Hetherington Group
Expert Investigations and Intelligence Services

Risk & Oversight Using Social Media in Trust & Wealth Business

Cynthia Hetherington
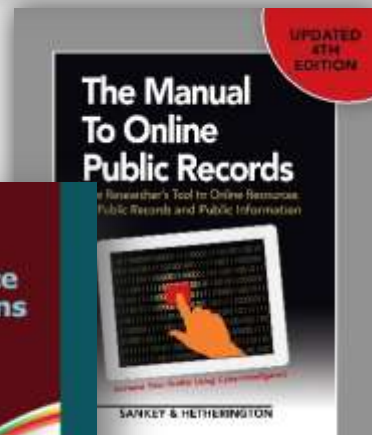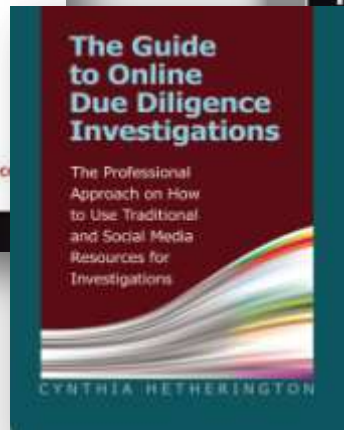
Cynthia is a...

internet and online intelligence newsletter

data2know.com

A Publication of Hetherington Group

- OSMOSIS Conference Host
- ACFE Faculty
- ASIS Educator
- Global OSINT presenter
- Author & publisher
- Analyst
- Security Practitioner
- Investigator
- Tech
- Librarian

Overview

As an investigator, social media platforms and search engines are important tools for tracking down facts and following leads. This class expands your general knowledge of social media platforms and search engines, allowing you to create thorough reports for your clients.

What are they posting?

- Business profile
- Academic history
- Business connections
- Personal affiliations
- Hobbies
- Sports teams
- Opinions
- Work schedule
- Height, weight, gender
- Travel schedule
- Caffeine or no?

- Intellectual property
- Political & charitable causes
- Photos of yourself, your family and friends
- Videos inside facilities
- Where you are and what you are doing every minute of the day!
- Updates on family events
- Drug habits
- Illnesses
- Sexual preferences

Keep in mind

- Accounts can be co-mingled and joined together.
  - LinkedIn and Twitter can be connected so you only have to sign into one to update both.
  - Most social networks offer you an option to sign in with your Facebook or Twitter account.
- Social media analysis is C.A.R.A. Analysis
  - Characteristics,
  - Associations
  - Reputation
  - Affiliations
- Use public records to validate your findings

CARA helps with narrowing your platform

- Knowing something about the Subject of your investigation can steer you much faster.
  - Hobbies, sports and interests is a good indication of where you locate your target
  - Dating sites and Meet-up, Hook-up, sites are great for 'on the market' targets
  - Job seekers will be floating around on the job boards
  - Garage sale types will be on LetGo.com
  - Topical for the day… election and campaign sites may show activity
  - Local protests or affirmations very popular to our subjects
  - Maybe a RAISE me or HELP me fund was started or participated on

Hunting Social Media profiles with Google

- Start with Google
  - Search by "first last name" in quotes and you will locate popular social media accounts

    Example: "Robert Smith"

- Consider that their names in
  - Facebook will be casual – Bob Smith
  - LinkedIn will be formal – Robert Smith
  - Instagram & others will be nicknames - Bsmith

Searching for stuff

Beyond Google

Content Searching

- When you need to locate information quickly search by content.

Content Type	Example
#hashtag	#coupons – #adl – #dove
Keyword	glimmering – wax – bitcoin
Location	gillette stadium – rt 50 – la
Building	ellis island – niagara mohawk
Brand	jergens – att – spanx
Company name	hp – academy – revlon
Situation	watergate – super bowl

Google

Google is a great place to locate web sites and everything else

BUT

It is not a great place to locate statements made in social media

Tagboard

Alert Services: free or fee

FREE - Assorted

- Google.com/alert
- Tagboard
- Socialmention
- Biznar
- Searchtempest
- Claz.org
- Free.Echosec.net

FEE – Social Media

- Navigator Liferaft
- Media Sonar
- Cision
- Vocus
- Echosec.net

FEE - News

- Factiva
- Nexis
- ProQuest

Socialmention *

Biznar *

Searchtempest

Claz.org for all others

Free.Echosec.net

Echosec   1 (844) ECHOSEC

ANNOUNCING THE LATEST VERSION OF ECHOSEC

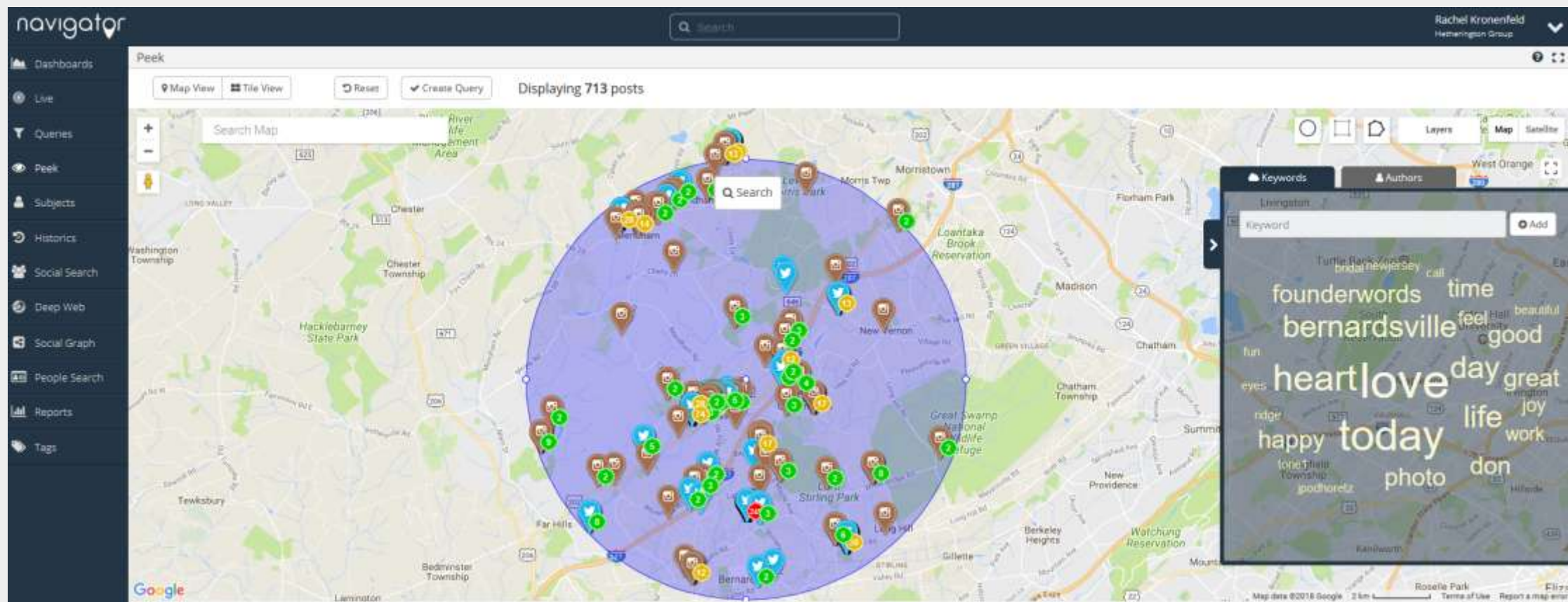## the lite version is *free* for

everyone to use

The latest version of Echosec is free for everyone to use! Yes, you read that correctly, FREE. Anyone can quickly create an account and start searching any location, event hashtag or keyword around the world and view results in real-time.

No credit card, no lengthy sign-up, no hassles.
Simply create an account by entering your email and name, that's it.
Questions? Learn more about the free version of Echosec Lite.

Navigator by Liferaft - Map View

Navigator by Liferaft - Tile View

Searching for people

Social Media Accounts and other spaces

Hunting Social Media profiles with Google

- Finding profiles is straightforward if you follow these steps
- Do you know their nickname already?
  - Check email addresses.
- Start with Google
  - Search by "first last name" and you will locate popular social media accounts
- Use the following list of social media platforms and add the username to the end
  - Pinterest.com/animal

Looking for matches here: /username

43 Things	DailyStrength	Fotolog	Ibibo	Meettheboss	PokemanGo	Streetlife	We Heart It
About.me	DeviantArt	Foursquare	Identi.ca	Meetup (website)	Poolwo	Students Circle Network	WeeWorld
Academia.edu	Diaspora*	Friendica	Indaba Music	MillatFacebook	Qapacity	StudiVZ	Wellwer
Advogato	Disaboom	Friends Reunited	Influenster	MocoSpace	Quechup	StumbleUpon	Wepolls.com
AsianAvenue	Dol2day	Friendster	Instagram	MouthShut.com	Qzone	Tagged	Wer-kennt-wen
Athlinks	DontStayIn	Fuelmyblog	Itsmy	Mubi	Raptr	Talkbiznow	Wooxie
Audimated.com	Doximity	Gaia Online	Jaiku	My Opera	Ravelry	Taltopia	WriteAPrisoner.com
Bebo	Draugiem.lv	GamerDNA	Jiepang	MyHeritage	Reddit	Taringa!	XING
Biip.no	Dreamwidth	Gapyear.com	Kaixin001	MyLife	Renren	TeachStreet	Xanga
BlackPlanet	Elftown	Gather.com	Kiwibox	Myspace	ReverbNation.com	TermWiki	Xt3
Bolt.com	Elixio	Gays.com	Lafango	Nasza-klasa.pl	Ryze	The Sphere	Yammer
Busuu	Ello	Geni.com	LaiBhaari	Netlog	ScienceStage	TravBuddy.com	Yelp, Inc.
Buzznet	English, baby!	Gentlemint	Last.fm	Nexopia	Sgrouples	Travellerspoint	Yookos
CafeMom	Eons.com	GetGlue	Late Night Shots	Ning	ShareTheMusic	Trombi.com	Younow
Care2	Epernicus	GirlsAskGuys	LibraryThing	OUTeverywhere	Shelfari	Tsu	Zoo.gr
CaringBridge	Experience Project	Gogoyoko	Lifeknot	Odnoklassniki	Sina Weibo	Tuenti	Zooppa
Classmates.com	Exploroo	Goodreads	LinkExpats	Open Diary	Skoob	Tumblr	aNobii
Cloob	Facebook	Goodwizz	Linkagoal	Orkut	Skyrock	Twitter	aSmallWorld
ClusterFlunk	Faceparty	Google+	LinkedIn	Partyflock	Smartican	Tylted	delicious
CouchSurfing	Fetlife	GovLoop	Listography	PatientsLikeMe	SocialVibe	Uplike	douban
CozyCot	FilmAffinity	Grono.net	LiveJournal	Periscope	Sonico.com	VK	eToro
Cross.tv	Filmow	HR.com	Livemocha	Pingsta	SoundCloud	Vampirefreaks.com	hi5
Crunchyroll	FledgeWing	Habbo	MEETin	Pinterest	Spaces	Viadeo	italki.com
Cucumbertown	Flickr	Hospitality Club	MOG	Plaxo	Spot.IM	Virb	mixi
Cyworld	Flixster	Hotlist	Makeoutclub	Playfire	Spring.me	Vox	tribe.net
DXY.cn	Focus.com	Hub Culture	Meerkat	Playlist.com	Stage 32	WAYN	weRead
DailyBooth	Fotki	IRC-Galleria		Plurk	Stickam	Wattpad	4Chan

Namechk.com & Peekyou.com

Pipl

Yasni

- Based in Germany, Yasni coverage extends internationally

- Still many strong US based results are returned

- Allows you to drill down by topic or interest

▼ **Categories**

Images
Telephone & Addresses
Yellow Page contacts
Interests
Network Profiles
Business Profiles
Management & Stakeholders
Private Homepages
Education
Bad news
Books & Literature
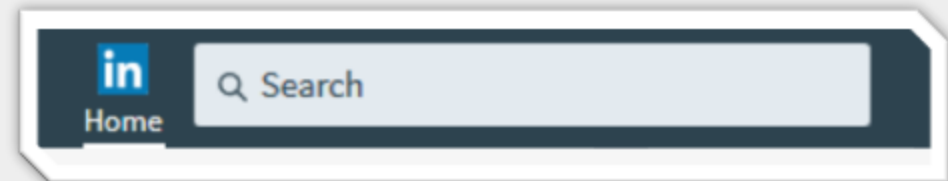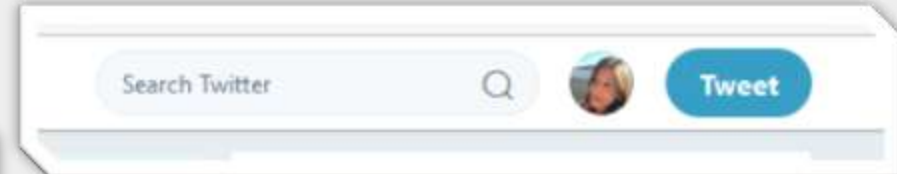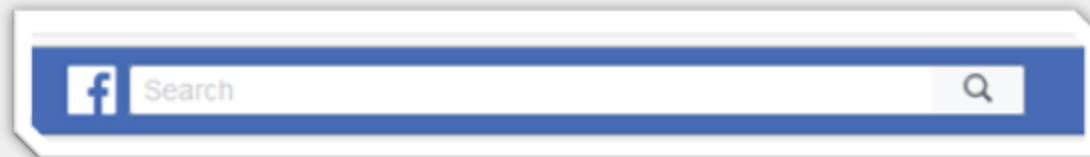Related Documents
Publications
News
Reports & Statements
Miscellaneous

Yatedo

- Groups information by images, webpages, documents and social connections.

Finding Subjects on Social Networks

- Use search boxes on social networking sites.

- Search by name, nickname, phone number, or email address.

- Know the difference between private and public profiles.

Tagboard Again

- Tagboard.com/EXPRESSION/search (put your keyword in for EXPRESSION)

LinkedIn

Resume with what?

®?

Public record find!

Friends of Ben®

Featured Skills & Endorsements

Venture Capital · 99+
- Endorsed by **Thomas Fairfull and 1 other** who is highly skilled at this
- Endorsed by **Tibor Baranski Jr.** (mutual connection)

Private Equity · 99+
- Endorsed by **Thomas Fairfull and 2 others** who are highly skilled at this
- Endorsed by **Tibor Baranski Jr.** (mutual connection)

Mergers & Acquisi... · 99+
- Endorsed by **Tibor Baranski Jr. and 5 others** who are highly skilled at this
- Endorsed by **Tibor Baranski Jr.** (mutual connection)

- Endorsers are free friends lists
- Open each Feature Skill and capture the list of friends who endorsed your subject.
- Enter each into a spreadsheet, sort by name
- Look for anyone with the same last name.

Facebook

Searching Facebook

Hg

friends of misspope 🔍

Jorge   Home   Find Friends

| Top | Posts | People | Photos | Videos | Shop | Pages | Places | Groups | Apps | Events |

POSTED BY
- Anyone
- You
- Your Friends
- Your Groups
- Your Friends and Groups
- ⋯ Choose a Source...

TAGGED LOCATION
- Anywhere
- Chicago, IL
- ⋯ Choose a Location...

DATE POSTED
- Anytime
- 2017
- 2016
- 2015
- ⋯ Choose a Date...

Public Posts

The Ponderings of Miss Pope
November 5, 2016 · 🌐

👍 Like Page

BLOG: "I left as quickly as I could. I looked like Garfield the Fooking Cat" #SprayTans and #Shame

The One Where I Did A Ross From Friends... | The Ponderings of Miss Pope | Lifestyle Blog

Holiday just around the corner. Diet not even started. Plan = Fake Tan the

Search by name of person.
Refine by:
1. friends of
2. lives in
3. works for
4. attended school

Can't find them?
Look for:
Kids, cousins, work associates, friends, pets name, business names...

Searching Twitter

Searching Twitter

See what's happening right now

Tip: use operators for advanced search.

Search

Go to twitter.com/search

Advanced Searching allows you to filter by sentiment and location

Places

Near this place

Other

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

Reddit

- Reddit is accessible without having an account
- My entry to the dark web
- People will share everything here, including the truth

Snapchat

- **Can you search for people on Snapchat?**
  - If you are trying to add someone famous, you can find their Snapchat username on their Twitter, Facebook or Instagram. You can also add friends from your phone's address book. … For the contacts who are not on Snapchat, you can invite them too.

- **Can you find someone on Snapchat by email?**
  - Find out your friend's username. The main way people add each other in Snapchat is by trading usernames. This allows you to add people that aren't in your phone's contact list. There is no way to add someone to Snapchat using an email address or real name.

Instagram

Hg

Search by hashtag, nickname or emoji

Search Results for " #lapd "

#lapd

Tag Search Results for " #lapd "

🏷 #lapd	100,234
🏷 #lapdog	302,982
🏷 #lapdance	130,790
🏷 #lapdogs	19,138
🏷 #lapdances	18,580
🏷 #lapdancetuesdays	5,255
🏷 #lapdcadets	2,918
🏷 #lapdesk	1,930
🏷 #lapdogwannabe	1,724
🏷 #lapdancing	1,640
🏷 #lapdancer	1,440
🏷 #lapdancetuesday	1,111
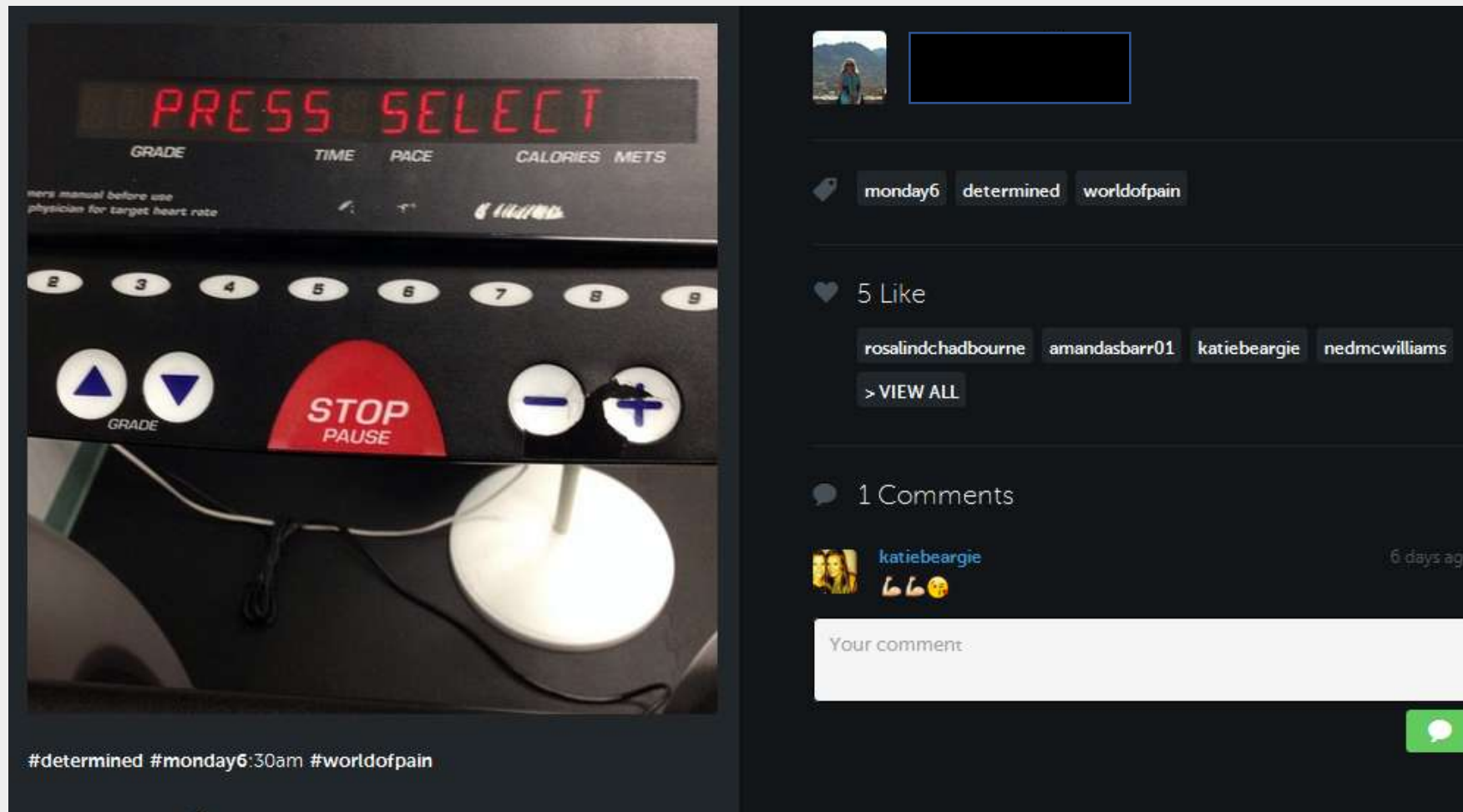
Meet Instagram

It's a **fast**, **beautiful** and **fun** way to share your photos with friends and family.

Snap a picture, choose a filter to transform its look and feel, then post to Instagram. Share to Facebook, Twitter, and Tumblr too – it's as easy as pie. It's photo sharing, reinvented.

Oh yeah, did we mention it's free?

Download on the **App Store**

GET IT ON **Google play**

YOUR ACCOUNT · ABOUT US · SUPPORT · BLOG · API · JOBS · PRIVACY · TERMS

© 2013 INSTAGRAM

Instagram photos

Websta.me

- Search by hashtag, user or keyword to locate Instagram accounts and things posted there.
- Excellent for finding local content fast.

Zoominfo.com

Zoominfo.com

Search with first name / last name
Zoominfo.com/people/firstname/lastname

Zoominfo

End Notes

- Take advantage of the free tools to their maximum capacity

- Fee based tools can hasten your process and make your research much more intelligent

- Not everything is located in social media, don't forget unique engines
  - For people
  - For documents
  - For historical references

- Many vendors offer excellent products, but constantly question their abilities.

Hetherington Group
Expert Investigations and Intelligence Services

Thank you

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