, many of the free services can still provide beneficial information when initiating your investigation on a subject.

We are going to briefly review each of these sites and explain what they offer, which have free search, and those that require a subscription. It will be up to you to review each one and decide which will work best for you.

## FREE SEARCH ENGINES

So, let's get started by looking at some of the free search engines.

The first one is pipl.com, which is commonly used and offers a lot of resources for discovering people data.



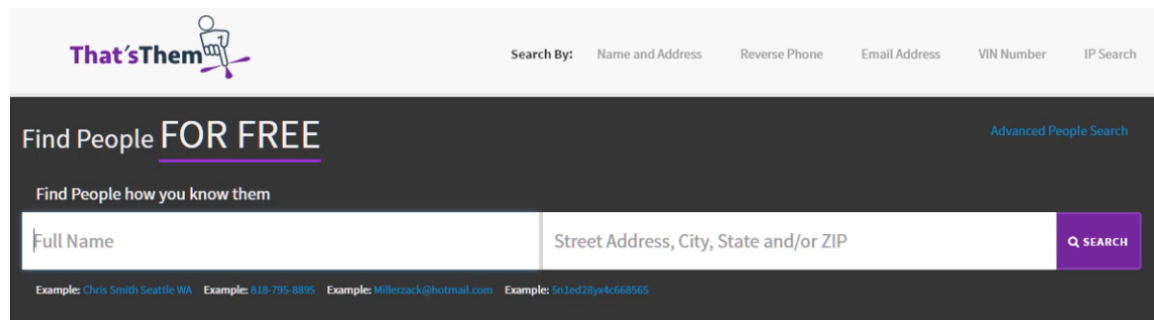
With over 10 billion records from millions of online and offline sources, you'll get a lot of people data coverage.

This includes:

- Social
- Professional
- Contact
- Demographic
- Education
- Images & Media

They also offer a paid service, which provides additional features and functionality. One other thing to note about pipl.com, is that you can use it to search the “deep web”.

Next, is thatsthem.com, which is another popular search site for free use.



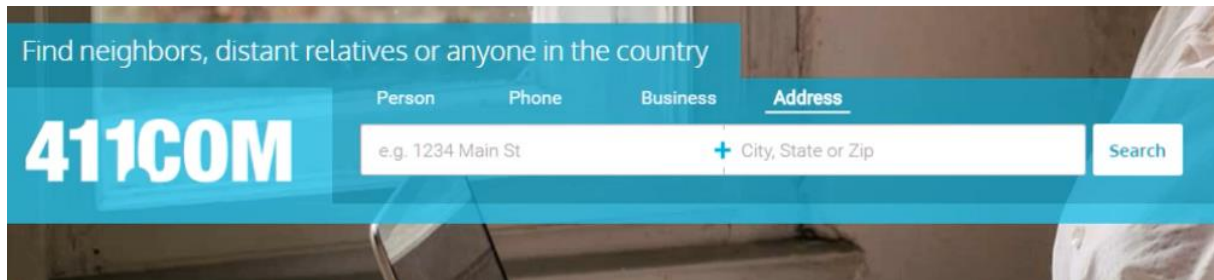
This site offers the following:

- Use an email address to locate a person
- Do a reverse phone lookup
- Find someone by searching their name
- Find someone with a common name by name and address search
- They also include advanced search features

Next, is zabasearch.com that has similar features as thatsthem.com. If you log in using Facebook, they offer premium search.



Another one to look at is 411.com, which works much like the last two mentioned, offering people search, phone search, business, search, and address searches.



The next search engine is specific to finding criminal records, which is called justmugshots.us.

You can search criminal records including arrest data, booking photos, inmate rosters, and sex offender registry information from numerous law enforcement & government agencies - including many local county Sheriff Departments. You can even browse bookings by state.





## PREMIUM/PAID SEARCH SERVICES

Now, let's take a quick look at some premium paid services.

You can use these services not only to collect intelligence on your subject, but also create a complete background report on them. From basic information like names, phones, emails and address to detailed data on employment, aliases, assets, criminal history, bankruptcies and much more.

Here are a few that can do this for you.

- TLOxp by Transunion
- Clear by Thomson Reuters
- IRB Search
- LifeRaft
- Social Discovery Corp

Look over these search engine resources and find the ones that would be best for you.

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## ADVANCED SOCIAL MONITORING RESOURCES 201

Here, we are going to look at some helpful programs you can use to monitor multiple social media accounts within a single application. **This is called social media monitoring or social listening.**

This is the process of identifying and assessing what is being said about a company, individual, products, or brands on the internet.

There are many benefits to using these types of programs; such as to manage all your online alias personas or sock puppets at once, or to manage your actual company social media accounts that allows you to post once across multiple platforms for example.

Most of these applications will allow you to add several account types like, Facebook, Twitter, LinkedIn, Google+, and more.

You can also perform targeted searches across these platforms using keywords and hashtags, which will show you all conversations within these platforms at once on the given keyword or topic.

Let's take a quick look at some of the top social media monitoring programs out there.

## HOOTSUITE

Probably the most popular and versatile one is Hootsuite. It provides the most options and has a full array of "add-ons" that will allow you to expand its capabilities.



### SPROUTSOCIAL

Next, we have sproutsocial. Like Hootsuite, but slightly limited on the platforms that can be managed.



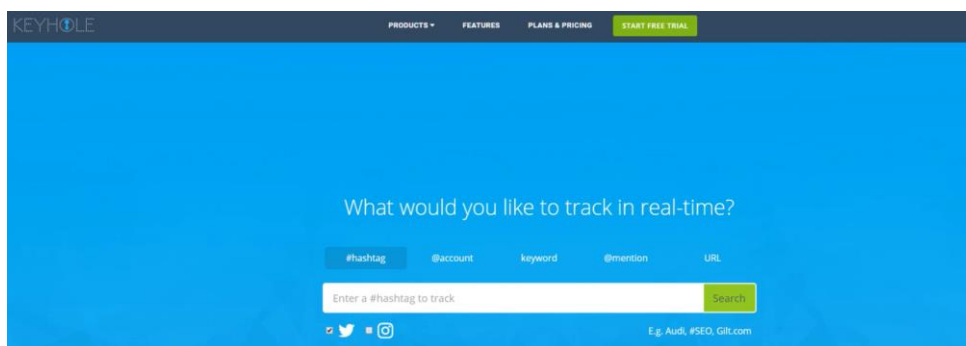
### MENTION

Following that would be Mention. This program has basically replaced the use of Google Alerts. Again, it offers real-time media monitoring giving live updates.



### KEYHOLE

Lastly, would be Keyhole. Like the others, but specializes in hashtag and keyword tracking, and analytics reporting.



There are many more programs out there, but you will find these to be some of the top contenders. Also, be aware that these programs are subscription based and are not free resources.

Look them over and see if you find one that would benefit your investigation needs.

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## LOCATING PEOPLE & INFORMATION ON FITNESS COMMUNITY SITES 201

Here, we're going to look at how to use fitness forums to search for a subject and gather intelligence on their discussions.

### FITBIT COMMUNITY

To start, we will look at the Fitbit community and see what information is available and how to perform a search.

Primarily, this is a help forum for the Fitbit products, apps, and news. However, this community has almost 8 million registered members that can exchange advice and discuss goals and lifestyles.

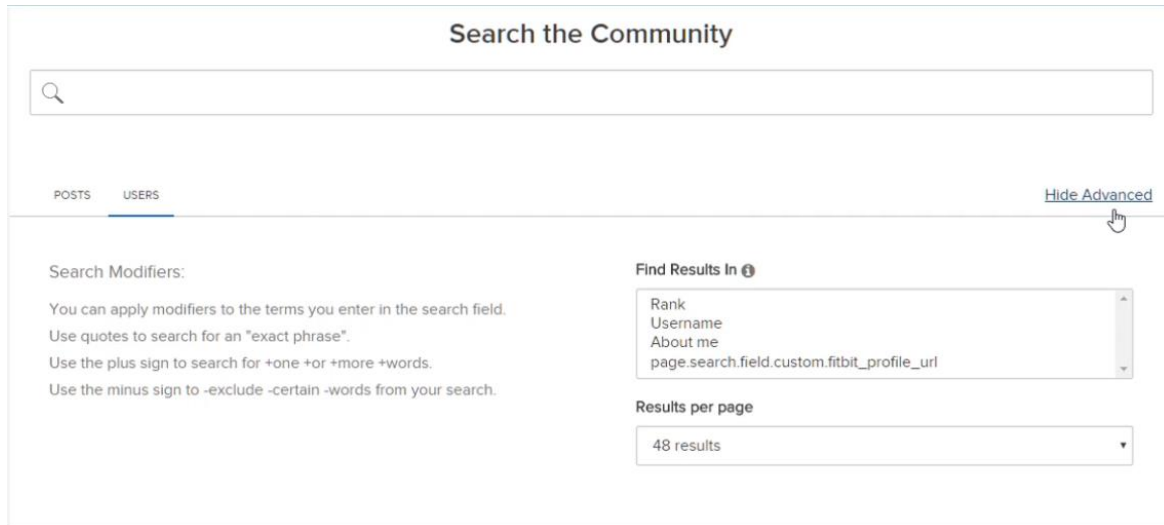
Before we start our search, it's important to note a couple things. First, you will need to create an account to see user profiles. Also, many of the users here use an alias name for their account rather than their actual name. But, if you have already identified your subject in previous social media searches, you may have an idea of typical usernames they may use.

Ok, let's look at how to search this community. After you have logged in, click on the "search icon" at the top of the page to view the advanced search page.

Here you can search for posts or users, each with different advanced search options.

The "Posts" search allows you to filter results by location, author, date, metadata, type of post, and posts that contain images, videos or attachments. You can also view the results by topic or specific post

If you are using "User" search, you can find results by rank, username, about me, or by profile url.



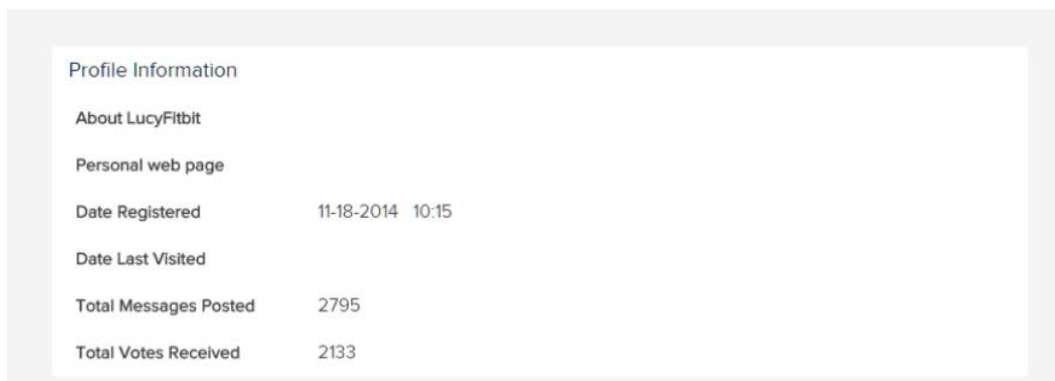
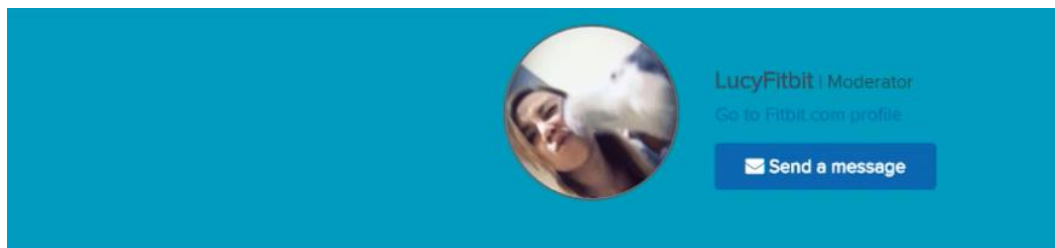
With both search options, you will see that you can also use "modifiers" with your terms for more control.

Let's say our subject of interest is named Lucy, and we know that she's a Fitbit user.

Example: Lucy

You can enter a partial name in the user search and filter your results by username. This will show all usernames that have Lucy in them. Next, you can sort the results by username, rank, posts, or registration date.

Once you have found the person you think is your subject, you can click on their name to view their "about page".



The about page will give you some basic profile information and a list of posts from this user below. To view their Profile page, click on the "Go to fitbit.com profile" link below their username.

The screenshot shows a Fitbit profile for a user named 'Lucy'. At the top left is a circular profile picture of a woman. To its right is the name 'Lucy' and a '+ Add Friend' button. Below the profile picture is a red 'Overall' tab. The main content area is divided into two columns. The left column, titled 'Last 30 Days', contains several graphs: 'Calories Intake and Burn Graph is private.', a '30 day graph' for 'Steps' (with tabs for Steps, Distance, and Floors), 'Time Active Graph is private.', 'Sleep Graph is visible only to friends.', and 'Weight Graph is private.'. The right column contains sections for 'About Me' (description visible only to friends), 'Achievements' (area visible only to friends), 'Badges' (area visible only to friends), and 'Friends' (My Friends visible only to friends).

Here you can add this person as a friend, see their Fitbit graphs, about me info, achievements, badges, and friends. As you can see, most of this information is only available to friends, but this will vary from user to user based on their privacy settings.

Now, let's use google search with some operators (like we learned in our earlier lesson) to see if we can find anything else on Lucy.


In google search, we will enter:




lucyfitbit, site:fitbit.com

The first result we get is a link called "Meet Lucy". In the description below, we can see her name is Lucy, and her username is lucyfitbit, to make sure we have the right person. Let's see the results here.

The screenshot shows a Google search interface. The search bar contains the query 'lucyfitbit, site:fitbit.com'. Below the search bar are navigation tabs for 'All', 'Maps', 'Videos', 'Images', 'Shopping', and 'More', along with 'Settings' and 'Tools'. The search results show 'About 3,480 results (1.02 seconds)'. A suggestion says 'Did you mean: lucy fitbit, site:fitbit.com'. The first result is titled 'Meet Lucy - Fitbit Community' with the URL 'https://community.fitbit.com/t5/Fitbit-Community-Basics/Meet-Lucy/td-p/782810'. The snippet below the URL reads: 'Name: Lucy Username : LucyFitbit Role: Fitbit Community Moderator What's your favorite Fitbit device?: I definitely have a crush on the Charge HR. I.'

This is the first post from Lucy where she introduces herself and provides us more information that we can use.



**LucyFitbit**   
Moderator  
2795  182  2259  
[Flag Post](#)  
Message 1 of 12

05-11-2015 12:11 - edited 09-04-2015 13:23

**Name:** Lucy

**Username:** LucyFitbit

**Role:** Fitbit Community Moderator


**What's your favorite Fitbit device?:** I definitely have a crush on the Charge HR. I like that it is small and slick, but with all the great features.

**Where do you love to take your Fitbit?:** I love to take it to the gym and every time that I walk my dog. I really like to sleep with it (I'm obsessed with my sleep logs).

**Hobbies or interests:** My hobbies are watching movies, reading and listening to music. My interests are animals in general, Japanese culture and traditional dances.

**Previous experience/background:** I was a teacher for 5 years. I love children and I love helping them to develop new knowledge.

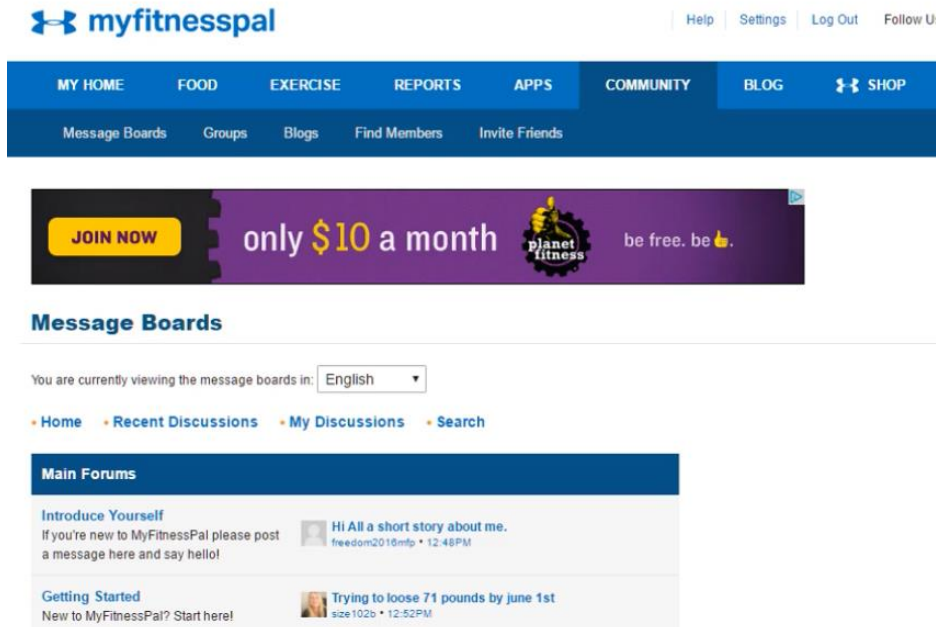
**Fun fact:** I studied Japanese for more than 3 years. I practiced a traditional Bolivian dance called Caporales for four years.



## MYFITNESSPAL.COM

Now let's look at another popular site called myfitnesspal.com by Under Armor.

Much like the Fitbit site, you will need to create an account to interact here and access user profile information. Once you log in, go to the "community" link in the menu above.



The screenshot shows the MyFitnessPal website. At the top, there is a navigation bar with the MyFitnessPal logo and links for Help, Settings, Log Out, and Follow Us. Below this is a main menu with categories: MY HOME, FOOD, EXERCISE, REPORTS, APPS, COMMUNITY, BLOG, and SHOP. Under the COMMUNITY category, there are sub-links for Message Boards, Groups, Blogs, Find Members, and Invite Friends. A prominent purple banner advertises Planet Fitness with a "JOIN NOW" button and the text "only \$10 a month" and "be free. be 🍌.". Below the banner is the "Message Boards" section, which includes a language dropdown set to "English" and navigation links for Home, Recent Discussions, My Discussions, and Search. The "Main Forums" section lists two threads: "Introduce Yourself" and "Getting Started".

Here you can look at all the message boards available. You can click on "recent discussions" to view the latest topics being discussed.

Next, let's look at how to perform a general search on the forum. Just click on "search" above the message board listing to begin.

## Message Boards › Search

You are currently viewing the message boards in: English ▼

• Home • Recent Discussions • My Discussions • Search

Search

Title

Author

Category (All) ▼

search subcategories  search archived

Tags

What to search

discussions  comments  groups

Date within 1 day ▼ of  Examples: Monday, today, last week, Mar 25, 3/25/04

This search allows you to look for specific topics, authors, categories, and keywords. You can select to search within a certain date or date range.

There is also a separate search to find members on the site.

Zip code or Username or Email required.

## Member Search

Gender Any ▼ Age  to  Weight Loss Goal Any ▼ Within 50 miles ▼ Country United States ▼ Zipcode  Username or Email

### Search Results

With the member search, you must enter 1 of 3 options to perform the search; which is the zip code, username, or an email address. You can refine your search by entering their gender, age range, search distance from the zip code entered, and country you are searching.

Let's give it a try to see what results we get.

example: zipcode (47801) within 50 miles









username example: elaina\_m

So, for example, if we determine that elaina\_m is our subject, we can now go and view her profile to obtain more information. Just click on her name to view.

**Member Search**

Gender: Any | Age: to | Weight Loss Goal: Any | Within: 50 miles | Country: United States | Zipcode: 47801 | Username or Email: | Search


**Search Results**

 <b>garylcouch</b> Male : Age 38 : Barnhart town, IN	 <b>hsanders1</b> Female : Age 35 : Paris, IL
 <b>cheshirehaze</b> Female : Age 46 : Bloomington, IN Online this month	 <b>Maryg61</b> Female : Age 55
 <b>harveywillis</b> Male : Age 82	 <b>skinnyfatperson</b> Female : Age 33 : Barrick corner, IN
 <b>hinzna</b> Male : Age 26	 <b>elaina_m</b> "Time to get rid of the fat" Female : Age 35 : Brazil, IN Online today

On her profile page, we can confirm her age and see what city she lives in, plus see a picture of her for identification.

Then, if we review her "about me" information, we can see that she is a registered nurse. As we continue reading, she also states that she works at a hospital. And lastly, she states that she doesn't have any children. All of this is good information about our subject to further our research.

**Elaina\_m's profile**



[View all of elaina\\_m's photos \(3\)](#)

**elaina\_m**  
35 years old  
Female  
Brazil, IN  
*"Time to get rid of the fat"*

[Send Message](#)

[Add As Friend](#)

[View Diary](#)

**About Me:**

My name is Elaina. I am a Registered Nurse. I have struggled with my weight for most of my life. I joined my MyFitnessPal in hopes to connect with others who share the same goal of wanting to be healthy.

**Why I want to get in shape**

I want to be healthy and feel good in my body. I don't want my body to hold me back in life or shorten my life. I want to be able to wear cute clothes, shop at regular stores not plus size shops. I want to feel good about the way I look and even feel sexy in a bathing suit. I want to be a good example to my patients at the hospital. I want to show them that I care about myself and my health as well as theirs. I want to be a healthy weight before I conceive children.

**My Progress**

**Making strides towards health**  **myfitnesspal**  
Calorie Counter & Diet App

**Recent Activity**

Elaina\_m's activity is only viewable by her friends. If you know Elaina\_m, send her a message or add her as a friend.



There are several other fitness websites and forums out there to use. Each one will be different in the type of intelligence you can collect.

The important thing here to remember is that all the data you collect on your subject, regardless of which online resource it comes from, it can help you in building your case and lead to other sources you may not have considered.

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## LOCATING PEOPLE & INFORMATION ON DATING SITES 201

We are going to look at dating sites in more detail and what information can be found on them and how to perform advanced searches on these sites.

### PLENTY OF FISH (<http://www.pof.com> )

The first site we will look at is plenty of fish (pof.com), which is one of the larger and more popular dating sites.

You will need an account to perform a search on this site and to be able to see an individual's profile details. They do offer a basic account, which is free to use and should provide you the access needed to perform your investigative search.

There is also a premium account options that is a paid service, which will unlock additional features, but is not required.

Once you sign in with an account, you will see a variety of options now available.



The first place you want to go to is the “Search” option in the menu. Here you will be able to perform either a basic search or advanced search. In the basic search, there are several parameters to choose from when performing your search.



Begin by entering information matching your subject of interest, such as age, city, state, or radius within an area based on zip code.

The search results will be listed below and you can begin scanning the listings to see if you can locate and identify your subject. Most of the time you will see images of the individuals listed along with a city and state, plus their age and username for this site.

**TIP:** The username is very important as you can use it in Google search to possibly identify other profile accounts for this person. Refer to the [ADVANCED SEARCH TECHNIQUES ON GOOGLE 201](#) for more details on this.

To view the person's profile page once you find them, just click on their username.

Here you will see all the details about your subject that has been added to their profile. This can include a physical description, ethnicity, education level, profession, and religion, as well as additional images of the individual. The photos can offer insight as to the lifestyle they lead as well.

Be sure to scroll to the bottom of the profile to see additional information about them, such as what they are looking for, marital status, if they have children, and other physical description information.

<b>I am Seeking a</b>	Man	<b>For</b>	Dating
<b>Needs Test</b>	Not Completed	<b>Chemistry</b>	View her chemistry results
<b>Do you drink?</b>	Socially	<b>Do you want children?</b>	Want children
<b>Marital Status</b>	Single	<b>Do you do drugs?</b>	No
<b>Hair Color</b>	Blond(e)	<b>Eye Color</b>	Blue
<b>Do you have a car?</b>	Yes	<b>Do you have children?</b>	No
<b>Longest Relationship</b>	Over 3 years	<b>How ambitious are you?</b>	Very Ambitious
<b>Pets</b>	Cat & Dog		

**Interests**

- Fishing
- Gym wine
- Dancing
- Movies
- Dinner
- Texas Rangers Baseball
- Family and friends

**About Stefanie**

I'm a Texas girl I'm a small town gal and I have big heart .I'm work full time and going to school to finish my degree in nursing. I love taking care of people I'm looking for good looking honesty guy and someone who doesn't cheat .And I want a

Below that, you can see what their interests are and possibly an about section where the person describes themselves in more detail.

All the information you collect here can be valuable to your investigation and help in profiling your subject's personality, hobbies, and interests. These details may be shared on several social media accounts for this subject, which makes it easier to verify their identity on those other accounts.

Next, we will go back and look at the Advanced search options.

With the advanced search, you have many more options available to use in your search criteria, which can help improve the quality of your search results.

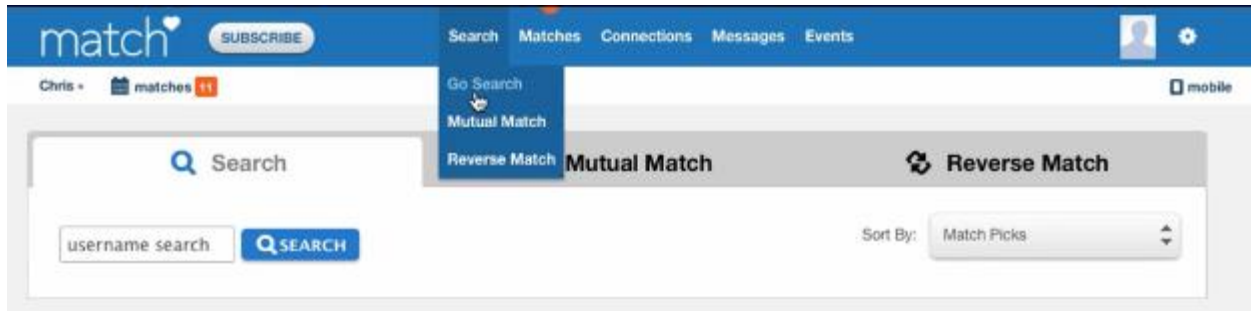
I'm A	<input type="text" value="Male"/>	Sort by	<input type="text" value="Last Visit"/>
Seeking	<input type="text" value="Female"/>	User Wants children?	<input type="text" value="Anything"/>
Age	<input type="text" value="25"/> to <input type="text" value="35"/>	Smokes?	<input type="text" value="Anything"/>
Country	<input type="text" value="Nepal"/>	Does drugs?	<input type="text" value="Anything"/>
City or Postal Code / Miles	<input type="text"/> <input type="text" value="50"/>		
Province	<input type="text" value="Anything"/>	Display Type	<input type="text" value="Detailed"/>
Minimum Height	<input type="text" value="Anything"/>	Drink	<input type="text" value="Anything"/>
Maximum Height	<input type="text" value="Anything"/>	Users With Children	<input type="text" value="Anything"/>
Religion	<input type="text" value="Anything"/>	Hair Color	<input type="text" value="Anything"/>
Ethnicity	<input type="text" value="Anything"/>	Zodiac Sign	<input type="text" value="Anything"/>
Pets	<input type="text" value="Anything"/>	Eye color	<input type="text" value="Anything"/>
Search Type	<input type="text" value="Anything"/>	Body Type	<input type="text" value="Anything"/>
Education	<input type="text" value="Anything"/>	Income	<input type="text" value="Anything"/>
Family Orientation	<input type="text" value="Anything"/>	Easygoingness	<input type="text" value="Anything"/>
Self-Confidence	<input type="text" value="Anything"/>	Openness/ People Dependent	<input type="text" value="Anything"/>
Profession	<input type="text" value="Anything"/>	Intent	<input type="text" value="Anything"/>
Marital Status	<input type="text" value="Anything"/>	Personality	<input type="text" value="Anything"/>
Second Language	<input type="text" value="Anything"/>	Do You Own A Car?	<input type="text" value="Anything"/>

### MATCH ([www.match.com](http://www.match.com))

Next, we'll look at Match.com, which is another popular dating site that we can use to collect useful information on a subject. Match.com offers search on both desktop and mobile platforms.

Like the previous site, you will need to create an account to perform a search. However, they do offer the ability for you to create a free account and give you access to perform a search.

Once you've created an account and log in, the first thing you will do is click on "Search" from the main menu, then "Go Search" to begin.



Go search allows you to search by username to start, or you can select “edit” next to basic search to enter additional information before searching.



Here you can specify what you are looking for (man or woman), age range, with/without photo, and then by location. With location, you can enter a zip code and search within a certain distance, or just specify a city or state.

When the search is completed, it will show all matches found based on the data entered. Try to identify your subject from the search result, then click on their username to view the profile page.

As you will see, match.com provides a lot of information on the profile that can help profile your subject.

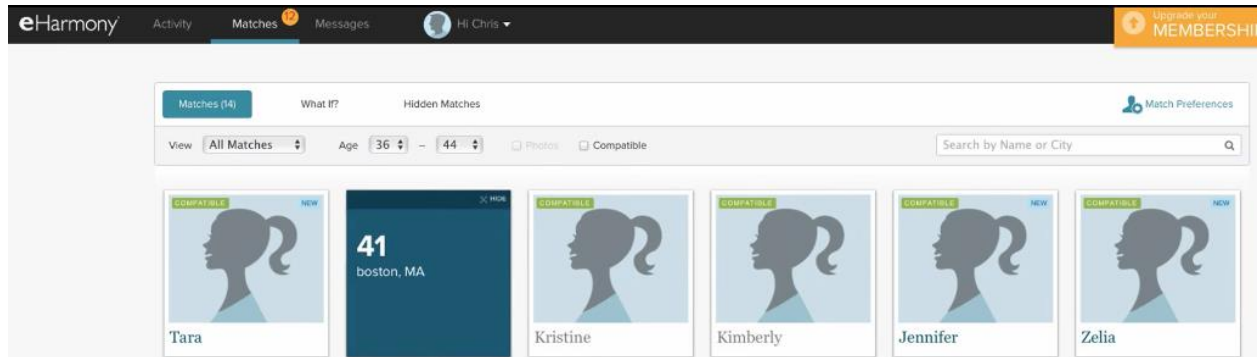
Some important details to look at are:

- Relationship
- Have kids
- Ethnicity
- Body type
- Height
- Bio
- Interests
- Appearance
- Lifestyle
- Background

**EHARMONY** ([www.eharmony.com](http://www.eharmony.com) )

Another site that can be used is eHarmony.com, which allows a subscribed user to search for people by location and by username.

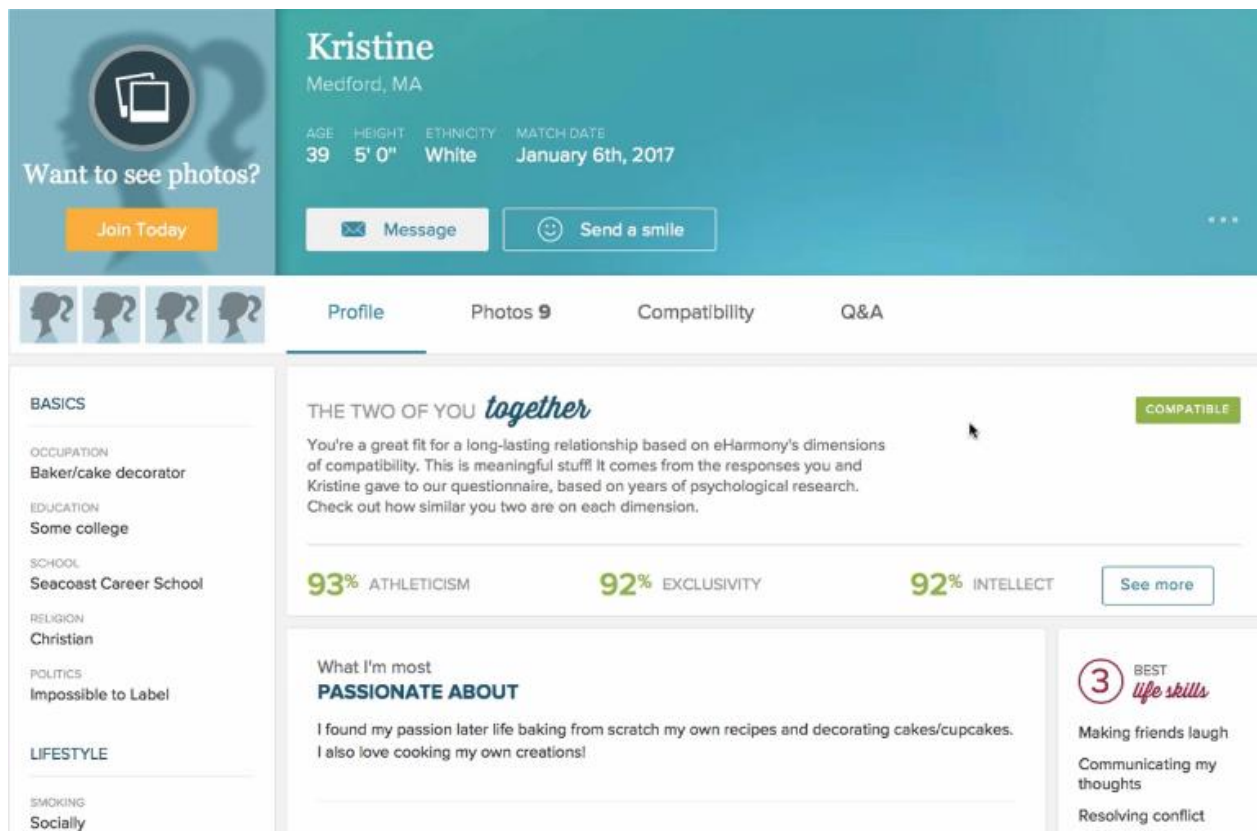
As before, this site does require a login to access, but also offers a free membership. After creating a free account and logging in, go to “Matches” in the top menu to start your search.



You can enter an age range, name, and/or city to begin viewing the results. Typically, the search results are based on a 25-mile radius from the location you entered.

**NOTE: with the free account, you will not be able to see photos for profiles. This requires you have a paid subscription account.**

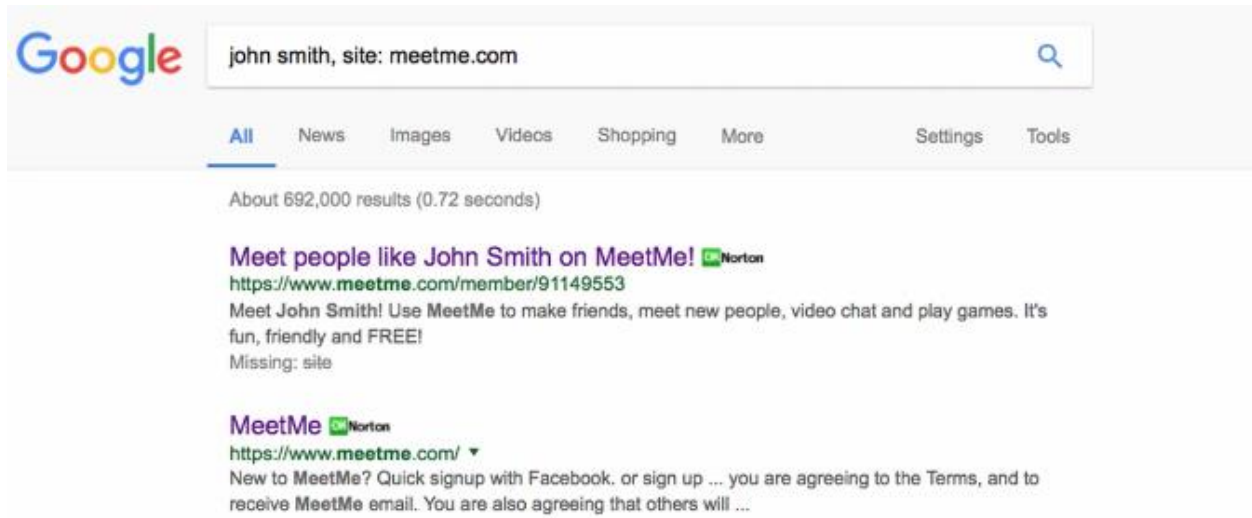
Once you have identified your possible subject, click on their name to view the profile page. Here you can view their age, height, ethnicity, occupation, education, school, religion, politics, and more.



**MEETME** ([www.meetme.com](http://www.meetme.com))

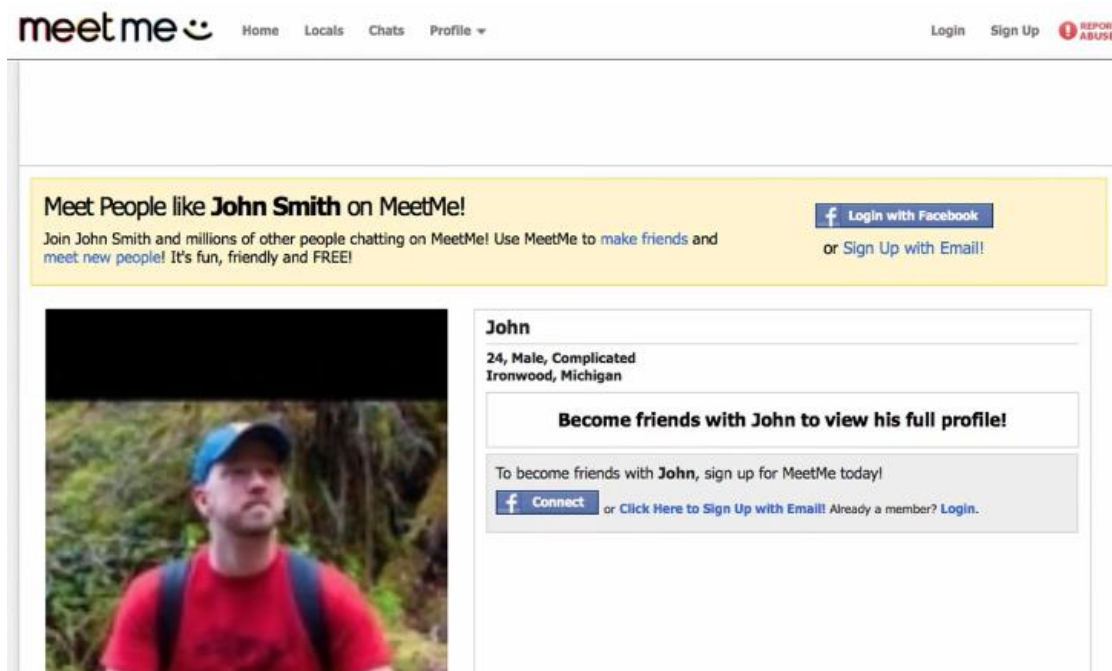
The last dating website we'll look at is meetme.com. This site does require an account to access it, and offers a free subscription like the others.

But, there is a way to perform a search for someone without an account. To do this, we will use Google search.



As we explained in our previous lesson, [ADVANCED SEARCH TECHNIQUES ON GOOGLE 201](#), you can use the “site:” operator along with a subject’s name to see if they have an account or profile on meetme.com.

If your subject has an account, it should be listed at the top of your search results. By clicking on the link shown, it will take you to that person’s profile preview.

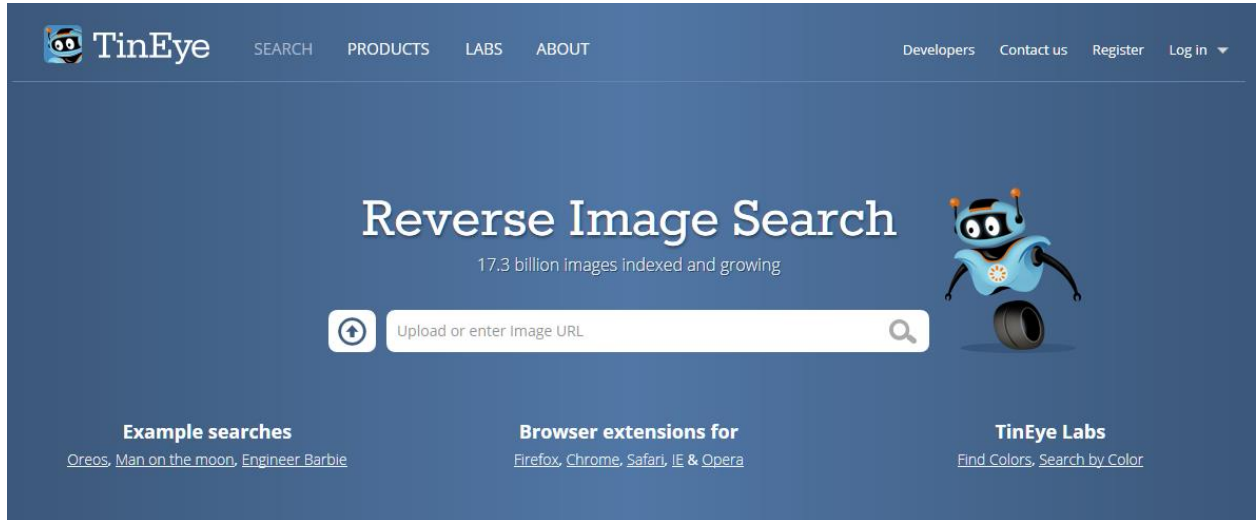


This preview of their profile will only show you their photo (if available), name, age, gender, and location. If you do get a photo of the person, there is one more search you can perform to locate additional resources or social media sites.

**BONUS Tool:**

This next search tool is specifically used for images online. That tool is called **TinEye** ([tineye.com](http://tineye.com))

TinEye is a reverse image search engine that allows you to either upload an image or enter an image url into their search and locate everywhere that image may be displayed online.



There are browser “extensions” you can install for TinEye to work directly in your browser, which allows you to right click on any image online and instantly search it using the TinEye search engine. This add-on is available for Chrome, FireFox, Internet Explorer, Safari, or Opera.

Reference: <https://tineye.com/extensions>